

## THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF E-WOM ON REPURCHASE INTENTION AT THE FRONTIER HOUSE COFFEE SHOP

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### Abstract

The growing number of coffee shops in Denpasar, Bali has created intense market competition, pushing businesses to find effective ways to sustain consumer repurchase intention. In the digital age, E-WOM has emerged as a key factor shaping how consumers perceive brands and make purchasing decisions. This study aims to analyze the influence of E-WOM on repurchase intention and explore the mediating role of brand image at The Frontier House Coffee Shop, Denpasar. A quantitative method was adopted, with data collected through online questionnaires distributed to 120 respondents using purposive sampling. Data were then processed through path analysis, Sobel test, and VAF. Results show that E-WOM has a positive and significant effect on both repurchase intention and brand image, while brand image similarly contributes positively to repurchase intention. Mediation analysis further confirms that brand image acts as a partial mediator between E-WOM and repurchase intention. These findings suggest that favorable online reviews and active digital engagement can reinforce brand perception and motivate customers to return. Accordingly, coffee shop operators are encouraged to actively manage their digital reputation and consistently strengthen brand image as a long-term strategy for building customer loyalty and sustaining repurchase behavior.

**Keywords:** E-WOM, Brand Image, Repurchase Intention, Coffee Shop, Path Analysis.

### INTRODUCTION

In recent years, the coffee shop business in Indonesia has developed rapidly, especially in major cities and tourism destinations such as Bali. Coffee shops are currently not only associated with coffee consumption, but also function as places for social interaction, studying, working remotely, and leisure activities (Ministry of Tourism and Creative Economy, 2022). This changing lifestyle has encouraged the growth of coffee shop businesses and increased competition within the industry (Badan Pusat Statistik, 2023).

Based on data from the Bali Provincial Trade Office and Kompas (2024) the number of coffee shops operating in Bali has continued to increase from 2020 to 2025. Denpasar contributes a significant proportion of new coffee shop establishments in Bali, making the city one of the most competitive markets in the province (Dinas Perdagangan Provinsi Bali & Kompas, 2024). As competition becomes more intense, business owners are required to create effective marketing strategies to maintain customer loyalty and encourage repeat purchases (Tjiptono & Diana, 2021).

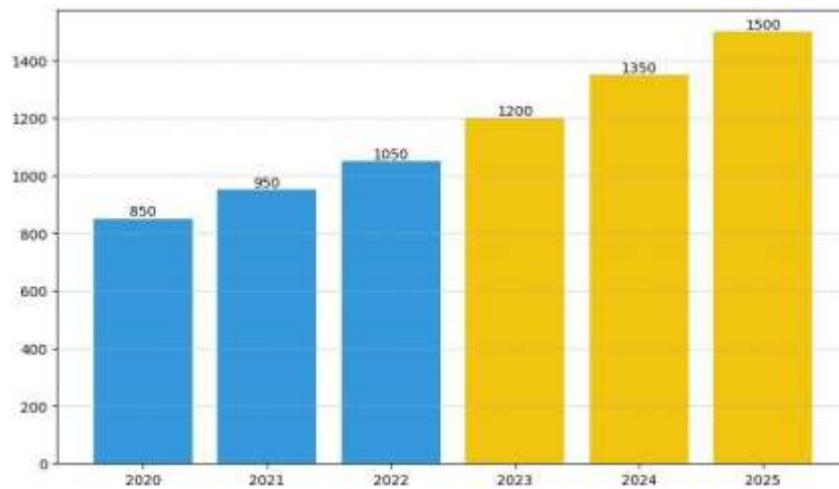


Figure 1. Coffee Shop Growth in Bali (2020-2025)

Source: Dinas Perdagangan Provinsi Bali & Kompas (2024)

One coffee shop facing this competitive situation is The Frontier House Coffee Shop located in Denpasar. Internal transaction records during 2025 showed fluctuating monthly sales trends, indicating that customer repurchase intention may not yet be fully stable. This condition highlights the importance of understanding factors that may influence consumers to revisit and repurchase products from the coffee shop.

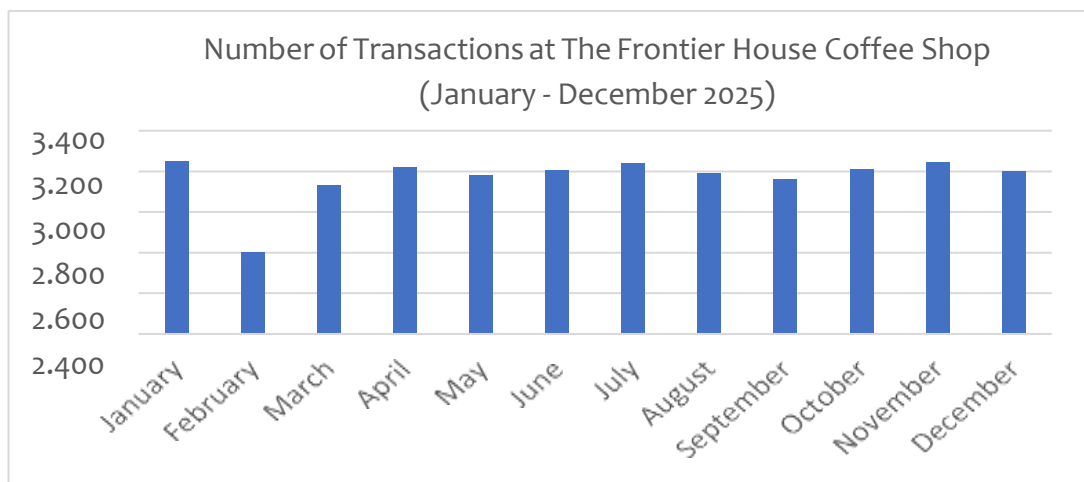


Figure 2. Monthly Consumer Transactions at The Frontier House Coffee Shop (Jan-Dec 2025)

Source: Internal Data of The Frontier House Coffee Shop (2026)

Repurchase intention can be understood as the likelihood or willingness of consumers to make repeated purchases of a product or service in the future, driven by their prior consumption experiences (Hellier et al., 2023; Tjiptono & Diana, 2021). In a business context, retaining existing customers holds strategic importance since loyal consumers play a central role in supporting long-term business continuity. Among the

factors associated with repurchase intention, electronic word-of-mouth (E-WOM) has received considerable attention in recent literature (Kotler & Keller, 2022).

E-WOM encompasses consumer-generated content such as opinions, ratings, recommendations, and personal experiences shared across digital channels including social media, review websites, and online forums. Such information tends to be perceived as more trustworthy given that it originates directly from individuals who have personally used the product or service (Ismagilova et al., 2020). Compared to brand-generated messaging, E-WOM is generally regarded as more credible and unbiased because it reflects authentic consumer perspectives (Cheung & Thadani, 2021; Kotler & Keller, 2022). Empirical evidence consistently shows that E-WOM exerts a meaningful influence on both repurchase intention (Fransisca & Santika, 2024; Putera & Ekawati, 2022) and brand image (Rizky et al., 2024; Hardiansyah & Khuzaini, 2024).

Beyond E-WOM, brand image has also been identified as a relevant determinant of repurchase intention. Brand image refers to the overall perception, impression, and set of associations that consumers hold toward a specific brand (Kotler & Keller, 2022). Studies have demonstrated that a favorable brand image can meaningfully increase the likelihood of repurchase (Ratasuk & Buranasompob, 2021; Tarigan & Bernarto, 2024). Nevertheless, existing literature remains inconsistent regarding whether E-WOM influences repurchase intention directly or indirectly through brand image, suggesting a gap that merits further exploration.

A preliminary survey involving 25 consumers of The Frontier House Coffee Shop found that 92% had encountered online reviews about the establishment, 84% acknowledged that E-WOM had shaped their perception of the brand, and 72% indicated that brand image played a role in their decision to repurchase. These preliminary findings suggest that brand image may serve as a meaningful link connecting E-WOM and repurchase intention.

Based on these conditions, this study aims to analyze the effect of E-WOM on repurchase intention, examine the influence of E-WOM on brand image, investigate the effect of brand image on repurchase intention, and determine the mediating role of brand image in the relationship between E-WOM and repurchase intention at The Frontier House Coffee Shop in Denpasar.

## **RESEARCH METHOD**

This study employed a quantitative approach with a causal explanatory design to examine the relationships among E-WOM, brand image, and repurchase intention at The Frontier House Coffee Shop, Denpasar, Bali. The population consisted of consumers who had purchased products from the coffee shop and had been exposed to E-WOM through digital platforms.

Purposive sampling was applied based on three criteria: purchasing products within the last six months, exposure to online reviews, and a minimum senior high

school educational background. Following Hair et al. (2022), 120 respondents were selected using five to ten respondents per indicator. Data were collected through an online questionnaire via Google Form during 2026.

All variables were measured using a five-point Likert scale. E-WOM was measured by four indicators covering exposure frequency, valence, credibility, and information usefulness. Brand image used four indicators including association strength, uniqueness, favorability, and emotional image. Repurchase intention was measured through transactional intention, preferential intention, repurchase consistency, and commitment. Validity testing confirmed all indicators were valid, while Cronbach's Alpha values of 0.815, 0.773, and 0.730 confirmed reliable measurement instruments. Data analysis used SPSS 26, incorporating descriptive analysis, classical assumption tests, path analysis, Sobel test, and VAF to evaluate both direct and indirect relationships among variables.

Path analysis was then employed as the primary analytical method to examine both the direct and indirect relationships among E-WOM, brand image, and repurchase intention. The structural equations used in this study were formulated as follows:

$$M = \beta_2 X + e_1$$

$$Y = \beta_1 X + \beta_3 M + e_2,$$

where X represents E-WOM, M represents brand image, Y represents repurchase intention, and e represents the error term in each equation.

The Sobel test was then applied to assess the significance of brand image as a mediating variable, while the Variance Accounted For (VAF) procedure determined whether the mediation was full or partial. This combination of analytical tools provided a comprehensive basis for evaluating the hypothesized relationships and drawing meaningful conclusions from the data.

## RESULT AND DISCUSSION

### Findings

A total of 120 respondents participated in the study. Table 1 summarizes their demographic profiles.

Table 1. Respondent Characteristic (n=120)

Variable	Classification	Frequency	Percentage (%)
Gender	Female	67	55.8
	Male	53	44.2
	<b>Total</b>	<b>120</b>	<b>100</b>
Age	17 – 21 years	50	41.7
	22 – 26 years	49	40.8
	27 – 31 years	12	10.0
	≥ 32 years	9	7.5
<b>Total</b>		<b>120</b>	<b>100</b>
Last Education	Senior High School	66	55.0
	Diploma	15	12.5

	Bachelor's Degree	32	26.7
	Postgraduate	7	5.8
	<b>Total</b>	<b>120</b>	<b>100</b>
Job	Student	49	40.8
	Entrepreneur	10	8.3
	Civil Servant	25	20.8
	Private Employee	36	30.0
	Other	-	-
	<b>Total</b>	<b>120</b>	<b>100</b>
Visit Frequency	1 – 2 times/month	78	65.0
	3 – 4 times/month	29	24.2
	> 4 times/month	13	10.8
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data processed, 2026

The findings indicate that the majority of respondents are female (55.8%), predominantly within the 17–21 age group (41.7%), followed closely by the 22–26 age group (40.8%), collectively representing 82.5% of all respondents. This demographic profile aligns with the primary consumer base of The Frontier House Coffee Shop, which serves young students and working professionals in Denpasar. Most respondents visit the coffee shop 1–2 times per month (65%), reflecting moderate engagement that supports the study's focus on repurchase intention.

Table 2 presents the descriptive statistics of the research variables examined in this study.

Table 2. Descriptive Statistics of Research Variables

Variable/Indicator	Mean score	Std.Dev.	Category
<b>E-WOM (X)</b>	<b>4.08</b>	-	<b>High</b>
X.1 – Satisfying reviews	4.17	0.76	High
X.2 – Honest/credible reviews	3.98	0.79	High
X.3 – Detailed/informative reviews	4.07	0.73	High
X.4 – Helpful for decision making	4.11	0.72	High
<b>Brand Image (M)</b>	<b>4.18</b>	-	<b>High</b>
M.1 – Memorable & distinctive name	4.27	0.77	Very High
M.2 – Unique atmosphere	4.13	0.81	High
M.3 – Quality perception	4.17	0.76	High
M.4 – Positive emotional impression	4.17	0.74	High
<b>Repurchase Intention (Y)</b>	<b>4.27</b>	=	<b>Very High</b>
Y.1 – Plan to revisit and purchase	4.32	0.72	Very High
Y.2 – First choice among coffee shops	4.20	0.77	High
Y.3 – Long-term customer intention	4.21	0.78	High
Y.4 – Stay loyal despite competition	4.37	0.73	Very High

Note: 1.00–1.80 = Very Low; 1.81–2.61 = Low; 2.62–3.42 = Moderate; 3.43–4.23 = High; 4.24–5.04 = Very High.

Source: Primary data processed, 2026

All three variables scored above 4.00, indicating that consumers perceive EWOM, brand image, and their own repurchase intention as high or very high. E-WOM achieved an overall mean of 4.08 (High), reflecting consumers' positive assessment of online reviews. Brand image recorded a mean of 4.18 (High), demonstrating that The Frontier House Coffee Shop has successfully built a strong positive brand perception. Repurchase intention recorded the highest mean at 4.27 (Very High), indicating a strong consumer tendency to return.

Prior to path analysis, classical assumption tests were conducted to validate the regression model on Table 3.

Table 3. Classical Assumption Test Results

Test	Sub-Structure	Statistic Value	Result
Normality (K-S Test)	Sub-structure 1 (X→M)	Asymp.Sig. = 0.154	Normal
	Sub-structure 2 (X,M→Y)	Asymp.Sig. = 0.200	Normal
Multicollinearity (VIF < 5)	Sub-structure 1: E-WOM	VIF = 1.000	No issue
	Sub-structure 2: E-WOM	VIF = 1.686	No issue
	Sub-structure 3: Brand Image	VIF = 1.686	No issue
Heteroscedasticity (Glejser test)	Sub-structure 1: E-WOM	Sig. = 0.296	Homoscedastic
	Sub-structure 2: E-WOM	Sig. = 0.458	Homoscedastic
	Sub-structure 3: Brand Image	Sig. = 0.359	Homoscedastic

Source: Primary data processed using SPSS 26, 2026

All normality tests produced Asymp.Sig. values exceeding 0.05, confirming normally distributed residuals. Multicollinearity results showed VIF values well below the threshold of 5 (or 10), indicating no problematic inter-variable correlation. All Glejser test significance values exceeded 0.05, confirming homoscedasticity. Together, these results validate the use of path analysis.

Table 4 presents a summary of the direct, indirect, and total effects of E-WOM on Repurchase Intention through Brand Image.

Table 4. Summary of Direct, Indirect, and Total Effects

Relationship	Direct Effect (β)	Indirect Effect	Total Effect	Sig.
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E-WOM → Repurchase Intention	0.315	-	0.315	0.000
E-WOM → Brand Image	0.638	-	0.638	0.000
Brand Image → Repurchase Intention	0.480	-	0.480	0.000
<b>E-WOM → Brand Image → Repurchase Intention</b>	0.315	0.306	<b>0.621</b>	0.000

Note: Indirect effect =  $\beta(X \rightarrow M) \times \beta(M \rightarrow Y) = 0.638 \times 0.480 = 0.306$ .

Source: Primary data processed using SPSS 26, 2026

Figure 3 illustrates the path analysis model showing the relationships among E-WOM, Brand Image, and Repurchase Intention.

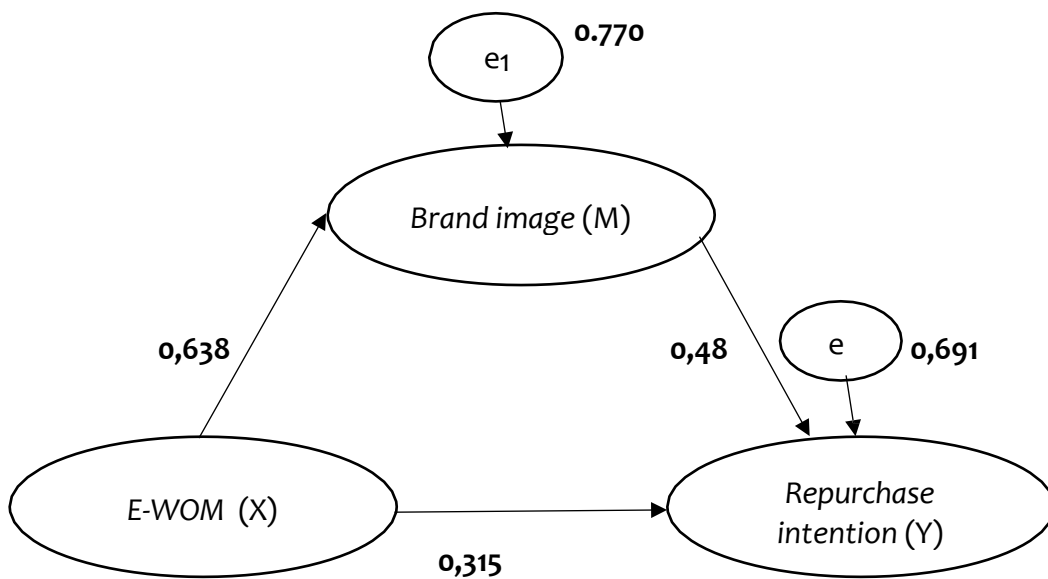


Figure 3. Path Analysis Model

(Total  $R^2m = 0.717$ ;  $e_1 = 0.770$ ;  $e_2 = 0.691$ )

The total coefficient of determination ( $R^2m$ ) equals 0.717, meaning 71.7% of the variance in repurchase intention is explained by E-WOM and brand image jointly, while the remaining 28.3% is attributable to factors outside the model.

Table 5 presents the Sobel Test and VAF results for evaluating the mediating effect of Brand Image on the relationship between E-WOM and Repurchase Intention.

Table 5. Sobel Test and VAF Results

Mediation Path	Z-Value (Sobel)	VAF (%)	Mediation Type
<b>E-WOM → Brand Image → Repurchase Intention</b>	<b>5.327</b>	49.3	Partial Mediation

Critical value  $Z > 1.96$  ( $\alpha = 5\%$ ); VAF 20%–80% = Partial; VAF > 80% = Full

Source: Primary data processed, 2026

The Sobel test yielded  $Z = 5.327$ , substantially exceeding the critical value of 1.96 at the 95% confidence level, confirming that brand image significantly mediates the EWOM–repurchase intention relationship. The VAF value of 49.3%, falling within the 20%–80% range, classifies the mediation as partial. This means E-WOM influences repurchase intention both directly and indirectly through brand image.

Table 6 presents a summary of the hypothesis testing results for the relationships among E-WOM, Brand Image, and Repurchase Intention.

Table 6. Hypothesis Testing Summary

H	Hypothesis	Coefficient ( $\beta$ )	Sig.	Decision
H1	E-WOM → Repurchase Intention (+)	0.315	0.000	Accepted
H2	E-WOM → Brand Image (+)	0.638	0.000	Accepted
H3	Brand Image → Repurchase Intention (+)	0.480	0.000	Accepted
H4	E-WOM → Brand Image → Repurchase Intention (Partial Mediation)	$Z = 5.327$	VAF=49.3%	Accepted

Source: Primary data processed, 2026

## Discussion

H1: This study confirms that E-WOM positively and significantly affects repurchase intention at The Frontier House Coffee Shop. Consumers who encounter credible, positive, and informative online reviews tend to show greater willingness to return. Digital recommendations circulating on social media and review platforms help reduce pre-purchase uncertainty and build consumer confidence in selecting the same coffee shop. The relatively high mean score for E-WOM further reflects that respondents actively consider online information when making purchasing decisions. These findings are consistent with Wijaya and Seminari (2025), Fransisca and Santika (2024), Putera and Ekawati (2022), and Romadhoni et al. (2023), who similarly identified E-WOM as a meaningful predictor of repurchase intention through its uncertainty-reducing function.

H2: The study further establishes that E-WOM exerts a positive influence on brand image. Favorable reviews, consumer testimonials, and digital interactions collectively contribute to the development of a positive perception toward The Frontier House Coffee Shop. The more constructive the online content consumers are exposed to, the more positively the coffee shop is represented in their minds. This suggests that consumer-driven digital communication plays a substantial role in shaping brand perception within a competitive market. The result is in line with Hardiansyah and Khuzaini (2024), Nurhadi et al. (2023), Zharfan and Kusuma (2023), and Azura and Tantra (2024), all of whom established a significant positive association between E-WOM and brand image.

H3: Brand image was also found to have a positive and significant effect on repurchase intention. Consumers holding favorable perceptions of the coffee shop demonstrated a stronger inclination to return and make repeat purchases. A well-established brand image may cultivate emotional connection, consumer trust, and a sense of satisfaction that collectively sustain long-term loyalty. This highlights the strategic importance of building and maintaining a distinctive brand identity for coffee shop businesses seeking to preserve consumer interest over time. The finding aligns with Ratasuk and Buranasompob (2021), Tarigan and Bernarto (2024), Indriyati et al. (2022), and Nugroho and Dirgantara (2022).

H4: Mediation analysis indicates that brand image partially mediates the relationship between E-WOM and repurchase intention. This implies that E-WOM influences repurchase intention through two pathways: directly and indirectly via brand image formation. Positive online content not only prompts immediate revisit intentions but also gradually reinforces brand perception, which subsequently encourages repeat purchasing. The partial mediation result highlights brand image as a significant intermediary connecting digital consumer communication to repurchase behavior. Strengthening brand image can therefore amplify the impact of E-WOM in both attracting new and retaining existing consumers. This is supported by Jaya and Sukaatmadja (2024), Putri and Aksari (2024), Putra and Rastini (2022), and Fransisca and Santika (2024).

## **CLONCUSION**

This study investigated the influence of E-WOM on repurchase intention and the mediating role of brand image at The Frontier House Coffee Shop, Denpasar. The results confirm that E-WOM positively and significantly affects repurchase intention, suggesting that credible and favorable online reviews serve as a meaningful driver for consumers to return to the coffee shop. E-WOM was additionally found to contribute positively to brand image, demonstrating that consumer-generated digital content plays a role in shaping how the brand is perceived.

Further findings reveal that brand image carries a positive and significant effect on repurchase intention. Consumers who develop favorable impressions of The Frontier House Coffee Shop tend to exhibit stronger loyalty and a higher likelihood of making repeated purchases. Additionally, brand image was confirmed to partially mediate the connection between E-WOM and repurchase intention, meaning that online reviews affect consumer repurchase behavior through both a direct path and an indirect path operating through brand perception.

These findings carry practical implications for coffee shop operators, particularly regarding the importance of actively managing digital consumer interactions and online reputation. Building consistent and positive communication with consumers while reinforcing a strong brand identity may effectively support customer retention and

encourage sustained repurchase behavior over time. For future research, it is recommended to incorporate additional constructs such as customer satisfaction, consumer trust, service quality, or perceived value, as these variables may offer deeper understanding of the factors driving consumer behavior within the coffee shop industry.

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