

UDC 332

## THE ROLE OF BRAND IMAGE TO MEDIATE THE EFFECT OF SALES PROMOTION ON THE CUSTOMER REPURCHASE INTENTION OF CHATIME

Suwardana I Komang Dadi\*, Kusumadewi Ni Made Wulandari

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

\*E-mail: [dadisuwardana2@gmail.com](mailto:dadisuwardana2@gmail.com)

### ABSTRACT

The increasingly fierce business competition in the bubble drink industry influences the company's strategy to retain customers. One of the bubble drink companies in Bali is Chatime. Chatime must be able to carry out the right strategy so that consumers feel interested and have the intention to repurchase Chatime products. This study aims to explain the direct relationship between sales promotion variables on repurchase intention, sales promotion on brand image, the brand image on repurchase intention, and the role of brand image in mediating sales promotion on Chatime's repurchase intention. This research was conducted in the Province of Bali. The sample was determined as many as 84 samples using purposive sampling. Data was collected using a questionnaire with adjusted criteria. The research instrument was measured using a Likert scale. The data analysis technique used is descriptive and inferential analysis, the inferential analysis used is path analysis and the Sobel test. The results of this study indicate that all hypotheses are proven. Sales promotions have a positive and significant effect on repurchase intentions. Sales promotion has a positive and significant effect on brand image. Brand image has a positive and significant effect on repurchase intention. Brand image can significantly mediate partially the effect of sales promotion on repurchase intention. Attractive sales promotions and a strong brand image greatly influence Chatime's customer repurchase intentions. Chatime should give intensity to contests that are more attractive to Chatime customers. Chatime can strengthen its uniqueness by carrying out innovations like the low-sugar bubble topping variant.

### KEY WORDS

Sales promotion, brand image, repurchase intention.

Business competition in the bubble drink industry is growing rapidly with the emergence of various bubble drink brands such as Chatime, Mixue, Xi Boba, Sobu, Tea and Tea, KOI Thé, and Barjaz. The competitive conditions in the last five years can be presented in Table 1 which shows the Top Brands Bubble drink category index in Indonesia. As seen in the table, in the last two years it shows that there are new competitors such as KOI Thé and Xi Boba present in the top four in the bubble drink industry. Bubble drink manufacturers must retain customers to continue consuming the product.

Table 1 – Top Brand Index for the bubble drink category in 2018-2022

Rank	Year				
	2018	2019	2020	2021	2022
1	Chatime	Chatime	Chatime	Chatime	Chatime
2	Hop-hop	Hop-hop	Hop-hop	Hop-hop	Hop-Hop
3	Lup-lup	Lup-lup	Lup-lup	Lup lup	Xi Boba
4	Quickly	Chill Bubble Tea	Chill Bubble Tea	Chill Bubble Tea	KOI Thé

Source: Previous research with some adjustments.

Putra & Kusumadewi, (2019) state that repurchase intention is a purchase intention based on past shopping experiences. Repurchase intention is the condition of the customer intending to repurchase the product or service produced by the company. Generating an intention to buy the product or service offered is one of the challenges of marketers (Saleem

et al, 2017). One strategy that companies can use to increase repurchase intention is sales promotion.

Sales promotion is a short-term incentive by making displays, exhibitions and demonstrations using promotion tools to encourage the desire to try or buy a product or service (Igo et al., 2019). Promotion tools for consumers can be in the form of samples, coupons, cash refund offers, price packs, premiums, frequency programs, prizes, patronage awards, Free Trials, Tie-in Promotions, Cross Promotions, POP Displays and demonstrations, and product warranties (Kotler & Keller, 2016: 624).

Chatime has always been successful in being ranked in the Top Brand Index in the bubble drink category, one of the ways to attract consumer intent is to carry out sales promotions. Sales promotions carried out by Chatime vary for both new buyers and existing Chatime customers through forms of promotions such as discounts on certain products, special price incentives for special tea members on special tea member birthdays, and bundling packages such as purchasing certain products will get free products with certain variants.

Brand image as a mediating variable is supported in research by Akbar et al., (2020) stating that sales promotion can be used effectively to build brand image in the long term. A strong brand image will be able to stimulate consumer purchase intentions (Candra & Suparna, 2019); and (Dewi & Ekawati, 2019). Santika & Mandala, (2019) stated that brand image is the basis for evaluating products when consumers do not have sufficient knowledge about a product. Evidence that Chatime has a strong brand image is Chatime's achievements in the last seven years as a bubble drink producer which always ranks first in the Top Brand Index. The advantage of Chatime over other competitors is that it has more than 50 menu variants that can be grouped, such as signature milk teas, smoothies, and coffee variants served at Chatime outlets. Chatime customers can adjust the amount of sugar, ice, and whatever toppings the customer wants, this service is unique that cannot be found in any other beverage brand. For customers, the menu variants presented and Chatime's menu personalization can adjust to Chatime's customer preferences.

The objectives of the research are: a) To test and explain the effect of sales promotions on repurchase intentions; b) To test and explain the effect of sales promotion on the brand image; c) To test and explain the effect of brand image on repurchase intention; d) To test and explain the role of brand image in mediating sales promotion on repurchase intention.

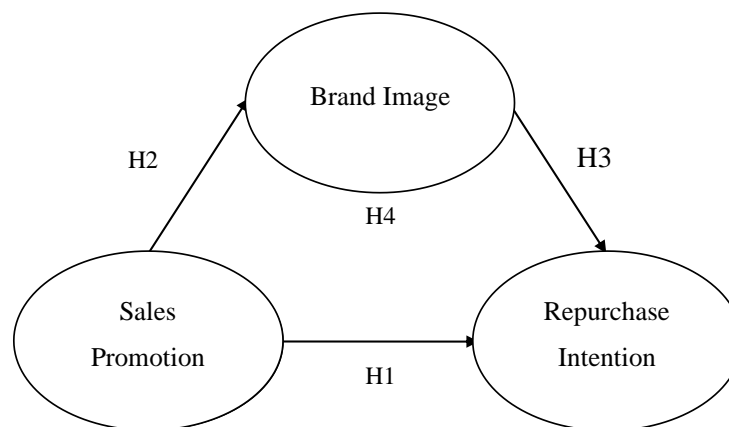


Figure 1 – Conceptual Framework

Sales promotion is a company action to influence through incentives given to attract the intention to consume the products offered. The repurchase intention of customers can be influenced by various factors, one of which is sales promotion (Adiantari & Seminari, 2022). Therefore, customer attitudes and actions towards products are determined by sales promotion.

*H1: Effect of sales promotion on repurchase intention.*

Brand image is a perception that arises in the minds of customers regarding a brand as a whole and can influence customer buying behaviour (Dewi & Ekawati, 2019). Kotler & Keller, (2016: 341) states that forms of sales promotion in the form of discounts within a certain period can affect the customer's brand image.

*H2: Effect of sales promotion on brand image.*

Repurchase intention is the customer's intention to repurchase a product. Brand image can stimulate an intention to repurchase a product because a good brand positioning will be the cause of repurchasing intention (Sanjaya & Ardani, 2018).

*H3: Effect of brand image on repurchase intention.*

Sales promotion can shape the brand image of a product, and brand image can then influence customer repurchase intentions for a product (Akbar et al., 2020).

*H4: The effect of brand image mediates sales promotion on repurchase intention.*

## METHODS OF RESEARCH

This research is associative research which consists of a causal relationship to determine the effect of the relationship between the independent variable and the dependent variable. The location of this research is in the Province of Bali, represented by four districts namely Badung, Gianyar, Tabanan, and Denpasar City.

Table 2 – Identification of Research Variable

No.	Variable	Indicator	Source
1	Repurchase Intention (Y)	Transactional intention (Y.1) Referential intention (Y.2) Preferential intention (Y.3) Explorative intention (Y.4)	Savitri & Wardana, (2018)
2	Sales promotion (X)	Discount (X.1) Feature Advertising (X.2) Price packs (X.3) Contest (X.4) Loyalty Program (X.5)	(Kotler & Armstrong, 2018: 498; Wangsa et al., 2022).
3	Brand Image (M)	Strong (M.1) Uniqueness (M.2) Favourable (M.3)	(Kotler & Keller, 2016: 32)

Source: Previous research with some adjustments.

The population in this study are customers of Chatime beverage products with an infinite population. This study determined 84 samples using a non-probability sampling method with purposive sampling with the criteria: a) Respondents currently live in one of the following places, namely in Badung Regency, Tabanan Regency, or Denpasar City; b) Respondents have at least graduated from junior high school or equivalent; c) Respondents have consumed Chatime brand beverage products; and d) Have enjoyed promotional incentives for sales of Chatime brand beverage products in the last 6 months. The data collection method in this study was indirectly using a research instrument in the form of a questionnaire which was distributed via Google form. This study used descriptive analysis to explain the characteristics of the respondents, path analysis and the Sobel test were used to test and explain the hypotheses that had been developed.

## RESULTS AND DISCUSSION

The characteristics of the 84 respondents are represented based on domicile, gender, age range, last education, and occupation.

Table III shows that the respondent's domicile is dominated by the Badung regency, with 37 people or 44 percent. Respondents with the male gender were 21 people or 25 percent, and respondents with the female gender were 63 people or 75 percent. Based on the age of respondents aged 21-25 years dominated by 80 percent. Respondents with the

last education of SMA/SMK/equivalent dominated at 89.2 percent. The average respondent's current job is as a student with a total of 76 people or 90.5 percent.

Table 3 – Description of Respondents

No.	Variable	Classification	Number (people)	Percentage (%)
1	Domicile	Badung Regency	37	44
		Gianyar Regency	9	10,7
		Tabanan Regency	5	6
		Denpasar City	33	39,3
		Total	84	100
2	Gender	Male	21	25
		Female	63	75
		Total	84	100
3	Age	15-21 years old	40	47,6
		21-25 years old	42	50
		26-30 years old	2	2,4
		>31 years old	0	0
		Total	84	100
4	Tertiary Education	Middle School	4	4,8
		High School	75	89,2
		Diploma	2	0
		Bachelor	5	6
		Postgraduate	0	0
		Total	84	100
5	Job	Student	76	90,5
		Employee	4	4,8
		Entrepreneur	2	2,4
		Other	2	2,4
		Total	84	100

Source: primary data processing, 2023.

The validity test aims to examine the questionnaire as a research instrument that can measure what should be measured. The reliability test aims to check whether the questionnaire as a research instrument when used several times will produce the same data or not.

Table 4 – Research Instrument Validity Test Results

Variable	Indicator	Pearson Correlation	Info.
Sales promotion (X)	X.1	0,757	Valid
	X.2	0,797	Valid
	X.3	0,617	Valid
	X.4	0,858	Valid
	X.5	0,834	Valid
Brand Image (M)	M.1	0,960	Valid
	M.2	0,936	Valid
	M.3	0,917	Valid
Repurchase Intention (Y)	Y.1	0,893	Valid
	Y.2	0,829	Valid
	Y.3	0,874	Valid
	Y.4	0,826	Valid

Source: Primary data processed, 2023.

Table III shows that all instruments have a Pearson correlation  $>0.3$ , thus all research instruments are declared valid, so they are worthy of being used as research instruments.

Table IV shows that all instruments have a Cronbach alpha value  $> 0.6$ , thus all research instruments are declared reliable.

The Sales Promotion variable is measured using a Likert scale of 1-5 with an average value of 4.146. This means that various sales promotion activities carried out by Chatime are attractive to Chatime customers. The highest average score is found in the statement "I am interested in incentives to buy two get one free Chatime" with an average value of 4.49. This

means that most customers are very interested in the incentive to buy two get one free for Chatime products. The lowest average value is found in the statement "I am interested in guessing the menu provided by Chatime on Chatime's social media" with an average value of 3.75. This means that Chatime customers are interested in Chatime campaigns on Chatime's social media.

Table 5 – Research Instruments Reliability Test Results

Variable	Cronbach's Alpha	Information
X (Sales promotion)	0,833	Reliable
M (Brand Image)	0,881	Reliable
Y (Repurchase Intention)	0,867	Reliable

Source: primary data processed, 2023.

The brand image variable is measured using a Likert scale of 1-5 with an average value of 4.253. This means that the Chatime brand beverage company is firmly entrenched in the minds of Chatime customers. The highest average score is found in the statement "Chatime has what I want in a bubble drink product" with an average value of 4.26. This means that most customers feel that Chatime is a company that provides bubble drinks according to customer wishes. The lowest average value is found in both statements. The statement "I perceive Chatime to have advantages in a variety of bubble tea beverage products" with an average value of 4.25. This means that customers perceive Chatime to be unique in the bubble drink products offered.

The repurchase intention variable was measured using a Likert scale of 1-5 with an average value of 4.175. This means that the desire of Chatime customers to repurchase Chatime products is high. The highest average score is found in the statement "I plan to repurchase Chatime products" with an average value of 4.38. This means that most customers have the intention to repurchase Chatime beverage products. The lowest average value is found in the statement "I routinely seek information regarding Chatime, whether it's promotions or the latest product variants" with an average value of 3.85. This means that some Chatime customers do not intend to seek information about Chatime promotions or product variants.

Table 6 – Results of Path Analysis in Structural I

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std Error	Beta	t	Sig.
1 (Constant)	4.689	1.300		3.607	.001
Sales promotion (X)	.390	.062	.569	6.260	.000
Dependent Variable: Brand Image (M)					
R square: 0,323					
F: 39,194					

Source: Primary data processed, 2023.

Based on the results of the path analysis in Table V, the structural equation is made as follows.

$$M = \beta_2 X + e_1$$

$$M = 0.569X + e_1$$

The effect of sales promotion on brand image shows a path coefficient of 0.569 and a significance value of 0.000. This means that the sales promotion variable has a positive and significant effect on brand image. The magnitude of the influence of sales promotions on brand image is indicated by the determination value of 0.323. This means that 32.3 percent of the brand image variation is influenced by sales promotions, while the remaining 67.7 percent is influenced by other factors not included in the model.

Table 7 – Results Of Path Analysis in Structural II

Coefficients					
Model	Unstandardized Coefficients B	Std Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2.742	1.386		1.978	.051
Sales Promotion (X)	.302	.075	.358	4.034	.000
Brand Image (M)	.603	.109	.490	5.511	.000
Dependent Variable: Repurchase Intention (Y)					
R square: 0,568					
F: 53,160					

Source: Primary data processed, 2023.

Based on the results of the path analysis in Table VI, it can be formulated that the structural equation 2 that is formed is as follows.

$$Y = \beta_1X + \beta_3M + e_2$$

$$Y = 0.358X + 0.490M + e_2$$

The effect of sales promotion on repurchase intention shows a path coefficient of 0.358 and a significance value of 0.000. This means that the sales promotion variable has a positive and significant effect on repurchase intention. The effect of brand image on repurchase intention shows a path coefficient of 0.490 and a significance value of 0.000. This means that the brand image variable has a positive and significant effect on repurchase intention. The magnitude of the influence of sales promotion and brand image on repurchase intention is indicated by a determination value of 0.568. This means that 56.8 percent of the variation in repurchase intention is influenced by sales promotions and brand image, while the remaining 43.2 percent is influenced by other factors not included in the model.

Table 8 – Direct Effects, Indirect Effects, and Total Effects

Variable Effect	Direct Effect	Indirect Effect	Total Effect
X → Y	0,358	0,2781	0,8471
X → M	0,569		
M → Y	0,490		

Source: Primary data processed, 2023.

The result of calculating the indirect effect in Table VII is by multiplying the path coefficient X to M by M to Y, which is  $0.569 \times 0.490 = 0.2781$ . The result of the calculation of the total effect is by adding up the direct effect from X to Y with the result of the indirect effect which is  $0.358 + 0.2781 = 0.8471$ . The following are the results of the Sobel test calculations from this study.

$$Sab = \sqrt{b^2S_a^2 + a^2S_b^2} \quad (1)$$

Based on the results of the Sobel test in testing the H4 hypothesis, it shows that the z count is 4.154135 greater than 1.96 ( $4.154135 > 1.96$ ) meaning that brand image is a variable that mediates the effect of sales promotion on repurchase intentions.

Table VI shows the H1 hypothesis testing identified regarding the relationship between sales promotion variables and repurchases intentions, with a coefficient value of 0.358 with a sig value ratio of 0.000 less than the significant value used ( $0.000 > 0.05$ ). This figure indicates that the sales promotion variable has a positive and significant effect on the repurchase intention variable. This means that the better the sales promotion carried out by the company will increase the intention to repurchase the product. These results support previous research conducted by Yudha & Suprpti, (2018) stating that sales promotion has a positive and significant effect on repurchase intention. Similar results are found in research (Akbar et al., 2020; Irwanto & Subroto, 2022; Lee & Charles, 2021; Mohammad et al., 2022;

Paksi & Indarwati, 2021; Restuputra & Rahanatha, 2020; Santini et al., 2015 ) that sales promotion has a positive and significant effect on repurchase intention.

Table V shows the hypothesis testing H2 identified regarding the relationship between sales promotion variables on brand image is 0.569 with a sig value of 0.000 less than the significant value used ( $0.000 < 0.05$ ). This figure indicates that the sales promotion variable has a positive and significant effect on the brand image variable. This means that better sales promotion carried out by the company will improve the brand image of the company. These results support previous research conducted by Armayani & Jatra (2019) who found that sales promotion had a positive effect on brand image. In line with research by (Akbar et al., 2020; Almendros & García, 2013; Budianto & Budiarmo, 2019; Raji et al., 2019; and Simanjuntak & Ardani, 2018) states that sales promotion has a positive and significant effect on brand image.

Table VI shows that testing the H3 hypothesis identified regarding the relationship between brand image variables and repurchase intention was 0.490 with a sig value ratio of 0.000 less than the significant value used ( $0.000 < 0.05$ ). This figure indicates that the sales promotion variable has a positive and significant effect on the brand image variable. This means that the stronger the company's brand image, the higher the intention to repurchase the product. These results support previous research conducted by Sunu & Rahanatha (2021) which stated that brand image has a positive and significant influence on repurchase intention. In line with research conducted by (Akbar et al., 2020; Dewi & Ekawati, 2019; Ekaprana et al., 2020; Joo & Kim, 2020; Ketut, 2018; Melzica & Wardana, 2022; Purnamasari & Murwatiningsih, 2015; Putri & Sukaatmadja, 2018; Raji et al., 2019; Restuputra & Rahanatha, 2020; Sanjaya & Ardani, 2018; Santika & Mandala, 2019; Savitri & Wardana, 2018; Simanjuntak & Ardani, 2018; Wijaya & Astuti, 2018) states image brand has a positive and significant influence on repurchase intention.

The formula (Sobel test) and signification value between three variables show testing of the identified H4 hypothesis regarding the role of brand image as a mediating variable. Sobel test results show that the value of  $Z = 4.154 > 1.96$  means that the brand image variable significantly mediates the relationship between sales promotion and repurchase intention. Signification value shows the brand image mediates the relationship between sales promotion and repurchase intention partially. This means that the better or more attractive a company's sales promotion is, the better the brand image of the product will be, thereby increasing customer repurchase intentions to re-consume the product. These results support previous research conducted by Armayani & Jatra, (2019) stating that brand image can partially mediate sales promotion towards repurchase intention. This result is in line with research conducted by (Akbar et al., 2020; Arsta & Respati, 2021; Budianto & Budiarmo, 2019; Purnamasari & Murwatiningsih, 2015; Raji et al., 2019; Simanjuntak & Ardani, 2018) which states that image brand can mediate sales promotion on repurchase intention.

## **CONCLUSION**

Based on the results of data analysis and discussion of the influence of each variable, the following conclusions can be drawn. 1) Sales promotion has a positive and significant effect on the intention to repurchase Chatime products. This means that the better or positive the sales promotion conducted by Chatime, the better the intention to repurchase the product; 2) Sales promotion has a positive and significant effect on the brand image of Chatime products. This means that the better or positive the sales promotion carried out by Chatime, the better the brand image of the product; 3) Brand image has a positive and significant effect on the intention to repurchase Chatime products. This means that the better the brand image of Chatime products, the higher the intention to repurchase the product; 4) Brand image significantly mediates the relationship between sales promotion and repurchase intention of Chatime products. This means that the better or more positive the sales promotion conducted by Chatime, the better the brand image of the product so that it will increase one's intention to re-consume the product.

## REFERENCES

1. Adiantari, N. W. P., & Seminari, N. K. (2022). Pengaruh Citra Merek, Kualitas Produk, Dan Atmosfer Toko Terhadap Niat Beli Ulang Pada Konsumen H&M. *E-Jurnal Manajemen Universitas Udayana*, 11(7), 1337–1356. <https://doi.org/10.24843/ejmunud.2022.v11.i07.p04>
2. Akbar, R., Ms, M., & Pandjaitan, D. R. H. (2020). The Mediating Role of Brand Image in the Effect of Sales Promotion , Product Quality , and Celebrity Endorser on Purchase Intention. *Journal of University of Shanghai for Science and Technology*, 22(10), 272–282.
3. Almendros, E. C., & García, D. B. (2013). *Advances in Advertising Research (Vol. IV) The Changing Roles of Advertising*. Springer Gabler, 4(7), 87–102. <https://doi.org/10.1007/978-3-658-02365-2>
4. Armayani, A., & Jatra, I. M. (2019). Peran Brand Image Memediasi Promosi Dan Harga Terhadap Keputusan Pembelian Smartphone Samsung Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 5222. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p20>
5. Arsta, I. A. D. P., & Respati, N. N. R. (2021). The Effect Of Sales Promotion On Purchase Decisions Mediated By Brand Image ( Study On E-Commerce Tokopedia In Bali ). *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(12), 205–215.
6. Budianto, Y. P., & Budiatmo, A. (2019). Pengaruh Promosi dan Kualitas Porduk Terhadap Keputusan Pembelian dengan Brand Image Sebagai Variabel Mediasi. *Diponegoro Journal of Social and Politic*, 1–10. <https://ejournal3.undip.ac.id/index.php/jiab/article/download/28097/24339>
7. Candra, B. F., & Suparna, G. (2019). Peran Brand Image Memediasi Pengaruh Electronic Word of Mouth Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6638. <https://doi.org/10.24843/ejmunud.2019.v08.i11.p13>
8. Dewi, I. G. A. P. R. P., & Ekawati, N. W. (2019). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image Terhadap Repurchase Intention. 8(5), 2722–2752. <https://doi.org/10.24843/EJMUNUD.2019.v08.i05.p05>
9. Ekaprana, I. D. G. A., Jatra, I. M., & Giantari, I. G. A. K. (2020). Pengaruh Kualitas Produk, Kualitas Layanan Dan Citra Merek Terhadap Niat Pembelian Ulang. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 2895.
10. Igo, A., Harisa, N., & Rizal. (2019). Analysis of Promotion in Increasing Sales Volume in Pt . Hasrat Abadi Perwakilan Unaaha. *International Journal of Education and Research*, 7(9), 185–194. <https://www.ijern.com/journal/2019/September-2019/15.pdf>
11. Irwanto, M. R., & Subroto, W. T. (2022). Pengaruh kepuasan konsumen dan promosi terhadap niat pembelian ulang konsumen shopee saat pandemi. *Jurnal Paradigma Ekonomika*, 17(2), 289–302.
12. Joo, J., & Kim, C. (2020). Examining SNS marketing characteristics affecting brand image and repurchase intention. *MATEC Web of Conferences*, 309(05020), 1–5. <https://doi.org/10.1051/matecconf/202030905020>
13. Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. In Pearson (17 ed.). Pearson Education.
14. Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition (Vol. 15E)*. <https://doi.org/10.1080/08911760903022556>
15. Lee, L., & Charles, V. (2021). The impact of consumers' perceptions regarding the ethics of online retailers and promotional strategy on their epurchase intention. *International Journal of Information Management*, 57(102264).
16. Melzica, N. P. D. F., & Wardana, I. M. (2022). Peran Brand Image Memediasi Pengaruh Celebrity Endorser Terhadap Repurchase Intention. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 11(9), 1084–1092. <https://doi.org/10.24843/EEB.2022.v11.i09.p06>
17. Mohammad, A. R., Wikarto, F. M., Assyraq, O., Meuraxa, T., Sari, R. R., & Nilasari, I. (2022). The effect of brand ambassador and sales promotion on repurchase intention of



- Tokopedia customers in Bandung, Indonesia. *Central Asia and The Caucasus*, 23(1), 4149–4158. <https://doi.org/10.37178/ca-c.22.1.313>
18. Paksi, Y. R., & Indarwati, T. A. (2021). Peran Sales Promotion dan Brand Equity dalam Memengaruhi Re-purchase Intention Produk Fashion di Marketplace. *Jurnal Ilmu Manajemen*, 9(4), 1582–1591. <https://doi.org/10.26740/jim.v9n4.p1582-1591>
  19. Purnamasari, S., & Murwatiningsih. (2015). Brand Image sebagai Mediasi Pengaruh Promosi, Harga dan Sikap Konsumen terhadap Keputusan Pembelian Jamu Nyonya Meneer di Semarang Timur. *Management Analysis Journal*, 4(3), 265–272.
  20. Putra, I. B. P., & Kusumadewi, N. M. W. (2019). Pengaruh Inovasi Produk Terhadap Niat Pembelian Ulang Dimediasi Oleh Kepuasan Konsumen. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 4983–5006. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p10>
  21. Putri, M. N. A., & Sukaatmadja, I. P. G. (2018). Peran Brand Image Memediasi Pengaruh Kualitas Produk Terhadap Niat Beli Ulang. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 5983–6010. <https://doi.org/10.24843/EJMUNUD.2018.v7.i11.p7>
  22. Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330.
  23. Restuputra, M. D. P., & Rahanatha, G. B. (2020). Promosi Penjualan, Store Atmosphere, Dan Brand Image Berpengaruh Terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 3019. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p07>
  24. Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136–1159. <https://doi.org/10.1108/APJML-10-2016-0192>
  25. Sanjaya, K. D. A., & Ardani, I. G. A. K. S. (2018). Pengaruh Brand Image dalam Memediasi Pengaruh Kualitas Porduk Terhadap Niat Beli Ulang. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 6156–6183.
  26. Santika, K. J., & Mandala, K. (2019). Peran Brand Image Dalam Memediasi Pengaruh Kualitas Produk Terhadap Niat Beli Ulang. *E-Jurnal Manajemen Universitas Udayana*, 8(10), 6139. <https://doi.org/10.24843/ejmunud.2019.v08.i10.p14>
  27. Santini, F. de O., Sampaio, C. H., Perin, M. G., & Vieira, V. A. (2015). An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. *Revista de Administração*, 50(4), 416–431.
  28. Savitri, I. A. P. D., & Wardana, I. M. (2018). Pengaruh Citra Merek, Kualitas Produk Dan Persepsi Harga Terhadap Kepuasan Dan Niat Beli Ulang. *E-Jurnal Manajemen Universitas Udayana*, 7(10), 5748. <https://doi.org/10.24843/ejmunud.2018.v07.i10.p19>
  29. Simanjuntak, E. S. M., & Ardani, I. G. K. S. (2018). Peran Brand Image Memediasi Pengaruh Promosi dan Harga Terhadap Loyalitas Konsumen Uber Taksi di Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 7(2), 874–904. <https://doi.org/10.24843/EJMUNUD.2018.v7.i02.p12>
  30. Sunu, N. P. P., & Rahanatha, G. B. (2021). Peran Citra Merek Memediasi Pengaruh Keunggulan Produk Terhadap Niat Beli Ulang Produk Fashion Uniqlo. *E-Jurnal Manajemen Universitas Udayana*, 10(3), 229.
  31. Wangsa, I. N. W., Rahanatha, G. B., Yasa, N. N. K., & Dana, I. M. (2022). The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City). *European Journal of Business and Management Research*, 7(2), 176–182. <https://doi.org/10.24018/ejbmr.2022.7.2.1353>
  32. Wijaya, H. R., & Astuti, S. R. T. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, 3(10), 928.
  33. Yasa, I. K. (2018). the Role of Brand Image Mediating the Effect of Product Quality on Repurchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 83(11), 172–180. <https://doi.org/10.18551/rjoas.2018-11.20>
  34. Yudha, I. P. G. M. K., & Suprpti, N. W. S. (2018). Pengaruh Atmosfer Toko Dan Daya Tarik Promosi Penjualan Terhadap Kepuasan Pelanggan Dan Niat Beli Ulang (Di Matahari Mall Bali Galeria Kuta). *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 7(7), 1803–1834. <https://doi.org/10.24843/eeb.2018.v07.i07.p02>