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The influence of product quality and word of mouth (WOM) on repurchase intentions through the mediation of consumer satisfaction

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Abstract
Repurchase intention is one of the main goals of the marketing strategy planned by every businessperson. This research aims to determine the direct influence of product quality and word of mouth on repurchase intentions, which is mediated by consumer satisfaction with Mixue products in Bengkulu City, which occurs due to the phenomenon of the Mixue brand, which is starting to mushroom in every region of Indonesia. The research method uses a quantitative approach, with a sample of 100 respondents using a purposive sampling. Data is processed using SmartPLS 4. The research results show that product quality and word of mouth have a significant effect on consumer satisfaction, consumer satisfaction has a significant effect on repurchase intention, product quality has no significant effect on repurchase intention, word of mouth has a significant effect on repurchase intention, product quality and word of mouth has a significant effect on repurchase intention through consumer satisfaction. This research provides insight for companies to increase consumers repurchase intentions by recognizing the positive impact of product quality and word of mouth in helping companies achieve customer loyalty and sustainable business growth.
Keywords: Consumer Satisfaction, Product Quality, Repurchase Intention, Word of Mouth

1. Introduction

In an age of increasing competition, the business world continues to flourish with the evolution of the era of globalization. The Food and Beverage Industry (F&B) has become one of the most important sectors in Indonesia, which continues to innovate to adapt to changing times. From 2020 to 2022, the industry has experienced positive growth. By 2022, it has grown by 4.90 percent (year-on-year) and is the largest contributor to the Gross Domestic Product (GDP) of the non-grain processing industry, reaching 38.35 percent. Projections for 2023 show that the Food and Beverage (F&B) industry is expected to grow by about 6.25 percent over the previous year (Binekasri, 2023).

Repurchase intention refers to a consumer's acts of buying a product or service repeatedly after the first purchase. It reflects the consumer's habit of buying certain goods or services over a certain period, based on previous purchasing experiences (Suryana & Dasuki, 2013). Determining a product that meets the consumer's needs is crucial to the company as it can increase the likelihood that the customer will buy again (Tariq et al., 2013). Whether customers feel satisfied or not after making a purchase can affect their actions in the future. If the customer is satisfied, they will most likely buy the product again.

Consumer satisfaction is an important aspect of marketing a product. According to Kotler & Keller (2009), satisfaction reflects consumer feelings of satisfaction or disappointment after comparing the performance of the product they feel with the expectations they have. Satisfaction arises when an individual compares the performance of a product to its expectations (Albayrak, 2018). One of the features of consumer satisfaction is testimonials, where satisfied customers tend to buy the product again and share their positive experiences with others. Research conducted by (Resti & Soesanto, 2016) confirms that consumer satisfaction has a positive and significant impact on the intention to buy again. Similar findings are supported

research by (Suandana et al., 2016) that the satisfaction of consumers has a significant positive influence on the intent to buy back.

Another factor that affects the customer's desire to make a re-purchase is the quality of the product. According to (Tjiptono, 2010), product quality involves an effort to meet or even exceed customer expectations, involving product, service, staff, process, and environmental aspects. Product quality is a constantly changing condition; what is considered quality today may not be adequate in the future. In addition, improved product quality can encourage consumer interest in re-purchasing (Yasa, 2023). Several studies showed consistent results, where the quality of the product has a significant impact on the intention to buy again. Research conducted by (Sari & Giantari, 2020) found that the quality of the product has a positive and significant influence on the intention to re-purchase. Similar findings are also found in research by (Fathurahman & Sihite, 2022) where the quality of the product has a positive and significant influence on the intention to buy again.

Another factor that can influence the customer's desire to make a re-purchase is word of mouth. The success of word of mouth in attracting consumer intentions can be explained by the fact that it occurs based on the real experience of people in using a particular product or service (Anggraini et al., 2020). Word of Mouth is a form of promotion carried out by consumers to communicate information to other consumers about their experience after using a certain product or service (Gildin, 2022). This process involves direct communication between individuals or groups to provide personal information about opinions or judgments about products or services. Previous research by (Muriati & Rino, 2022) found that word of mouth had a positive and significant impact on the intention to buy again.

The rapid growth in the Food and Beverage (F&B) industry, both in quantity and quality, has created very tight competition. These conditions encourage companies to meet the needs, desires, and changes in consumer tastes. Companies are also expected to be able to compete competitively to satisfy consumers, which will ultimately form the consumer's desire to re-purchase products. After the purchase, consumers can choose to buy back the same product because they have experienced the benefits and usefulness of the product. The intention to buy again reflects a customer's desire to make a purchase transaction repeatedly, which is triggered by their interest in the product they have tried and gives a positive experience.

This research is a development of a previous study entitled "The Impact of Price, Product Quality, and Digital Marketing on Re-Buy Intentions with Consumer Satisfaction as Mediation Variables." The authors modified the methods and variables used in the study to gain a deeper understanding of the relationship between product quality, word of mouth, consumer satisfaction, and resale intention. In this study, the authors consider additional factors, make improvements to statistical analysis, and dig into specific aspects that may not be discussed in detail in previous research. Therefore, it is expected that this research can make a greater contribution to enriching the understanding of the theory and practice in this field.

2. Method
Research Type
This research adopts quantitative research methods. According to (Sugiyono, 2017), a quantitative approach is "an approach based on the philosophy of positivism, used to investigate certain populations and samples, collect data using research instruments, analyze data quantitatively and statistically to test hypotheses that have been put forward".

Populations and Samples
The population in this study is Consumers who make purchases of Mixue products in the city workshop. Sampling is done using a non-probability method, which means that elements in a

population do not have a known or predetermined chance of being taken as samples (Sekaran, 2016). Purposive sampling method, which means selecting samples based on a particular type or characteristic (Sekaran, 2006). The selected criterion is a customer who has already purchased Mixue products in the city of Bengkulu. According to the guidelines submitted by (Jr et al., 2010), it is indicated that the minimum number of samples must be at least 5 times the number of indicators available for each parameter estimate and a maximum of 10 times the amount of such indicators. In this study, there are 18 indicators to be studied. Therefore, the number of samples required ranges from 90 to 180. In this case, since there are 18 indicators, then the minimum number required is 18 x 5 = 90. However, to ensure accuracy, the number of samples is rounded to 100.

Data Collection Methods
The researchers employed a quantitative research approach to gather data for this study. The data collection process involved the use of structured surveys to collect information from the respondents. The target population for this research consisted of consumers who had purchased Mixue products in Bengkulu City. The researchers employed a purposive sampling method, a non-probability sampling technique, to select participants based on specific criteria. In this case, the criteria were individuals who had already made purchases of Mixue products in the city of Bengkulu.

Analysis Methods
Primary data collected from research respondents is analyzed using Structural Equation Modeling (SEM) to find relationships between Intentional variables. In the analysis process, the SmartPLS application will be used. SEM is a useful multivariate analysis technique to show a simultaneous linear relationship between indicator variables and latent variables, as described by (Sholiha & Salamah, 2016). In the context of this research, the SEM-PLS (Partial Least Square) method will be applied to analyze the data. PLS is a variance-based approach to structural equation analysis, which allows both measurement models and structural models to be tested simultaneously. In SEM-PLS, two main aspects to consider are the evaluation of external measurement models and structural models. (inner model)

3. Results and Discussion
Outer Model Results
Through a meticulous examination of factor loadings, convergent and discriminant validity, and reliability assessments, we aim to elucidate the foundation upon which our subsequent analyses and interpretations rest. The Outer Model Results, as depicted in Figure 1, constitute a critical phase in our research journey, offering a comprehensive insight into the validity and reliability of the measurement model. Figure 1 serves as a visual representation of the relationships between the observed indicators and their respective latent constructs.

Figure 1
Outer Model Results
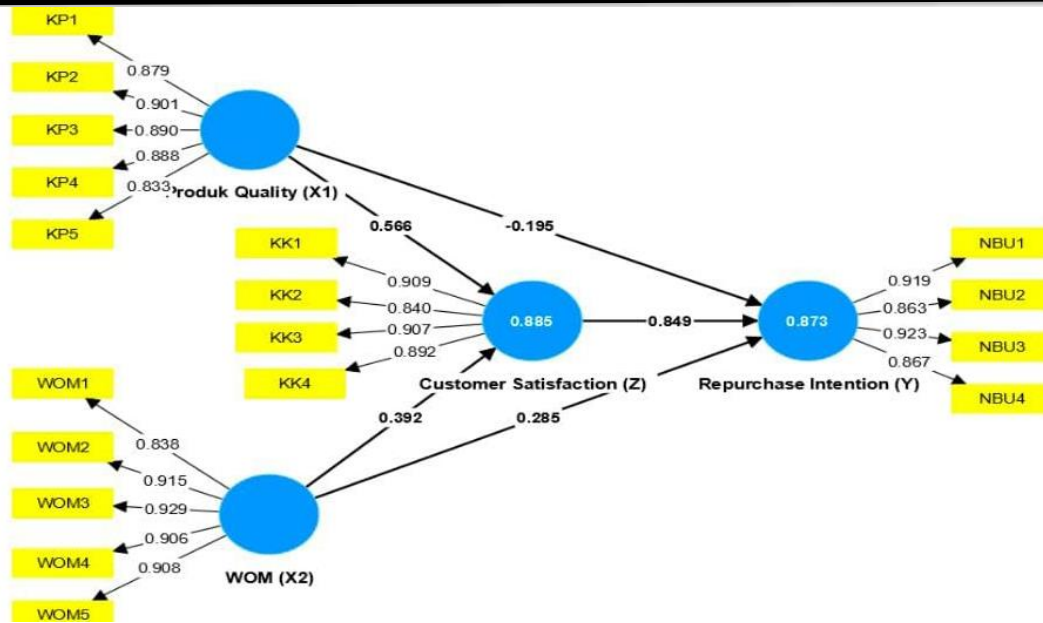
Source: Primary Data Processed (2023)

Validity Test
Table 1
Validity Test Results

Indikator Item	Convergent Validity		Diskriminant Validity	Status
	Loading Factor	AVE	Cross Loading	
X1. 1	0.879	0.772	0.879	Valid
X1. 2	0.901		0.901	Valid
X1. 3	0.890		0.890	Valid
X1. 4	0.888		0.888	Valid
X1. 5	0.833		0.833	Valid
X2. 1	0.838	0.810	0.838	Valid
X2. 2	0.915		0.915	Valid
X2. 3	0.929		0.929	Valid
X2. 4	0.906		0.906	Valid
X2. 5	0.908		0.908	Valid
Z1. 1	0.909	0.788	0.909	Valid
Z1. 2	0.840		0.840	Valid
Z1. 3	0.907		0.907	Valid
Z1. 4	0.892		0.892	Valid
Y1. 1	0.919	0.798	0.919	Valid
Y1. 2	0.863		0.863	Valid
Y1. 3	0.923		0.923	Valid
Y1. 4	0.867		0.867	Valid

Source: Primary Data Processed (2023)

Convergence validity test results on external loads can be seen in Table 1, which includes all variables Product Quality (X1), Word Of Mouth (X2), Customer Satisfaction (Z), and Re-Buy Intention. (Y). According to (Jr. et al., 2021), the individual reflection measure is considered high if the correlation is greater than 0.70. All variables in this study have a loading factor greater than 0.70, indicating that all constructions are valid. Average Variance Extracted (AVE) averages must be at least 0.50. If the AVE value is > 0.50, the construction is considered valid. The results of the discriminatory validity test show that AVE values for each variable are

Orginal Article

greater than 0.50. Therefore, it can be concluded that the items used in such constructions have been valid and meet the convergence validity criteria well.

Reliability Test

Table 2

Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Status
Product quality	0.913	0.935	Reliable
Word of mouth	0.932	0.949	Reliable
Consumer satisfaction	0.891	0.893	Reliable
Repurchase intention	0.903	0.932	Reliable

Source: Primary Data Processed (2023)

A measurement is considered reliable when it has a Composite Reliability value > 0.7 and Cronbach's alpha > 0.70 (Jr. et al., 2021). On the four variables mentioned, Cronbah's Alpha and Composites Reliability values exceed 0.70. So from that, it can be concluded that the construction in this study proved reliable.

Inner Model

Table 3

R-Square Test

Variables	R-Square
Consumer Satisfaction (Z)	0.863
Repurchase Intention (Y)	0.857

Source: Primary Data Processed (2023)

R-Square is used to evaluate the extent to which an endogenous variable can be explained by an exogenic variable. On the resale-intention variable, the R-square value is 0.857. From these results, it can be concluded that 71.9% of the variation on the re-buy-intent variable is explainable by all exogenous constructions, including product quality and word of mouth.

Direct Effect

Table 4

Results of the Direct Effect Hypothesis Test

Variables	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Product Quality (X1) - Consumer Satisfaction (Z)	0.588	0.591	0.098	5.979	0.000	Significant
Word Of Mouth (X2) – Consumer Satisfaction (Z)	0.361	0.356	0.098	3.672	0.000	Significant
Consumer Satisfaction (Z) – Repurchase Intention (Y)	0.801	0.795	0.123	6.492	0.000	Significant
Product Quality (X1) – Repurchase Intention (Y)	-0.191	-0.187	0.149	1.279	0.102	No Significant
Word Of Mouth (X2) – Repurchase Intention (Y)	0.324	0.327	0.098	3.293	0.001	Significant

Source: Primary Data Processed (2023)

Before delineating the results of the test of the hypothesis, it is important to note that at the level of significance of 5% or 0.05, the statistical T value is 1.960. The process of testing the hypothesis for each variable can be explained as follows:

Product Quality (X1) on Consumer Satisfaction (Z)

Based on the data contained in the direct effect hypothesis test table, the statistical t value for the product quality variable (X1), versus customer satisfaction, (Z), is 5.979 > 1.960 which is usually used at a level of significance of 5%. In addition, the p-value value is 0,000, < 0.05. Therefore, it can be concluded that H1 was accepted in this study. This means that the product quality variable (X1) significantly affects consumer satisfaction (Z) in this research.

Consumers who are satisfied with the product they buy tend to have a positive perception of product quality. Companies should maintain and improve their product quality standards. Focus on innovation, market monitoring, and customer feedback can help ensure that product quality remains consumer-satisfactory, which in turn will improve customer satisfaction and business sustainability.

Word of Mouth (X2) on Consumer Satisfaction (Z)

From the data contained in the direct effect hypothesis test table, the statistical t value for the word of mouth (X1) variable versus consumer satisfaction (Z) is 3.672 > 1.960 which is usually used at a significance level of 5%. In addition, the p-value value is 0,000 < 0.05. It can be concluded that H2 was accepted. This means that the word of mouth variable (X1) significantly affects consumer satisfaction (Z).

Word of mouth (wom), or recommendations from others, also affect consumer satisfaction. Positive reviews from others can increase consumer satisfaction with the product or service they buy. Encourage customers to speak positively about the company's products or services, either through testimonials, online reviews, or recommendations to friends and family. This can increase consumer satisfaction and expand the customer base. Keeping track of and responding to word-of-mouth activities is also important to ensure that the impact continues to be positive in the long term.

Consumer Satisfaction (Z) on Purchase Intention (Y)

Based on the results of the direct-effect hypothesis test table statistics for the consumer satisfaction variable (Z) against the resale-intention (Y) variable is 6.492 > 1,960 and at the p value of 0,000 < 0.05. With this, it can be concluded that H3 is accepted. That means in this study the consumer satisfaction variable (Z) has a significant influence on the intention to buy again. (Y).

Consumers who are satisfied with a product or service tend to have a desire to buy it back in the future. From the test results of the hypothesis that consumer satisfaction has a significant influence on resale intentions, companies should continue to prioritize customer satisfaction. Improving customer service, feedback on input, and product quality to maintain and improve customer satisfaction. Understanding customer needs well and responding to them quickly can strengthen customer loyalty, support resale intent, and support long-term business growth.

Product Quality (X1) on Repurchase Intention (Y)

Based on the results of the direct effect t hypothesis test table statistics for the product quality variable (X1) against the re-purchase intention (Y) variable is 1.279 > 1.960 and at the p value of 0.102 < 0.05. By this, it can be concluded that H4 was rejected. This means that in this study the product quality variable (X1) has no significant influence on the intention to buy again. (Y).

In this study, the quality of the product did not have a significant impact on the intention of re-purchase. Although the quality of the product can increase consumer satisfaction, it does not directly drive the desire to re-buy. Based on the test results of the hypothesis, the company is advised to evaluate and improve the quality aspects of the product that may affect the intention of the customer to re-purchase. Focusing on customer feedback, product innovation, and monitoring market trends can help companies identify areas that need to be improved. Besides, considering marketing and promotion strategies that distinguish products from competitors can also be an effective approach to boosting customer resale intentions.

Word of Mouth (X2) on Repurchase Intention (Y)

Based on the results of the direct effect t hypothesis test table statistics for the word of mouth (X2) variable against the resale intention variable (Y) is 0.098 > 1.960 and at the p value of 0.001 < 0.05. By this, it can be concluded that H5 was accepted. This means that in this study the word-of-mouth variable (X2) has a significant influence on the intention to buy again (Y). Recommendations from others can influence consumer decisions to re-buy a product or service. The test results of the hypothesis suggest that word of mouth has a significant influence on the intention of the company to buy back suggested to strengthen the marketing strategy that utilizes word of Mouth. Encourage positive customer interactions, reviews, and recommendations to friends. Investing in building a positive image among customers can boost resale intentions, increase loyalty, and broaden the customer base. In addition, actively monitor and respond to word-of-mouth activities to ensure that they continue to have a positive impact on the company's business.

Indirect Effect

Table 5

Results of the Indirect Effect Hypothesis Test

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Description
Product Quality (X1) - Consumer Satisfaction (Z) -Repurchase Intention (Y)	0.471	0.472	0.112	4.197	0.000	Significant
Word Of Mouth (X2) - Consumer Satisfaction (Z) - Repurchase Intention (Y)	0.289	0.282	0.086	3.382	0.001	Significant

Source: Primary Data Processed (2023)

Product Quality (X1) Consumer Satisfaction (Z) Repurchase Intention (Y)

Based on the results of the indirect effect t hypothesis test table statistics for the product quality variable (X1) against the re-purchase intention (Y) variable through the consumer satisfaction variable (Z) is 4,197 > 1,960 and at the p value of 0,000 < 0,050. With this, it can be concluded that H6 is accepted. This means that in this study the product quality variable (X1) has a significant influence on the intention to buy again (Y) through the consumer satisfaction variable. (Z). The quality of the product not only affects consumer satisfaction directly, but also affects the intention of re-purchase through customer satisfaction as a mediation. Companies should continue to improve and maintain their product quality standards. Focus on increasing consumer satisfaction by ensuring that high-quality products can positively influence resale intentions.

Word of Mouth (X2) Consumer Satisfaction (Z) Repurchase Intention (Y)

Based on the results of the test table of the hypothesis, there is evidence that the word of mouth variable (X2) has a significant influence on resale intention (Y) through the consumer satisfaction variable. (Z). The statistical test results showed a t value of 3.382 > 1.960 and a p value of 0.001 < 0.050. By this, it can be concluded that the H7 hypothesis is accepted. In conclusion, the study found that word of mouth has a positive and significant influence on the intention to buy again through consumer satisfaction.

Consumer satisfaction serves as a link between word of mouth and re-purchase intentions. Companies are advised to leverage the positive effect of word of Mouth in building customer loyalty. Encourage customers to share their positive experiences, and invest in strengthening customer satisfaction. A positive response to customer reviews and recommendations can

strengthen customer attachment, increase re-purchase intentions, and help the long-term business growth. Be sure to keep track of and update your word-of-mouth marketing strategy to maximize its positive impact.

Discussion

The outcomes derived from the Outer Model Results, encapsulated in Figure 1 and substantiated by the detailed analyses in Tables 1 through 4, bear significant implications for understanding consumer behavior within our studied context. First and foremost, the robustness of our measurement model is underscored by the strong relationships observed between the selected indicators and their corresponding latent constructs. The loading factors, surpassing the recommended thresholds, affirm the appropriateness of our chosen variables for gauging Product Quality (X1), Word of Mouth (X2), Consumer Satisfaction (Z), and Repurchase Intention (Y). This aspect is critical as it establishes a foundation of validity, reinforcing our confidence in the accuracy of the model's representation of these underlying constructs. The examination of Convergent Validity, gauged through Average Variance Extracted (AVE) values, further fortifies the credibility of our model. AVE values exceeding 0.50 indicate that a significant proportion of the variance in the observed variables is indeed captured by the respective latent constructs. This not only validates the internal consistency of our measurement model but also attests to its ability to accurately represent the intended concepts.

Discriminant Validity tests, ensuring the distinctiveness of latent constructs, add another layer of validation. The findings affirm that each latent variable is indeed measuring a unique aspect of the overall construct, precluding the risk of conceptual overlap or confusion. Reliability, a cornerstone of any measurement model, is well-established in our study. Both Composite Reliability and Cronbach's Alpha values surpass the recommended benchmarks, affirming the stability and consistency of the measurements across multiple items within each construct. Transitioning from the measurement model to the explanatory power of the Inner Model, the R-Square values in Table 3 shed light on the model's effectiveness in elucidating variability in endogenous variables. Notably, Consumer Satisfaction (Z) and Repurchase Intention (Y) exhibit substantial explanatory power, suggesting that our selected indicators effectively capture the factors influencing these crucial outcomes. Delving into the specifics of the Hypothesis Test in Table 4, our findings confirm the direct and significant impact of Product Quality (X1) on Consumer Satisfaction (Z), validating H1. Similarly, the influence of Word of Mouth (X2) on Consumer Satisfaction (Z), as posited in H2, is also empirically supported.

4. Conclusion

This study concludes that the quality of the product and word of mouth has a significant impact on consumer satisfaction. Besides, the satisfaction of the consumer also has a significant influence on the intention to buy again. Although the product quality does not significantly influence the intention to buy back directly, word of Mouth has a major impact on the intent to purchase again. In addition, product quality and word Of Mouth also have a major influence on the intent of buying back through consumer content. In this study, the variable product quality has no significant effect on product intentions in the city of Bengkulu because other factors such as oral recommendation (WOM) and customer satisfaction have a greater influence over consumer intentions for buying back in this context.

The suggestion for researchers in the next study is to consider adding other variables related to the dependent variable, as well as expanding the sample number so that the number of respondents involved is larger. Thus, researchers can produce more holistic and in-depth research.

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