

UDC 332

THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

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ABSTRACT

This study aimed to examine and explain the effect of brand image, product quality, and customer satisfaction in growing repurchase intentions on the Pocari Sweat isotonic drink. This research is classified as associative quantitative research conducted in Denpasar City. Data consists of 160 samples, collected by distributing questionnaires using Google Form. The criteria for respondents in this study were customers who had purchased and consumed isotonic drinks with the Pocari Sweat brand, with a minimum education of high school (SMA)/equivalent, domiciled in Denpasar City. The analysis technique used is the Structural Equation Model (SEM) and uses the SmartPLS 3.2.9 analysis tool. The results showed that brand image, product quality, and customer satisfaction had a positive and significant effect on repurchase intention on the isotonic drink of the Pocari Sweat brand in Denpasar City. The following result is that customer satisfaction can mediate the relationship between brand image and product quality on repurchase intentions on isotonic drinks with the Pocari Sweat brand in Denpasar City.

KEY WORDS

Brand image, product quality, customer satisfaction, repurchase intention.

Sports activities with a high enough intensity will be able to reduce electrolyte fluid in the body. Athletes often experience this condition, so to maintain electrolyte balance; many consume isotonic drinks to maintain their body condition. Isotonic drinks are believed to be able to be quickly absorbed by the body so that they function effectively to replace fluids when doing high-intensity exercise. One of the isotonic drinks circulating in the market is Pocari Sweat. This drink was first launched by Otsuka Pharmaceutical in Japan in 1980 by carrying the jargon of health drinks. After being successful in their own country, Pocari Sweat began to spread in various countries, including Indonesia. PT. Otsuka Pharmaceutical in Indonesia has six subsidiaries, one of which is PT. Amerta Indah Otsuka is a company in the field of health drinks with the brand Pocari Sweat. In 1991 PT Amerta Indah Otsuka established a factory in Lawang (Malang, East Java). However, in 2004 the company decided to move the factory to the Sukabumi area to reduce production and transportation costs. This tireless effort finally paid off; starting in 2002, sales of Pocari Sweat suddenly experienced a sharp growth of 50% every year.

The intense business competition requires Pocari Sweat to continuously improve its performance to win the competition and gain a place in customers' hearts. Seber (2018) stated that a company has the goal of making a profit, and this can be obtained if the business's customers have the intention to repurchase their business products. Repurchase intention is to repurchase a product and service previously Arumsari and Ariyanti (2017). Prabandani and Yasa (2019) stated that repurchase intention is a customer's intention to purchase or reuse a product or service. According to Varga et al. (2014), repurchase intention can be obtained by building and establishing good relationships, always presenting value, and increasing customer satisfaction. According to Choi and Kim (2013), the level of customer satisfaction makes customers have a stronger intention to repeat a purchase. Wijaya and Nurcaya (2017) argue that customer satisfaction is a customer feeling where the customer feels the best thing given by a company. Customers satisfied with the results obtained from a product, goods, and services are likely to make repeat purchases.

One factor that makes customers intend to repurchase is a brand image because a product with good positioning in the minds of customers through a good brand image tends to be remembered and re-consumed by customers Sanjaya and Ardani (2018). Brand image is the perception and belief made by consumers, as reflected in the associations that occur in the customer's memory (Kotler and Keller, 2016: 315). Brand image is the customer's response to a brand based on the good and bad of the brand that the customer remembers. Brand image is a belief formed in customers' minds about the perceived product object. The brand image describes the extrinsic nature of the product or service, including how the brand seeks to meet customers' psychological or social needs (Kotler and Keller, 2016:330).

The brand is an essential instrument in marketing. A positive brand image influences repurchase intention because a strong brand image can cause customers to become loyal to Sanjaya and Ardani (2018). A widely known product brand can be a barrier to the entry of competitors. The strength of a brand is marked by its ability to survive even in difficult times. A high resistance will not have much effect in any kind of time.

High repurchase intention can be created by producing a quality product Apriliani (2019). According to (Kotler and Keller 2016:17), product quality is the overall characteristics of a product or service that affect its ability to satisfy stated or implied needs. Product quality is the product's ability to carry out its functions, including durability, reliability, consistency, ease of use and repair, and other valuable attributes (Kotler and Keller, 2016: 142). According to (Schroeder, 2008: 155), product quality is associated with the value, use, or price of the goods or services. (Jill 2013:11) states that if the company wants to maintain its competitive advantage in the market, it must understand what dimensions customers use to differentiate the products sold from competitors' products. Product quality plays a vital role in shaping customer purchase intentions; the product must have a certain level of quality because the product is made to meet customer tastes. The company's right and planned marketing strategy is by way of a good brand image in customers' minds and quality product quality (Lasander, 2013).

This research is also motivated by several findings from previous studies about the effect of brand image, customer satisfaction, product quality, and repurchase intention with different results. Research conducted by Santika and Mandala (2019) and Hidayah and Apriliani (2019) say that brand image significantly positively affects repurchase intention. However, research by Thomas (2012) and Rizaldi and Wijaksana (2019) showed different results, namely that brand image did not affect repurchase intention. Several studies on the effect of product quality variables on repurchase intentions show the inconsistency of research results. Research conducted by Sanjaya and Ardani (2018) and Hidayah and Apriliani (2019) says that product quality positively affects repurchase intentions. However, research by Ramadhan and Santosa (2017) suggests different results; namely, product quality has a negative and significant effect on repurchase intentions.

Research conducted by Herliza and Saputri (2016) and Damayanti & Wahyono (2015) suggests that brand image has a positive and significant effect on customer satisfaction. Research conducted by Saidani (2012) and Hermawan (2011) said that product quality positively affects customer satisfaction.

Based on the results of previous research, there are still inconsistencies in the results (research gap) related to the influence of brand image and product quality on repurchase intentions, so it is indicated that there are other variables that affect the relationship between the two. According to previous empirical studies, the variable that can mediate the effect of Brand Image and Product Quality on Repurchase Intention is Customer satisfaction. Customer satisfaction is used as a mediating variable because brand image and product quality directly influence customer satisfaction, and customer satisfaction directly influences repurchase intentions. The reason for disaggregating customer satisfaction is based on the expectancy disconfirmation model, which states that customers' intention to repurchase a product or reuse a service is determined primarily by their customer satisfaction with the use of the product or service (Saunders and Petzer., 2010; Andini., 2021; and Pebriana., 2016).

There are several brands of isotonic drinks in Indonesia that are often consumed, such as Mizone, Pocari Sweat, and Fatigon Hydro. The rise of isotonic drink products in the

market today makes the competition more challenging. Therefore, companies must be able to compete and be the best in creating isotonic drink products with certain advantages, ranging from price, product design, and product quality.

Table 1 – Development of the Top Brand Index (TBI) of Isotonic Products in Indonesia
Period 2018 – 2020

Year	Brand		
	Pocari Sweat	Mizone	Fatigon
2018	64,3	26,2	1,9
2019	68,3	22,1	2,2
2020	66,2	18,2	4,0

Source: *www.topbrand award.com* (Accessed on 19 September 2020).

The reason for choosing Pocari Sweat as the object of this research is because Pocari Sweat has been the top brand award for isotonic drinks for three consecutive years. Based on Table 1, the results of the top brand award survey for 2018 – 2020 show that Pocari Sweat is in first place in 2018, followed by Mizone and Fatigon Hydro. In 2019, it can be seen that Pocari Sweat experienced a significant increase of 4%, followed by Mizone and Fatigon Hydro. In 2020 Pocari Sweat decreased by 2.1%. It can be seen how Pocari Sweat is challenging to compete in maintaining sales every year.

To strengthen the importance of the research, an initial survey was conducted on 20 customers of this isotonic drink of the Pocari Sweat brand. Based on the results of the pre-survey of the study, all respondents stated that they liked to consume isotonic drinks, while there were still two respondents who did not buy isotonic drinks with the Pocari Sweat brand.

According to Kotler (Kotler, 2011:17), product quality is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs. The results of the research conducted by Afrina and Astuti (2018), entitled, found that product quality had a positive and significant effect on customer satisfaction. This is in line with research conducted by Razak (2019) and Ibrahim and Thawil (2019) that product quality positively affects customer satisfaction. H1: Product quality has a positive and significant effect on customer satisfaction.

H2: Brand Image has a positive and significant effect on customer satisfaction. The results of research conducted by Andreani (2015) show that Brand Image has a positive and significant effect on customer satisfaction. Other studies were also conducted by Herliza and Saputri (2016) and Kuraesin and Muniroh (2019), showing that Brand Image positively and significantly affects customer satisfaction. Based on the research results that brand image significantly influences customer satisfaction, a good brand image will give customer satisfaction to a product or service purchased by consumers.

Freida's research (2012) shows a positive effect of product quality variables on repurchase intentions. Other studies were also conducted by Basrah and Arifin (2012) and Wicaksono and Nurseto (2018), which showed that product quality positively and significantly affected repurchase interest. The study results show that product quality has the most significant influence; the product quality is maintained and improved, a higher repurchase interest will be created. H3: Product quality has a positive and significant effect on repurchase intention.

Brand Image is a totality of impressions in the customer's memory about the perceived quality of a product, goods, and services (Kusuma, 2016). Previous research conducted by Pupuni and Sulistyawati (2013), Azmi and Dewi (2020), Savitri and Wardana (2018), and Kusuma and Suryani (2017) in their research said that customer satisfaction seems to have a positive and significant effect on repurchase intention. H4: Brand image has a positive and significant effect on repurchase intention.

Tariq et al., (2013) customer satisfaction are essential to purchase intention. Based on research conducted by Wijaya (2014), Nathadewi and Sukawati (2019), and Febrini, Widowati, and Anwar (2019) also show that a positive attitude of consumers towards a brand can increase the repurchase intention of consumers or the product. When consumers are

satisfied with the products/services received from a company that provides these goods/services, it is very likely for them to make repeat purchases. Based on previous studies, the following hypothesis can be formulated H5: Customer satisfaction has a positive and significant effect on repurchase intention.

Research conducted by Anggitan (2013) shows that product quality has a direct positive influence on repurchase intentions indirectly through consumer customer satisfaction. Vazquez-Carrasco and Foxall in Thakur and Singh (2012) and Andini (2021) also stated that among variables used to measure the influence of repurchase intentions on a product, one of which uses the customer satisfaction variable. This study proves a positive relationship between customer satisfaction and repurchase intention. Based on previous studies and studies, the following hypothesis can be formulated. H6: Customer satisfaction can mediate the effect of product quality on repurchase intentions.

According to Saraswati (2014), brand image significantly affects repurchase. This is similar to the results of research tests conducted by Andriadi and Untarini (2013) that brand image on one of its dimensions is customer satisfaction has a significant influence that can shape consumer repurchase intentions. Pebriana (2016), in his research, found that brand image through customer satisfaction has a positive and significant effect on repurchase intention. Based on previous studies and studies, the following hypothesis can be formulated. H7: Customer satisfaction can mediate the effect of brand image on repurchase intention.

METHODS OF RESEARCH

This research is classified as associative (relationship) research, which aims to determine the relationship between two or more variables (Sugiyono, 2017). The types of data used in this study are qualitative and quantitative data. Research constructs that can be identified as exogenous constructs in this study are brand image and product quality, and endogenous constructs in this study are customer satisfaction and repurchase intention. The population in this study was customers who had bought or consumed the Pocari Sweat isotonic drink in Denpasar City. The sampling technique used in this research is purposive sampling. Purposive sampling is a selection method based on specific considerations (Sugiyono, 2017). The criteria for respondents who were taken as samples are as follows: Domiciled in Denpasar City, at least the prospective respondent is in high school or equivalent with the intention that the respondent understands the contents of the questionnaire and can answer the questionnaire independently, has bought Pocari Sweat isotonic drink products at least once in a period. Last one week. The number of samples in this study follows the consideration of 5-10 times the number of indicators (Sugiyono, 2016). This study uses 16 indicators, so the number of respondents used for the sample is $16 \times 10 = 160$. In this study, 160 respondents were used because using 160 respondents is expected to get accurate results. The way of collecting data in this research is a questionnaire survey. The analytical technique used is Inferential Statistical analysis with Structural Equation Model (SEM) with Partial Least Square (PLS) approach.

RESULTS AND DISCUSSION

The loading factor value is shown in Table 2 is more significant than 0.7, so it can be declared ideal, which means that the indicator is said to be valid in measuring the construct.

Table 3 shows that the AVE measurement value is more significant than 0.5 and the square root of the average variance extracted (AVE) value is greater than the AVE value. So it can be stated that the model has a good discriminant validity value.

Table 4 data shows that the cross-loading value of each variable indicator has a correlation coefficient greater than the constructs of the other blocks; this means that the model has good discriminant validity.

The results of the R2 value are 0.695 for consumer customer satisfaction, and the R2 value is 0.856 for Repurchase Intention. Based on the calculation results, the Q2 value of 0.862 means that 86.2 percent of the variation of the repurchase intention variable is

expressed by variations in Product Quality, Brand Image, and Customer satisfaction, while the remaining 13.8 percent from variations in the value of other factors that are not included in the model of this research.

Table 2 – Load Factor Value

Indicator	X1	X2	Y1	Y2
X1.1	0,924			
X1.2	0,898			
X1.3	0,923			
X1.4	0,911			
X1.5	0,893			
X2.1		0,903		
X2.2		0,922		
X2.3		0,909		
Y1.1			0,890	
Y1.2			0,884	
Y1.3			0,897	
Y1.4			0,916	
Y2.1				0,963
Y2.2				0,927
Y2.3				0,924
Y2.4				0,947

Source: Processed data, 2022.

Table 3 – Discriminant Validity Test Results

Variable	Average Variance Extracted (AVE)	Square root of average variance extracted (AVE)
X1	0,828	0,910
X2	0,831	0,912
Y1	0,804	0,897
Y2	0,884	0,940

Source: Processed data, 2022.

Table 4 – Cross loading Value

Indicator	X1	X2	Y1	Y2
X1.1	0,924	0,746	0,713	0,802
X1.2	0,898	0,670	0,688	0,744
X1.3	0,923	0,740	0,766	0,791
X1.4	0,911	0,745	0,698	0,767
X1.5	0,893	0,698	0,729	0,733
X2.1	0,726	0,903	0,708	0,761
X2.2	0,728	0,922	0,730	0,742
X2.3	0,711	0,909	0,717	0,730
Y1.1	0,713	0,722	0,890	0,770
Y1.2	0,673	0,684	0,884	0,777
Y1.3	0,733	0,689	0,897	0,820
Y1.4	0,716	0,730	0,916	0,831
Y2.1	0,823	0,768	0,848	0,963
Y2.2	0,798	0,742	0,823	0,927
Y2.3	0,768	0,793	0,836	0,924
Y2.4	0,786	0,768	0,848	0,947

Source: Processed data, 2022

Table 5 – Composite reliability value

Variable	Cronbach's Alpha	Composite Reliability
X1	0,948	0,960
X2	0,898	0,936
Y1	0,919	0,943
Y2	0,956	0,968

Source: processed data, 2022.

Table 6 – R-square Value

Endogenous variables	R Square
Consumer Customer satisfaction	0,695
Repurchase Intention	0,856

Source: Processed data, 2022.

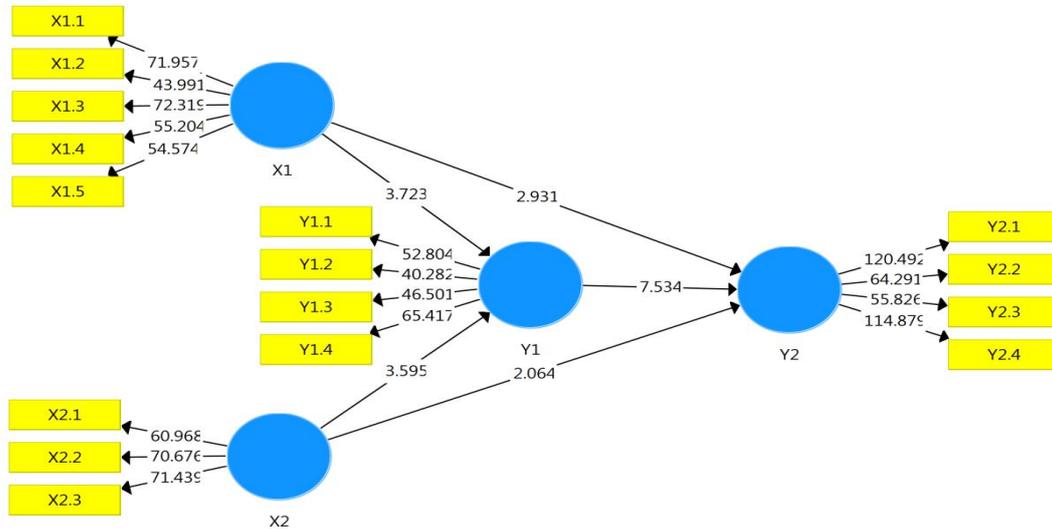


Figure 1 – SEM-PLS Test Results Bootstrapping Analysis (Source: processed data, 2022)

Table 7 – Direct Effect Hypothesis Test Results

Effects	Original Sample (O)	T Statistics (O/STDEV)	P Values
brand image -> consumer customer satisfaction	0,447	3,723	0,000
Product quality -> customer satisfaction	0,434	3,595	0,000
Brand image-> repurchase intention	0,294	2,931	0,004
Product quality -> intention to repurchase	0,169	2,064	0,040
consumer customer satisfaction -> repurchase intention	0,527	7,534	0,000

Source: Processed data, 2022.

In the Influence of Brand Image on Customer satisfaction, the data processing results show that the t statistics value is 3.595 and the p-value is 0.000. The t-statistics value of 3.595, the t-table value (1.96) or the p-value 0.05 indicates that this study's second hypothesis (H2) is acceptable. This means that brand image has a positive and significant effect on customer satisfaction. These results are by research by Andreani (2015), Herliza & Saputri (2016) and Kuraesin & Muniroh (2019), and Damayanti & Wahyono (2015). This study also shows that a good brand image can increase consumer customer satisfaction. The results of this study indicate that the better the consumer's perception of the Pocari Sweat isotonic drink, the higher consumer customer satisfaction will be. This means that improving the brand image to increase customer satisfaction can be done by increasing the reputation of Pocari Sweat which has been superior from the past to other brand isotonic drinks. The Effect of Product Quality on Customer satisfaction, the data processing results showed that the t statistics value was 3.723, the t-table value (1.96) or p value 0.05. This indicates that this study's first hypothesis (H1) is acceptable. This means that product quality has a positive and significant effect on customer satisfaction. These findings are in line with the research results of Afnina and Astuti (2018), Razak (2019), and Ibrahim and Thawil (2019) Research conducted by Saidani (2012) and Hermawan (2011) also said that product quality has a positive effect on customer satisfaction. These findings indicate that the better the quality of Pocari Sweat isotonic beverage products, the higher customer satisfaction. In the Influence of Brand Image on Repurchase Intention, data processing results show that the t statistics value is 2.064, and p values are 0.040. The t statistics value is 2.064 the t-table value (1.96) or p values 0.05. This indicates that this study's fourth hypothesis (H4) can be

accepted. This means that brand image positively and significantly affects repurchase intention. The test results on the effect of brand image on repurchase intention showed a positive and significant effect. These results are the same as those of Pupuani and Sulistyawati (2013), Azmi and Dewi (2020), Savitri and Wardana (2018) and Kusuma and Suryani (2017) and Santika & Mandala (2019), Hidayah & Apriliani (2019). The study also shows that brand image positively and significantly affects repurchase intention.

Effect of Product Quality on Repurchase Intention The data processing results showed that the value of t statistics was 2.931 and the p-value was 0.004. The value of t statistics is 2,931 t-table value (1.96) or p values 0.05. This indicates that this study's third hypothesis (H3) can be accepted. This means that product quality positively and significantly affects repurchase intentions. The results of this study show conformity with research from Freida (2012), Basrah and Arifin (2012) and Wicaksono and Nurseto (2018) and Sanjaya & Ardani (2018), Hidayah & Apriliani (2019) that product quality has a positive effect on repurchase intentions. These results indicate that the better the quality of the product, the intention to repurchase from customers is increasing. Pocari Sweat as an isotonic drink, should be able to improve product quality so that it can increase customer repurchase intentions. The quality of the question is the ability of this drink to replace the solution in the human body that is reduced due to daily activities. This isotonic ability, if necessary, is further improved along with the increase in human activity that is getting higher from time to time.

Effect of Customer Satisfaction on Repurchase Intention: The data processing results showed that the value of t statistics was 7.534 and the p-value was 0.000. The value of t statistics is 7.534 t-table value (1.96) or p values 0.05. This indicates that the fifth hypothesis (H5) in this study can be accepted. This means that customer satisfaction has a positive and significant effect on repurchase intentions. Testing the effect of customer satisfaction on repurchase intention resulted in a positive and significant effect. These results show similarities with research results from Wijaya (2014), Nathadewi and Sukawati (2019), and Febrini, Widowati and Anwar (2019). These results indicate that customer satisfaction increases the intention to repurchase the Pocari Sweat product. Pocari Sweat isotonic drink customer satisfaction should be further improved to increase repurchase intention. Efforts can be made to maintain the benefits of this drink that its customers have long known. The benefit in question is a substitute for thirst due to strenuous activity.

Table 8 – Indirect Effect Hypothesis Test Results

Effects	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1 -> Y1 -> Y2	0,235	3,759	0,000
X2 -> Y1 -> Y2	0,228	3,221	0,001

Source: processed data, 2022.

Table 9 – VAF calculation on the role of customer satisfaction mediates the effect of product quality on repurchase intention

Direct influence	A			0,294
Indirect influence	B * C	0,447	0,527	0,236
Total influence	A + (B x C)			0,530
Variance Accounted For				0,555

Source: processed data, 2022.

The VAF value is 0.555 or 55.5 percent. The VAF value which is in the range of 20 percent and 80 percent shows the role of mediation that occurs is partial mediation. This shows that this study's sixth hypothesis (H6) can be accepted. This means that customer satisfaction can partially mediate product quality's effect on repurchase intentions. The success of proving the role of mediation is in line with the results of research from Anggitan (2013), Vazquez-Carrasco and Foxall in Thakur and Singh (2012) and Andini (2021). Anggitan (2013) shows that product quality directly influences repurchase intentions or indirectly through customer satisfaction. The same thing was also conveyed by Andini

(2021). Andini (2021) states that among the variables used to measure the influence on repurchase intentions on a product, one of them uses the customer satisfaction variable.

Table 10 – VAF calculation on the role of customer satisfaction mediates the effect of brand image on repurchase intention

Direct influence	A			0,169
Indirect influence	B * C	0,434	0,527	0,229
Total influence	A + (B x C)			0,398
Variance Accounted For				0,425

Source: processed data, 2022.

The VAF value is 0.425 or 42.5 percent. The VAF value which is in the range of 20 percent and 80 percent shows the role of mediation that occurs is partial mediation. This shows that this study's seventh hypothesis (H7) can be accepted. The results of this test are by the results of research from Andriadi and Untarini (2013) and Pebriana (2016). Andriadi and Untarini (2013) stated that one of the dimensions of brand image is the customer satisfaction which has a significant influence that can shape customer repurchase intentions. This means that customer satisfaction can partially mediate the effect of brand image on repurchase intention. Pebriana (2016) provides a statement that is also appropriate, namely brand image through customer satisfaction has a positive and significant effect on repurchase intention.

CONCLUSION

Based on the problem formulation and research results, the influence of brand image on customer satisfaction with Pocari Sweat isotonic drinks is positive and significant; the better Pocari Sweat isotonic drink brand image in Denpasar City, the higher their customer satisfaction with Pocari Sweat isotonic drinks. The effect of product quality on customer satisfaction with isotonic drink Pocari Sweat is positive and significant. The better the quality of Pocari Sweat in Denpasar City, the higher their customer satisfaction with isotonic drink Pocari Sweat. The influence of brand image on the repurchase intention of the isotonic drink Pocari Sweat is positive and significant, the brand image of the isotonic drink Pocari Sweat in Denpasar City, the higher the intention to repurchase them for the isotonic drink Pocari Sweat. The effect of product quality on the intention to repurchase the isotonic drink Pocari Sweat is positive and significant, the better the quality of the isotonic drink Pocari Sweat in Denpasar City, the higher the intention to repurchase them the isotonic drink Pocari Sweat. The effect of customer satisfaction on the repurchase intention of the isotonic Pocari Sweat drink is positive and significant, the more satisfied the customers of the Pocari Sweat isotonic drink in Denpasar City, the higher their repurchase intention of the Pocari Sweat isotonic drink. Customer satisfaction can partially mediate the influence of brand image on repurchase intention on isotonic drink Pocari Sweat. Brand image causes customer satisfaction and customer satisfaction causes repurchase intentions. besides that brand image can directly cause repurchase intentions. Customer satisfaction is able to partially mediate the effect of product quality on repurchase intentions on Pocari Sweat isotonic drinks. Product quality causes customer satisfaction and customer satisfaction causes repurchase intentions, besides product quality can directly cause repurchase intentions.

Based on the results and conclusions of this study, the suggestions that can be submitted are that further research can be carried out in different areas, different times, or in different product or service categories to be able to add empirical evidence to the theory of consumer behavior. Further research is suggested to combine theory or other variables such as perceived value, price, and physical environment. Consumer customer satisfaction with Pocari Sweat isotonic drinks needs to be improved to increase consumers' repurchase intentions for this product. Pocari Sweat isotonic drink's brand image needs to be improved to increase consumer customer satisfaction and repurchase intention for this product.

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