

THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE, AND PRODUCT QUALITY ON REPURCHASE INTENTION (A CUSTOMER STUDY: ARJ88 STORE IN DENPASAR CITY)

Dzikrul Akbar Bayuadi¹, Ni Wayan Ekawati², I Gusti Made Suwandana³

^{1,2,3}Udayana University

dzikrulakbar5@gmail.com

Abstract.

This study aims to analyze the effect of social media marketing, brand image, and product quality on repurchase intention. The research was conducted on customers of Arj88 Store in Denpasar City, with a sample of 100 respondents. The sampling method used in this study is purposive sampling. Data collection was carried out by distributing offline questionnaires to the respondents. Data analysis in this study employed multiple regression analysis. The results of the study indicate that social media marketing, brand image, and product quality have a positive and significant effect on repurchase intention, both partially and simultaneously.

Keywords: Social Media Marketing, Brand Image, Product Quality, & Repurchase Intention.

INTRODUCTION

The development of technology in the digital era has brought numerous benefits, making human life increasingly dependent on the internet. From seeking information to shopping, many activities are now facilitated by the internet. Businesses, both large and small, have embraced technological advancements, particularly the use of the internet. With the growth of the internet, business owners can identify opportunities through various strategies, such as online marketing. The internet has also revolutionized how people communicate and socialize, leading to a significant increase in social media usage over the past decades. The trend of social media usage has created positive changes in lifestyle.

Proper, consistent, and engaging social media marketing can foster stronger repurchase intentions for the offered products, enhancing customer interest and satisfaction during repeat purchases (Az-Zahra & Sukmalengkawati, 2022). Social media marketing can also serve as an essential and efficient strategy to enhance brand presence. Consequently, customer loyalty increases, and marketing strategies become more holistic, focusing on long-term relationships (Adam et al., 2023).

Social media marketing is a crucial factor influencing customers' decisions to repurchase products, as the internet has made it easier to spread information about products and reach customers. Therefore, the more appealing a company's social media content, the higher the repurchase intention for its products (Damayanti et al., 2021).

Brand image, which is embedded in customers' minds, can undergo positive or negative changes depending on how the brand image is shaped by the product and the company. The better the brand image, the more it helps customers decide to purchase the

offered products. Companies must create an appealing brand image that simultaneously reflects the benefits of their products in alignment with customers' needs and desires.

High-quality products are also a key determinant for customers when selecting a product (Abi, 2020). Product quality refers to the perception that a product offered by a seller has a high value that competitors' products lack (Oktafiani et al., 2021). Product quality significantly influences customers' repurchase intentions. If a product meets or exceeds the buyer's expectations and needs, customers are willing to overlook the price or feel that their sacrifice in purchasing the product is worthwhile (Triatmaja & Ekawati, 2023).

Arj88 Store is a business specializing in men's fashion, offering a wide range of products such as t-shirts, shirts, jackets, pants, and hats. The store operates several branches across different regions. One of its branches is located in Denpasar, specifically in Bedugul, Sidakarya, South Denpasar. Arj88 Store supports a Cash on Delivery (COD) system, making it easier for customers to directly inspect product quality (Fimela.com, 2023). The sales data for Arj88 Store's products from 2021 to 2023 is presented in Table 1 below.

Table 1. Arj88 Store Sales Data for the period 2021 - 2023

No	Year	Total Sales
1	2021	674 pcs
2	2022	521 pcs
3	2023	432 pcs

Source: Arj88 Store 2023

Based on Table 1, it is known that every year there is a decline in sales which indicates a decline in customer purchasing intentions for Arj88 Store products. Based on the results of observations conducted with Arj88 Store customers, it shows that the store has not been very active in introducing the store brand through social media platforms widely. Only people close to them buy clothes at Arj88 Store so that Arj88 Store products are not yet known by many people. In addition, it is also suspected that this is due to the ability of its competitors to adapt faster to trends compared to Arj88 Store.

The Arj88 Store clothing store has not utilized social media marketing platforms such as Tiktok and Instagram properly. Arj88 Store rarely interacts with customers through social media marketing, such as creating content or updating the latest products, so that customer purchasing intentions are still very low. The Arj88 Store also still has a logo or design that is less attractive to customer purchasing intentions. Consumers prefer and are more interested in clothing products that have a clear brand image, so sales at the Arj88 Store are still very low. In addition, the brand owned by Arj88 Store still does not seem trendy, making customers not interested in buying products at Arj88 Store. According to sources, the quality of products at the Arj88 Store is quite good, but the type of fabric used does not match the needs of customers who are not suitable for tropical climates like in Indonesia. The tools used are also poorly maintained, causing the quality of the product in the eyes of customers to still be relatively low.

Therefore, the researcher wants to conduct further research where the purpose of this research is to explain the influence of social media marketing on repurchase

intentions, explain the influence of brand image on repurchase intentions, and explain the influence of product quality on repurchase intentions.

LITERATURE REVIEW

More and more new business people are emerging with various strategies used to influence market competition encourages business actors to continuously innovate. This innovation is essential to survive in the face of competition and change while prioritizing customer satisfaction as the main focus (Tambunan, Handoko, Sari, Pribadi, & Rangkyu, 2023).

Several previous studies have examined the influence of social media marketing, brand image, and product quality on customers' repurchase intentions. Research by Nikonov & Prasetyawati (2023) revealed that social media marketing significantly affects customers' repurchase intentions. It was concluded that utilizing social media marketing through Instagram can shape and increase customers' repurchase intentions. Similarly, Safitri (2021) found that brand image has a simultaneous influence on customers' repurchase intentions. This implies that the better the brand image of a business, the higher the customers' repurchase intentions. Another relevant study by Ananda et al. (2021) indicated that product quality partially influences customers' repurchase intentions. The quality of a product significantly impacts the increase or decrease in customers' repurchase intentions.

Previous studies by Nikonov & Prasetyawati (2023) and Jalil et al. (2021) demonstrated that social media marketing significantly influences customers' repurchase intentions. It was concluded that leveraging social media marketing through Instagram can enhance customers' repurchase intentions. However, different findings were reported by Carrensia & Istiyanto (2024) and Satrio et al. (2021), who stated that social media marketing does not significantly affect repurchase intentions due to the lack of engaging content that attracts customers to buy. Based on these findings, the following hypothesis is proposed:

H₁: Social Media Marketing Positively and Significantly Influences Repurchase Intentions.

Research by Safitri (2021) and Ramadhan & Santosa (2017) revealed that brand image positively and significantly affects customers' repurchase intentions. This demonstrates that the more positive and superior the brand image of a product, the higher the customers' repurchase intentions. In contrast, studies by Kristyani & Kristyana (2022) and Aphrodite et al. (2023) indicated that brand image does not have a positive and significant effect on customers' repurchase intentions. Based on these findings, the following hypothesis is proposed:

H₂: Brand Image Positively and Significantly Influences Repurchase Intentions.

Research by Ananda et al. (2021) and Sinar et al. (2023) found that product quality positively and significantly influences customers' repurchase intentions. Product quality plays a crucial role in determining customers' product choices. Therefore, the products offered must be thoroughly tested and proven to meet quality standards. In contrast, studies by Saputra et al. (2021) and Teressa et al. (2024) revealed that product quality does not significantly affect customers' repurchase intentions. Based on these findings, the following hypothesis is proposed:

H₃: Product Quality Positively and Significantly Influences Repurchase Intentions.

RESEARCH METHODS

This research design uses a research design with a quantitative approach in the form of associative. This research was conducted in Denpasar City, Bali. The population in this study were people who already know and intend to shop again at the Arj88 Store domiciled in the Denpasar area. The number of sample sizes used in this study was 100 respondents. The data collection method in this study was carried out using a survey method using a questionnaire. The research instrument used in this study was a questionnaire, namely a questionnaire directly distributed to respondents. Data analysis used in this study used Descriptive Data Analysis techniques, Multiple Linear Regression Analysis, Classical Assumption Tests (Normality Test, Multicollinearity Test, & Heteroscedasticity Test), and Hypothesis Tests (Partial T Test & Simultaneous F Test).

RESULTS AND DISCUSSION

Since its establishment in 2016, Arj88 Store has grown and developed into one of the leading fashion destinations in Denpasar, Bali. Located in a strategic business center on Jalan Bedugul, Sidakarya, South Denpasar, Arj88 Store is easily accessible to customers from various regions.

This research was conducted for approximately ten days, starting from distributing questionnaires offline to calculating the results of the questionnaires that had been distributed to customers. Respondent characteristics can be seen in the following table.

Table 2. Respondent Characteristics

No	Variables	Classification	Amount Respondents (person)	Percentage Respondents
1	Type Sex	Man	82	82%
		Woman	18	18%
	Total		100	100%
2	Age	17-25 Years	43	43%
		26-33 years	30	30%
		34-41 years	16	16%
		>41 years	11	11%
		Total		100
3	Education Final	High School/Vocational School	35	35%
		Diploma	22	22%
		Bachelor degree	29	29%
		Postgraduate/Masters	14	14%
		-	-	-
		Total		100
4	Work	Students or College Students	32	32%
		Self-employed	19	19%
		Civil Servants/State Civil Apparatus	21	21%
		27	27%	
		Total		100

Based on the table above, the characteristics of the respondents are male. as many as 82 people, and women as many as 18 people. Age 17-25 years as many as 43 percent, age 26-33 years as many as 30 percent, and age over 41 years as many as 11 percent. For high school / vocational school graduates as many as 43 percent, Diploma education as many as 22 percent, Bachelor as many as 29 percent, and Postgraduate as many as 14 percent. For students there are as many as 32 percent, self-employed as many as 19 percent, PNS / ASN as many as 21 percent, and others as many as 27 percent.

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.202	0.672		0.300	0.765
Social Media Marketing(X1)	0.223	0.035	0.275	6,429	0,000
Brand Image (X2)	0.376	0.040	0.398	9,385	0,000
Product Quality (X3)	0.439	0.025	0.744	17,383	0,000

The constant value in the multiple linear regression equation of 0.202 indicates that if the variables of social media marketing (X1), brand image (X2), and product quality (X3) or have a value of zero (0), then the value of repurchase intention at the Arj88 Store is 0.202. Based on the equation above, it can be explained that of the three independent variables, the product quality variable (X3) is the most dominant variable. This means that repurchase intention (Y) is more influenced by the product quality variable (X3) which has a regression coefficient of 0.439.

Classical Assumption Test Results

Table 4. Normality Test Results

Unstandardized Residual	
N	100
Kolmogorov-Smirnov Z	0.54
Asymp. Sig. (2-tailed)	0.200

Based on the test results in the table above, the Asymp. Sig. (2 tailed) result is 0.200 which is greater than 0.05 ($0.200 > 0.05$). This shows that the residual data in this study has been normally distributed.

Table 5. Multicollinearity Test Results

Variables	Collegiality Statistics	
	Tolerance	VIF
Social Media Marketing(X1)	0.969	1,031

Brand Image(X ₂)	0.990	1,010
Product Quality (X ₃)	0.970	1,031

Source: Processed Data 2024

Based on the test results in the table above, it can be seen that the tolerance coefficient of each independent variable, namely social media marketing, brand image, and product quality, is greater than 0.10 and the VIF value is less than 10. These results indicate that no correlation was found between the independent variables so that there were no symptoms of multicollinearity in the regression model.

Table 6. Heteroscedasticity Test Results

Variables	T count	Significance
Social Media Marketing(X ₁)	0.950	0.344
Brand Image(X ₂)	1,414	0.161
Product Quality (X ₃)	-0.428	0.670

The table above shows that each independent variable has a significance value greater than 0.05. This result indicates that the regression model does not have symptoms of heteroscedasticity.

Hypothesis Test Results

Table 7. Results of the Determination Coefficient Test (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.911	0.829	0.824	0.896

The results of the determination coefficient test or R² are shown in the R Square figure. The determination coefficient (R Square) of 0.824 means that 82.4 percent of the variation in repurchase intentions towards consumers at the Arj88 Store is explained by variations in social media marketing, brand image and product quality while the remaining 17.1 percent is explained by other variables not included in the research model.

Table 8. F Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	374,688	3	124,896	155,670	0,000
Residual	77,022	96	0.802		
Total	451,710	99			

Based on the results of the F test in the table above, the F value is 155.670 with a significance value of 0.000. Because the significance value is less than 0.05 (0.000 < 0.05), it can be concluded that the equation model in this study is feasible to use and the variables of social media marketing, brand image, and product quality have a significant effect simultaneously on repurchase intentions.

Table 9. T-Test Results (Partial)

Variables	Coefficient	t count	Significance
	Beta		
Social Media Marketing(X1)	0.275	6,429	0,000
Brand Image(X2)	0.398	9,385	0,000
Product Quality (X3)	0.744	17,383	0,000

Determination of test results in the form of acceptance or rejection of H_0 can be done by comparing the significance value (Sig. t) with a predetermined probability level of 0.05. The test criteria to explain the interpretation of the influence between each variable are described as follows.

If the Sig. t value ≤ 0.05 then H_0 is rejected and $H_1/H_2/H_3$ is accepted.

If the Sig. t value > 0.05 then H_0 is accepted and $H_1/H_2/H_3$ is rejected.

1. The Influence of Social Media Marketing on Repurchase Intention

H_0 There is no influence of social media marketing on repurchase intention

H_1 social media marketing has a positive and significant effect on repurchase intentions

Based on the results of the analysis of social media marketing (X_1) on repurchase intention (Y), the significance value is known to be 0.000 with a beta coefficient value of 0.275. A significance value of 0.000 is smaller than 0.05, which means that H_0 is rejected and H_1 is accepted. These results indicate that social media marketing has a positive and significant effect on repurchase intention.

2. The Influence of Brand Image on Repurchase Intention

H_0 There is no influence of brand image on repurchase intention

H_1 Brand image has a positive and significant effect on repurchase intentions

Based on the results of the analysis of brand image (X_2) on repurchase intention (Y), the significance value is known to be 0.000 with a beta coefficient value of 0.398. A significance value of 0.000 is smaller than 0.05, which means that H_0 is rejected and H_1 is accepted. These results indicate that brand image has a positive and significant effect on repurchase intention.

3. The Influence of Product Quality on Repurchase Intention

H_0 There is no influence of product quality on repurchase intention

H_1 Product quality has a positive and significant effect on repurchase intentions

Based on the results of the analysis of product quality (X_3) on repurchase intention (Y), the significance value is known to be 0.000 with a beta coefficient value of 0.744. A significance value of 0.000 is smaller than 0.05, which means that H_0 is rejected and H_1 is accepted. These results indicate that product quality has a positive and significant effect on repurchase intention.

CONCLUSION AND SUGGESTIONS

Based on the results of the research obtained, it can be concluded that Social media marketing has a positive and significant effect on repurchase intention at the Arj88 store. These results indicate that the better the social media marketing carried out by the Arj88 store, the more it will increase the consumer's repurchase intention at the Arj88 store. Brand image has a positive and significant effect on repurchase intention at the Arj88 store. These results indicate that the better the brand image owned by the Arj88 store, the more it will increase the consumer's repurchase intention at the Arj88 store. Product quality has a positive and significant effect on repurchase intention at the Arj88 store. These results indicate that the better the product quality owned by the Arj88 store, the more it will increase the consumer's repurchase intention at the Arj88 store.

Suggestions that can be given based on the research results and conclusions of the study are that the Arj88 store can increase the effectiveness of customer reviews on social media by encouraging more customers to provide reviews through incentives such as discounts, small gifts, or shopping vouchers. In addition, utilizing the Instagram stories, highlights, and TikTok feed features to display reviews permanently will help consumers see other customers' experiences and build greater trust. The Arj88 store can strengthen its position as one of the leading local brands in Indonesia by developing products through design innovations that follow trends. The Arj88 store can utilize social media to display designs through attractive visual content, as well as launch limited editions or special collections that emphasize the special features and quality of Arj88 store products.

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