The Role of Brand Image in Mediating the Effect of Product Quality Towards Repurchase Intention at "UmahLokal" Coffee Shop

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ABSTRACT *: The rapid development of the business world causes entrepreneurs to compete in providing the best quality products. The good quality of a product may induce a positive brand image that encourages consumers' repurchase intention. This study aimed to investigate the role of brand image in mediating the effect of product quality towards repurchase intention of the consumers at UmahLokal coffee shop. An associative quantitative approach was used in this study with a purposive sampling technique. The data was collected by a questionnaire and further analyzed using Path analysis and Sobel test. Among 120 respondents, it was found that product quality has a positive and significant impact on brand image, product quality has a positive and significant effect on repurchase intention, brand image has a positive and significant effect on repurchase intention, and brand image can significantly mediate the influence of product quality on consumer repurchase intentions at UmahLokal coffee shop. This study shows that brand image holds an important role because it mediates the effect of product quality towards consumers repurchase intention, therefore it may make a positive contribution to the UmahLokal coffee shop to continue to innovate by developing suitable marketing strategies*

KEYWORDS - *brand image, product quality, repurchase intention*

I. INTRODUCTION

Along with advances in the economic sector, the development of the business world has also experienced rapid growth and progress. In order to win the massive business competition, each company must have a product with a good quality. One of the fastest growing business sectors nowadays is coffee and the competition in the coffee business is getting tighter. All of these things are not easy to achieve, because now is an era where competition in the business world is very competitive. Especially in Bali, coffee has become a mandatory drink for somepeople, not only among parents but teenagers also often consume coffee.

Market competition can be measured when a product and service is successfully marketed and may cause competition in sales with other companies. To maximize sales in increasingly fierce business competition, entrepreneurs are competing to improve product quality and are competing to build a positive brand image to increase sales and consumer repurchase intention. High repurchase intention reflects a high level of satisfaction from consumers when deciding to buy a product (Kotler 2016). Trisnawati et al. (2012) stated that consumers' intention to make repeat purchases is influenced by many factors. One of the factors that may influence consumers repurchase intention is product quality. Kotler (2016) stated that product quality is a potential strategic weapon to beat competitors. Therefore, the company with the best product quality will grow rapidly and in the long run, the company will be more successful than other companies. Research conducted by PebrianaAryadhe (2016) stated that product quality has a positive and significant effect on repurchase intentions, stating that the higher the quality of the product perceived by consumers, the higher the willingness of these consumers to finally repurchase intentions. Different research results were found in the research of Palma and Andjarwati (2016), in which the product quality did not have a significant effect on repurchase intention. Therefore, a brand image is needed as a variable that possibly mediates the research gap.

Good brand image of a product may have a higher repurchase intention. Implementing a unique strategy, or applying a differentiation strategy in product marketing, will make it easier to stick the brand in the minds of consumers. Companies that have a good image will have a beneficial impact, meanwhile, a bad image will be detrimental to the organization (Surya Ningrum, 2014). The results of research from Putra (2014) stated that brand image has a positive and significant effect on repurchase intention, which indicates that as the brand image of a product improves, the repurchase intention may also increase. Another study from Kiswalini (2014) stated that brand image has a positive and significant effect on repurchase intention.

The objectives of this study are 1) To test and explain the effect of product quality on repurchase intention, 2) To test and explain the effect of product quality on brand image. 3) To test and explain the effect of brand image on repurchase intention. 4) To explain the role of brand image in mediating the effects of product quality towards repurchase intention.

II.   LITERATURE REVIEW, CONCEPTUAL FRAMEWORK, RESEARCH HYPOTHESIS

The positive perception created by the company through the quality of its products illustrates a good product brand image in the minds of consumers. According to Suwarni (2011), the product's ability to provide the best service to its users will strengthen the position of the product in the minds of consumers therefore allows consumers to make the first choice when a purchase occur in the future. Research conducted by Nita (2017) also found that product quality has a positive and significant effect on brand image. Irwanty (2017) also stated that product quality has a positive and significant effect on brand image. Based on these previous theories and findings, the following hypothesis can be built:

H1: Product quality has a positive and significant effect on brand image.

According to Kotler (2016), the meaning of product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Product quality can be used to develop customers' loyalty. Tjiptono (2008) states that according to the product concept, consumers would be more likely to like products with the best quality, performance, and innovative features. Research conducted by Pebrian (2016) discovered that product quality variable has a positive and significant effect on repurchase intention. This is also in line with research conducted by Dipunogoro (2015) andJati (2012) that concludes product quality has a positive effect and significant to repurchase intention. Based on previous theories and research, the following hypotheses can be formulated:

H2: Product quality has a positive and significant effect on repurchase intention.

Brand image is a variable that affects repurchase intentions (Nurlina, 2016). That statement indicates thata good brand image of a product in the minds of consumers may induce a higher intention to repurchase. Research conducted byPrabandari et al. (2018) andSuandayana (2019) also found that the influence of brand image on repurchase intention shows that brand image positively and significantly affects the repurchase intention of apple macbook laptop products in Denpasar City. This is also confirmed by Pebriana's research (2016) which stated that brand image has a positive and significant effect on repurchase intention. Based on these theories and research, the following hypotheses can be formulated:

H3: Brand image has a positive and significant effect on repurchase intention.

Research conducted by Santika (2019) found that brand image is able to mediate the effect of product quality on repurchase intention. This means that the brand image partially mediates the effect of product quality on repurchase intentions. Brand image strengthens the influence of product quality on repurchase intention. Other research that supports the findings of Aryadhe and Rastini, (2016), Astiani (2014) which states that product quality through brand image has a positive and significant effect on repurchase intention. Therefore, it can be concluded that brand image is able to positively and significantly mediate the relationship between product quality and repurchase intention.

H4: Brand image significantly mediates product quality towards repurchase intention.
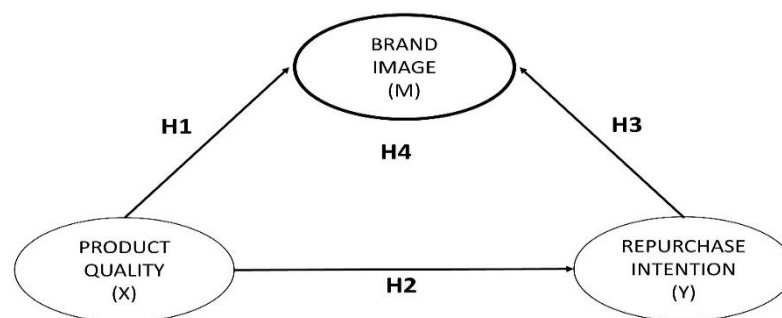

Figure 1. Research model

III.   RESEARCH METHODS

This study uses an associative quantitative approach, which is to determine the effect or relationship between the independent and dependent variables. The population in this study were all people in the city of Denpasar who had bought UmahLokal brand coffee drinks. The measurement of variables uses 12 indicators:product quality (additional characteristics, reliability, materials durability, aesthetics of the presentation, and perceived quality), repurchase intentions (explorative interests, referential interests, transactional interests, preferential interests), and brand image (characteristics, positive impression, good reputation).

The population in this study are all people of Denpasar City who had bought products at UmahLokal coffee shop. In this study, the sample selection technique used was the purposive sampling technique. The number of samples included in this study was 120 people. The data was collected using a questionnaire as a research instrument in the form of google form. The analysis technique used is Path Analysis and Sobel Test to test the formulated hypothesis.

IV. RESULTS AND DISCUSSION

4.1 Research Instrument Testing

4.1.1 Validity Test

Validity testing is conducted to determine whether the questionnaire used is valid or not. Reliability testing means that the instrument has consistency in measuring the research variables

Table 1. Variable Validity Test

No	Variable	Question items	Total item correlation	Explanation
1	Product quality(X)	Additional characteristics	0.730	Valid
		Reliability	0.864	Valid
		Materials durability	0.849	Valid
		Aesthetics of the presentation	0.854	Valid
		Perceived quality	0.904	Valid
2	Repurchase intention(Y)	Explorative interests	0.933	Valid
		Referential interests	0.922	Valid
		Transactional interests	0.862	Valid
		Preferential interests	0.939	Valid
3	Brand image (M)	Characteristics	0.877	Valid
		Positive impression	0.900	Valid
		Good reputation	0.923	Valid

Source: processed data, 2020

The results of the validity test in table 1 shows that all variables have a correlation coefficient value with a total score of all statement items greater than 0.30. This shows that the statement items in the research instrument are valid.

4.1.2 Reliability Test

Table 2. Variable Reliability Test

No	Variable	*Cronbach's Alpha*	Explanation
1	Product quality (X)	0,888	Reliabel
2	Repurchase intention (Y)	0,931	Reliabel
3	Brand image (M)	0,881	Reliabel

The reliability test results are presented in table 2shows that each variable has a Cronbach Alpha coefficient of more than 0.6 (> 0.6). Therefore, it can be said that all variables in this study are reliable.

4.2 Respondent Characteristics

The characteristics of the 120 respondents are presented with several characteristics including gender, age, education, occupation, and monthly income or allowance

Table 3. Respondent Characteristics

No	Variable	Classification	Total (people)	Percentage (%)
1	Gender	Male	92	76.7
		Female	28	23.3
Total			**120**	**100**
2	Age	17-25 years	110	91.7
		25-30 years	10	8.3
		31-40 years	0	0
		>40 years	0	0
Total			**120**	**100**
3	Occupation	Student	86	71.7
		Entreprenur	8	6.7
		Civil servants	5	4.2
		General employees	21	17.5

			120	100
4	Education	High school	97	80.8
		Diploma	0	0
		Bachelor	21	17.5
		Postgraduate	2	1.7
Total			**120**	**100**
5	Monthly income or allowance	<Rp. 1.000.000	17	14.2
		Rp. 1.000.000-Rp. 1.500.000	35	29.2
		Rp.2.000.000	28	23.3
		Rp. 2.000.000-Rp. 3.000.000	24	20.0
		<Rp.3.000.000	16	13.3
Total			**120**	**100**

Source: processed data, 2020

Table 3 shows that male are dominant among the respondents that is 92 people (76.7%) with the dominant age of 17-25 years old, namely 110 people (91.7%). The occupation of the respondents are mainly students that is 86 people (71.7%).High school is the predominant level of education among the respondents with a total of 97 people(80.8%), and the average monthly income or allowance of Rp. 1,000,000-Rp. 1,500,000, is most dominating among the others with a number of 35 people (29.2%).

4.3 **Analysis Results**

Table 4. Descriptionof Respondents Answers on Product Quality

No	Questions	Frequency					Average	Criteria
		SD	D	N	A	SA		
1	I can directly see the process of coffee serving at UmahLokal coffee shop .	0	0	7	9	104	4.81	Very high
2	The baristas atUmahLokalcoffee shop can make a good coffee according to the consumers order.	0	0	1	22	97	4.80	Very high
3	The quality taste of the products at UmahLokal coffee shop are always consistent.	0	0	2	18	100	4.82	Very high
4	The packaging designs used at UmahLokal coffee shop are attractive.	0	0	6	20	94	4.73	Very high
5	The quality of the product at UmahLokal coffee shop is in accordance with the expectation.	0	0	1	22	97	4.80	Very high
	The overall average of the product quality variables						4.79	Very high

SD = Strongly Disagree; D = Disagree; N = Neither agree nor disagree; A = Agree; SA = Strongly Agree

Table 4 shows that the overall average of the product quality is very high, this can be seen from the overall average value of product quality that is 4.79.

Table 5.Description of Respondents Answers on Repurchase Intention

No	Questions	Frequency					Average	Criteria
		SD	D	N	A	SA		
1	I am very aware of the information about the products at UmahLokal coffee shop.	0	0	7	12	101	4.78	Very high

No		SD	D	N	A	SA	Average	Criteria
2	I refer the products at UmahLokal coffee shop to other people.	0	0	6	16	98	4.77	Very high
3	I will repurchase the products at UmahLokal coffee shop.	0	0	2	18	100	4.82	Very high
4	I make the products at UmahLokal coffee shop as my main preference.	0	0	11	12	97	4.72	Very high
	The overall average of the repurchase intention variables						4.77	Very high

SD = Strongly Disagree; D = Disagree; N = Neither agree nor disagree; A = Agree; SA = Strongly Agree

Table 5 shows that the overall average of the repurchase intention is very high, it can be seen from the overall average value of repurchase intention, namely 4.77.

Table 6.Description of Respondents Answers on Brand Image

No	Questions	Frequency					Average	Criteria
		SD	D	N	A	SA		
1	The UmahLokal brand has special characteristics in its beverages, from the packaging to the taste.	0	0	6	12	102	4.80	Very high
2	The UmahLokalbrand makes a positive impression on the consumers.	0	0	3	17	100	4.81	Very high
3	The UmahLokalbrand has a good reputation in the minds of consumers.	0	0	6	16	98	4.77	Very high
	The overall average of the brand image variables						4.79	Very high

SD = Strongly Disagree; D = Disagree; N = Neither agree nor disagree; A = Agree; SA = Strongly Agree

Table 6 shows that the overall criteria of the brand image is very high, it can be seen from the overall average value of the brand image, namely 4.79.

Table 7.The Path Analysis Results of the Regression Equation 1

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. error	Beta		
(Constant)	1.249	0.947		1.280	0.203
Product quality	0.546	0.040	0.779	13.494	0.000
R^2 = 0.607	F statistic : 182.093		Sig F : 0.000		

Based on the results of the path analysis for substructure 1 as presented in table 7, the structural equation is as follows:

$$M = \beta_1 X + e_2$$
$$M = 0.779X + e_1$$

Table 8. The Path Analysis Results of the Regression Equation 2

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. error	Beta		
(Constant)	0.530	1.272		0.416	0.678
Product quality	0.187	0.083	0.185	2.241	0.027
Brand	0.978	0.119	0.677	8.201	0.000

image		
$R^2 = 0.687$	F statistic : 128.319	Sig F : 0.000

Based on the results of the path analysis for substructure 2 as presented in table 8, the structural equation is as follows:

$$M = \beta_2 X + \beta_3 M + e_2$$
$$M = 0.185X + 0.677 + e_2$$

Based on the substructure 1 and 2 substructure models, the final path diagram model can be drawn up. Before compiling this model, the standard error values are calculated as follows:

$$Pe_1 = \sqrt{1 - R_i^2}$$
$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0.607^2} = 0.795$$
$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0.687^2} = 0.727$$

Based on the calculation of the effect of error(Pe_i), the result of the effect of error (Pe_1) is 0.795 and the effect of error (Pe_2) is 0.727. The results of the total coefficient of determination are as follows:

$$R^2_m = 1 - (Pe_1)^2 (Pe_2)^2$$
$$= 1 - (0.795)^2 (0.727)^2$$
$$= 0.666$$

The total determination value of 0.666 means that 66.6 variations of product quality are influenced by variations in brand images and purchase intentions.

Table 9.Direct Effect, Indirect Effect, and Total Effect

Variables Effect	Direct Effect	Indirect Through Image	Effect Brand	Total Effect
Product quality → Brand image	0.779			0.779
Product quality → Repurchase intention	0.185	0.527		0.721
Brand image→ Repurchase intention	0.667			0.667

The sobel test is an analytical tool to test the significance of the indirect relationship between exogenous and endogenous variables mediated by the mediator variable.The calculation of the mediating variable using the single test statistic is calculated by the formula below:

$$S_{b1b3} = \sqrt{b_3^2 S_{b1}^2 + b_1^2 S_{b3}^2}$$
$$S_{b1b3} = \sqrt{(0.667)^2(0.119)^2 + (0.779)^2(0.040)^2}$$
$$S_{b1b3} = 0.085$$

To test the significance of the indirect effect, the z value of the ab coefficient is calculated using the following formula:

$$Z = \frac{b_1 b_3}{S b_1 b_3}$$
$$Z = \frac{(0.564)(0.978)}{0.085}$$
$$Z = 6.489$$

The Z value obtained from the formula is 6.489 that is higher than 1.96 (>1.96), which means that H0 is rejected and H1 is accepted. This finding indicates that the brand image variable mediates the product quality variable on the repurchase intention of the products atUmahLokal coffee shop.

4.4 Analysis Results
4.4.1 The effect of product quality on UmahLokal brand image

The analysis results of the effects of product quality on brand image are Sig. t 0.000 with a beta coefficient value of 0.779. Sig value. t 0.000 <0.05 indicates that, H0 is rejected and H1 is accepted. This result means that product quality has a positive and significant effect on brand image.Companiesthat pay attention to the quality of the products in various aspects may cause a positive impact of the company's brand image in the eye of consumers, and vice versa if the company does not pay attention to its product quality, it may induce harm on the brand image of the company. The results of this study are in accordance with a previous study conducted by Nita (2017) which states that product quality has a positive and significant effect on brand image. Irwanty (2017) also stated that product quality has a positive and significant effect on brand image. From the above statement it can be concluded the company needs to pay attention to the quality of its products.

4.4.2 The effect of product quality on repurchase intention at UmahLokal

The analysis results of the effect of product quality on repurchase intention are Sig. t is 0.001 with a beta coefficient value of 0.185. Sig value. t 0.027 <0.05 indicates that, H0 is rejected and H1 is accepted. This result means that product quality has a positive and significant effect on repurchase intentions.As a company focuses on its product quality, the level of repurchase intentions among the consumers may increase and vice versa, if the company does not implement a good product quality, the repurchase intention may decrease.This is strengthened by research conducted by Dipunogoro (2015) and Jati (2012) whom also concluded that the quality of a product had a positive and significant effect on repurchase intention.

4.4.3 The effect of brand image on repurchase intention at UmahLokal

The analysis results of the effect of brand image on repurchase intention are Sig. t is 0.000 with a beta coefficient value of 0.677. Sig value. t 0.000 <0.05 indicates that, H0 is rejected and H1 is accepted. This result indicates that brand image has a positive and significant effect on repurchase intention. The better the brand image owned by a company, it will increase the repurchase intention among UmahLokal consumers' and vice versa. If the UmahLokal brand image decreases, it may reduce the repurchase intention among consumers atUmahLokal coffee shop. These results are in accordance with the research conducted by Santika (2019) which stated that brand image is able to mediate the effect of product quality on repurchase intention. This means that the brand image partially mediates the effect of product quality on repurchase intentions. In other words, brand image strengthens the influence of product quality on repurchase intention. Other research that supports the findings areAryadhe&Rastini, (2016), andAstiani (2014) which also found that product quality through brand image has a positive and significant effect on repurchase intention.

4.4.4 Brand image in mediating the effects of product quality towards repurchase intention

The role of brand image in mediating the effect of product quality towards repurchase intention at UmahLokal coffee shops has been tested in this study. The result shows that brand image mediates the effect of product quality towards repurchase intention partially. The calculated Sobel test strengthens these results with the Z coefficient value obtained is 6.489> 1.96 with a significance level of 0.000 <0.05, and it indicates that brand image mediates the effect of product quality towards repurchase intention. These results are in accordance with the research conducted by Santika(2019) which stated that brand image is able to mediate the effect of product quality on repurchase intention. This means that the brand image partially mediates the effect of product quality on repurchase intentions. From the above statement it can be concluded that through the indicator, brand image is able to mediate the influence of product quality and coupled with the indicators possessed by product quality, it is able to increase repurchase intention.

The results of this study have theoretical and practical implications. Theoretically, this research shows that product quality and brand image have a positive and significant effect on repurchase intention. Thus, the results of this study provide empirical support and can be used to strengthen the results of previous studies. Practically from this research, it is expected that UmahLokal coffee shoptofocus and concerns to the consumers repurchase intention which is influenced by the product quality and the brand image as shown by the determination coefficient of 66.6 percent. However, other factors that influence repurchase intention should also be considered. This research is also expected to make a positive contribution to UmahLokal coffee shop to continue to innovate by developing the company's marketing strategy, such as continuously improving the quality of its products, developing attractive packaging designs, and developing variations in the taste of its coffee. Some of the limitations of the research contained in this study are as follows: 1) The scope of this research is only carried out at the UmahLokalcoffee shop in Denpasar, therefore the research results cannot be generalized to other broader coffee shops. 2) This research is only conducted in a certain point at a certain time (cross-sectional), whereas, the environment may change at any time.

V. CONCLUSION

Based on the results and discussion, it can be concluded that product quality has a positive and significant effect on brand image. Focusing on the quality of a product may improve the brand image of the company. Product quality has a positive and significant effect on the repurchase intention among consumers at UmahLokal coffee shop. Paying attention to product quality may induce a higher repurchase intention. Brand image has a positive and significant effect on the repurchase intention. A good brand image that is owned by a company can cause an intention to repurchase from the consumers.Brand image mediates the effects of product quality on repurchase intention among consumers atUmahLokal coffee shop. Brand image plays an important role in influencing consumer perceptions of product quality and repurchase intention. Therefore, a company that concerns about its product quality will provide a good brand image, and later may affect the repurchase intentionof the consumers.

Based on the conclusions obtained, the suggestions that can be given are as follows: 1) It is recommended to further increase the repurchase intention of UmahLokal products by improving the quality of the products. 2) It is recommended to be more creative in determining designs ofthe products at UmahLocal coffee shop because in the respondent's research description of product quality, the respondents gave the lowest

assessment on that indicators. 3) It is recommended to pay more attention to the brand image of the UmahLokal coffee shopin order to compete in the same business field.

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