

The Mediating Role of Brand Image in the Influence of Service Quality and Electronic Word of Mouth on Repurchase intention

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ABSTRACT

Repurchase intention represents consumers' inclination to continue selecting the same brand for future purchases after prior consumption experiences. The present investigation focuses on Fore Coffee in Denpasar City, where inconsistent sales performance has reflected fluctuations in customers' intentions to repurchase. In response to this phenomenon, this study explores whether brand image functions as an intervening variable linking service quality and electronic word of mouth (eWOM) to repurchase intention. The research population encompassed all customers of Fore Coffee in Denpasar City. Following Hair's sampling recommendation, a total of 170 respondents were selected to participate in the study. The analytical procedures involved instrument evaluation, descriptive statistical analysis, and inferential analysis to test the proposed relationships. The findings demonstrate that both service quality and electronic word of mouth exert positive and statistically significant effects on repurchase intention. Moreover, these two antecedent variables significantly strengthen consumers' perceptions of brand image. A favorable brand image was also found to positively and significantly encourage consumers' intention to repurchase. Furthermore, the mediation analysis confirms that brand image serves as a significant intermediary mechanism through which service quality and electronic word of mouth indirectly enhance repurchase intention among Fore Coffee customers in Denpasar City.

Keywords : Service Quality, Electronic Word Of Mouth, Brand Image dan Repurchase Intention

INTRODUCTION

The coffee industry in Indonesia has experienced significant growth over the past decade. Coffee has evolved beyond being merely a beverage commodity to becoming an integral part of the urban lifestyle. This development is reflected in the increasing number of coffee shop businesses across major cities, including Denpasar City. Nationally, the growth of the coffee business can be explained by the increasing demand for coffee, which has become the primary driver of coffee shop expansion. The rise in national coffee consumption indicates a broader market potential, resulting in more intense competition among coffee shops. Consequently, business operators are required not only to offer high-quality products but also to improve service quality as a strategy to retain customers.

Fore Coffee is one of Indonesia's local coffee brands operating in Denpasar City and is widely recognized as a modern retail coffee brand that has experienced rapid business growth. Sales data from Fore Coffee outlets in Denpasar demonstrate fluctuations in consumer transactions during the observation period. These variations reflect changes in customers' repurchase behavior, which are associated with their service experiences and perceptions of the brand. The fluctuating sales figures indicate that customers' repurchase intention toward Fore Coffee in

Denpasar has not yet reached a stable level. This condition suggests that both service experience and brand perception continue to play important roles in influencing customers' decisions to make repeat purchases.

To maintain its service quality, Fore Coffee implements an internal service standard known as KLEPON, which stands for Communicative, Serve with Heart, Empathy toward Customers, Professionalism, Solution-Oriented, and Added Value. This framework serves as the company's service quality standard and must be consistently applied by all Fore Coffee baristas. In this study, service quality refers to the implementation of these service standards, which contributes to Fore Coffee's competitive position in the market. Customers' perceptions of service quality can be observed through their experiences during the ordering process, beverage preparation, and the overall comfort provided by each outlet. Differences in service experiences among outlets are reflected in customer ratings and reviews posted on the Google Review platform.

The variation in ratings across the seven Fore Coffee outlets indicates that the implementation of the company's service quality standards has not been entirely consistent. Such inconsistency in service quality may influence the development of the brand image, as customer evaluations are largely shaped by the service experiences they receive. These experiences encourage customers to express their opinions and feedback through digital platforms. The sharing of customer experiences in the form of online comments and reviews is commonly referred to as Electronic Word of Mouth (E-WOM).

Google Review, as one of the most widely used digital review platforms, contains numerous positive customer experiences regarding Fore Coffee. Many reviews highlight the speed of service, the friendliness of employees, and the quality of the products that meet customer expectations. These positive experiences encourage customers to voluntarily share favorable opinions online, thereby generating positive information that may influence the perceptions of potential consumers.

This evaluation process contributes to the formation of Fore Coffee's brand image in consumers' minds. Consistent service quality combined with positive digital information tends to create a favorable brand image, whereas inconsistency in either aspect may weaken consumers' perceptions of the brand. Despite its rapid growth, Fore Coffee has not yet achieved a dominant brand position compared with other coffee shop brands in Indonesia. This condition suggests that strengthening the brand image remains an important strategic priority. A strong brand image is closely associated with consistent service quality perceived by consumers, which in turn influences their intention to repurchase.

Empirical findings concerning the antecedents of repurchase intention remain inconclusive across previous studies. In the context of electronic word of mouth (eWOM), some scholars have argued that consumers' exposure to online reviews and recommendations significantly increases their likelihood of engaging in future purchases (Anggraini & Sumiati, 2022; Apritama & Susila, 2023). Nevertheless, contrasting evidence indicates that eWOM may not constitute a statistically significant determinant of repurchase intention (Rohman & Pramesti, 2022).

Likewise, the relationship between service quality and repurchase intention continues to generate inconsistent empirical results. Although superior service quality has been identified as an important driver of customers' willingness to repurchase in certain studies (Wiwekananda, 2024), other investigations have failed to verify such an association, suggesting that improvements in service performance alone are insufficient to predict repeat purchasing behavior (Rahmadini, 2024; Susanto et al., 2021). These conflicting findings highlight the need for further empirical inquiry to clarify the mechanisms underlying repurchase intention.

Brand image has frequently been proposed as an underlying mechanism that explains how marketing-related factors shape consumers' future purchasing decisions. Its inclusion becomes particularly relevant because previous investigations have produced conflicting conclusions regarding the direct influence of service quality and electronic word of mouth (eWOM) on repurchase intention. From a theoretical standpoint, Kotler and Keller (2016) emphasize that consumers' perceptions of a brand constitute an important psychological asset capable of fostering favorable behavioral responses after consumption. This argument has also received empirical support. Putra and Yuliani (2023) demonstrated that improvements in service quality contribute to stronger repurchase intention indirectly through the enhancement of brand image. Likewise, Rahayu and Sari (2021) reported that the positive influence of eWOM on consumers' intention to repurchase becomes more pronounced when mediated by a favorable brand image.

Growing competition in the coffee shop sector requires businesses to understand the factors that encourage consumers to maintain long-term purchasing relationships. However, inconsistent empirical findings reported in earlier studies, combined with the business conditions experienced by Fore Coffee in Denpasar City, indicate that the determinants of repeat purchasing behavior remain open to further investigation. In response to this issue, the present study proposes an integrated framework in which service quality and electronic word of mouth (eWOM) are examined as key antecedents of repurchase intention, while brand image is incorporated as the underlying mechanism explaining these relationships. By focusing on Fore Coffee consumers in Denpasar City, this research seeks to provide a deeper understanding of consumer decision-making in the specialty coffee market. The findings are anticipated to broaden current theoretical perspectives on consumer behavior and relationship marketing, while simultaneously offering strategic insights for managers in designing more effective initiatives to improve customer experiences, reinforce competitive positioning, and encourage repeated patronage in an increasingly saturated marketplace.

Research Method

The investigation was carried out using a quantitative explanatory methodology to generate empirical evidence regarding the proposed causal model. Statistical procedures were employed to determine whether variations in service quality and electronic word of mouth (eWOM) contribute to differences in consumers' repurchase intention. In addition, the analytical model incorporated brand image as an intermediary construct, allowing the study to evaluate not only the direct associations between the predictor and outcome variables but also the

indirect influence transmitted through consumers' perceptions of the brand. The adoption of this research approach provides a rigorous basis for assessing the hypothesized relationships using measurable empirical data.

This empirical investigation focused on consumers of Fore Coffee operating in Denpasar City, Indonesia, with observations obtained from customers visiting seven different outlets. The proposed research framework was developed to explain repeat purchasing behavior by examining the contribution of service quality and electronic word of mouth (eWOM) to consumers' behavioral intentions. Rather than assuming a direct relationship alone, the framework also considered brand image as a psychological mechanism through which consumers' evaluations of service experiences and online information may influence their intention to repurchase. Therefore, only individuals with prior purchasing experience at Fore Coffee were considered eligible to participate, as they were capable of evaluating the company's service performance, interpreting information shared through digital platforms, forming perceptions of the brand, and expressing their likelihood of making future purchases. Within the conceptual model, service quality and electronic word of mouth were treated as the predictor constructs, repurchase intention represented the behavioral outcome, and brand image was specified as the mediating construct linking the predictors to the outcome variable.

Respondents were selected from the consumer segment most relevant to the objectives of this study, namely individuals living in Denpasar City who had prior experience purchasing Fore Coffee products. Restricting participation to this group ensured that the collected data reflected evaluations derived from actual consumption experiences rather than hypothetical judgments. Following the sampling guideline proposed by Hair et al., the number of participants was established at 170, a figure considered appropriate for estimating the relationships specified in the proposed research model. To maintain the consistency and validity of the dataset, only participants who fulfilled two eligibility requirements were included: they had to be permanent residents of Denpasar City and have completed at least one purchase of a Fore Coffee product before participating in the survey.

The empirical evidence analyzed in this research was derived from multiple forms of information, encompassing both numerical and descriptive data. These data originated from two complementary sources: firsthand information gathered directly from respondents and documentary evidence obtained through academic publications and other relevant supporting materials. Respondents' perceptions were captured using a survey instrument comprising closed-ended statements evaluated on a five-point Likert scale, with response options extending from strong disagreement to strong agreement. Before the main survey was administered, the measurement instrument underwent psychometric evaluation to verify its adequacy. This preliminary assessment included validity testing to confirm that each indicator appropriately represented its intended construct, as well as reliability testing to ensure the consistency and stability of the measurements.

Hypothesis testing was performed through a structured statistical procedure designed to evaluate the conceptual model proposed in this study. Prior to estimating the causal relationships among the constructs, the dataset was examined

to verify its compatibility with regression-based estimation by assessing the assumptions of normality, multicollinearity, and heteroscedasticity. After the data fulfilled these statistical requirements, path analysis was employed using SPSS to quantify the magnitude of the hypothesized effects and to determine whether brand image functioned as an intervening mechanism connecting service quality and electronic word of mouth (eWOM) with repurchase intention. In addition to hypothesis testing, descriptive statistical techniques were incorporated to provide an overview of respondents' evaluations of each research construct, thereby facilitating the interpretation of the empirical findings.

RESULTS AND DISCUSSION

The empirical evidence analyzed in this study was generated from survey responses provided by consumers who satisfied the established eligibility requirements. After the data collection stage was completed, a total of 170 usable responses were deemed suitable for statistical processing. To provide a comprehensive profile of the sample, respondents were classified according to several demographic attributes, including sex, age category, level of education, and employment status. This demographic overview serves as contextual information for interpreting the subsequent empirical findings and understanding the characteristics of the consumer group represented in the analysis:

Research Instrument Testing

Table 1 Validity Test Results

Variable	Statement Item	Correlation Coefficient	> 0,3	Remarks
Service Quality (X ₁)	X _{1.1}	0,847	0,3	Valid
	X _{1.2}	0,888	0,3	Valid
	X _{1.3}	0,853	0,3	Valid
	X _{1.4}	0,819	0,3	Valid
	X _{1.5}	0,764	0,3	Valid
Electronic Word of Mouth (X ₂)	X _{2.1}	0,869	0,3	Valid
	X _{2.2}	0,928	0,3	Valid
	X _{2.3}	0,872	0,3	Valid
	X _{2.4}	0,840	0,3	Valid
Brand Image (M)	M ₁	0,866	0,3	Valid
	M ₂	0,828	0,3	Valid
	M ₃	0,794	0,3	Valid
	M ₄	0,864	0,3	Valid
Purchase Intention (Y)	Y ₁	0,815	0,3	Valid
	Y ₂	0,751	0,3	Valid
	Y ₃	0,766	0,3	Valid
	Y ₄	0,914	0,3	Valid

An assessment of the questionnaire's psychometric properties confirmed the adequacy of the measurement instrument employed in this study. As summarized in Table 1, each indicator demonstrated satisfactory discriminatory capability by achieving an item-correlation value above the benchmark of 0.30. This outcome indicates that every statement successfully

captured the concept it was designed to represent. Accordingly, the complete set of indicators associated with the four latent constructs was maintained for further statistical estimation, as none required exclusion on validity grounds.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Remarks
Service Quality (X_1)	0,890	Reliabel
Electronic Word of Mouth (X_2)	0,900	Reliabel
Brand Image (M)	0,859	Reliabel
Purchase Intention (Y)	0,829	Reliabel

Source: Processed primary data (2026)

The consistency of the questionnaire was verified before proceeding to hypothesis testing by evaluating the reliability of the measurement scale. The reliability assessment demonstrated that every construct included in the research model satisfied the accepted level of internal consistency, as evidenced by Cronbach's alpha coefficients exceeding the minimum criterion of 0.60 (see Table 2). These findings indicate that the responses generated by the instrument were sufficiently stable and dependable, confirming that the measurement scale could be confidently employed in the subsequent statistical procedures without requiring any modification or elimination of indicators.

Classical Assumption Tests

Table 3 Normality Test Results (Model 1)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.71373637
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.057
Test Statistic		.068
Asymp. Sig. (2-tailed)		.055 ^c

Source: Processed primary data (2026)

Model 1 fulfilled the normality requirement because the obtained significance value (0.055) was above the accepted threshold of 0.05, as presented in Table 3.

Table 4. Normality Test Results (Model 2)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.08986062
Most Extreme Differences	Absolute	.067
	Positive	.061
	Negative	-.067
Test Statistic		.067

Asymp. Sig. (2-tailed)	.059c
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Source: Processed primary data (2026)

According to Table 4, Model 2 fulfilled the normality requirement because the obtained significance value (0.059) was higher than 0.05.

Table 5. Multicollinearity Test Results (Model 1)

Model	Unstandardized Coefficients		Coefficients ^a		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	2.156	.926		2.327	.021		
X1	.474	.058	.558	8.111	.000	.631	1.586
X2	.218	.071	.212	3.085	.002	.631	1.586

a. Dependent Variable: M

Source: Processed primary data (2026)

Table 5 confirms that the regression model was free from multicollinearity, with all predictors satisfying the recommended tolerance (>0.10) and VIF (<10) criteria.

Table 6. Multicollinearity Test Results (Model 2)

Model	Unstandardized Coefficients		Coefficients ^a		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	2.505	.600		4.172	.000		
X1	.131	.044	.178	2.988	.003	.452	2.211
X2	.201	.046	.226	4.349	.000	.597	1.676
M	.494	.049	.567	10.000	.000	.499	2.004

a. Dependent Variable: Y

Source: Processed primary data (2026)

Collinearity diagnostics supported the adequacy of Model 2 for regression estimation. None of the explanatory variables exceeded the accepted multicollinearity limits, as reflected by tolerance values above 0.10 and VIF values below 10 for every predictor listed in Table 6.

Table 7. Heteroscedasticity Test Results (Model 1)

Model	Unstandardized Coefficients		Coefficients ^a		t	Sig.
	B	Std. Error	Beta	Standardized Coefficients		
1 (Constant)	-.290	.561			-.517	.606
X1	.057	.035			1.606	.110
X2	.042	.043			.985	.326

a. Dependent Variable: ABS_RES

Source: Processed primary data (2026)

The regression model satisfied the homoscedasticity assumption, as all Glejser test probabilities exceeded 0.05 (Table 7).

Table 8. Heteroscedasticity Test Results (Model 2)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.003	.404		.006	.995
	X1	-.020	.030	-.077	-.684	.495
	X2	.019	.031	.060	.613	.541
	M	.063	.033	.206	1.911	.058

a. Dependent Variable: ABS_RES

Source: Processed primary data (2026)

Model diagnostics confirmed the stability of the residual variance. Since every predictor exceeded the 0.05 probability threshold in the Glejser assessment (Table 8), heteroscedasticity was not detected.

Coefficient of Determination

Table 9. Coefficient of Determination (R²) – Model 1

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708a	.501	.495	1.724

a. Predictors: (Constant), X2, X1

b. Dependent Variable: M

Source: Processed primary data (2026)

The coefficient of determination ($R^2 = 0.501$) indicates a moderate level of explanatory power, with nearly half of the variation in brand image accounted for by the proposed model (Table 9).

Table 10. Coefficient of Determination (R²) – Model 2

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.733	.729	1.100

a. Predictors: (Constant), M, X2, X1

b. Dependent Variable: Y

Source: Processed primary data (2026)

The coefficient of determination ($R^2 = 0.733$) indicates a high level of explanatory power, with only a limited proportion of variation in repurchase intention remaining unexplained (Table 10).

Hypothesis Testing

Direct Effects

Table 11. Path Analysis Results – Model 1

		Coefficients ^a		Standardized		
		Unstandardized Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.156	.926		2.327	.021
	X1	.474	.058	.558	8.111	.000

X2	.218	.071	.212	3.085	.002
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a. Dependent Variable: M

Source: Processed primary data (2026)

As shown in Table 11, service quality had a regression coefficient of 0.474 with a significance level of 0.000, which is lower than 0.05. This result indicates that service quality has a positive and significant effect on brand image. Furthermore, Electronic Word of Mouth (E-WOM) had a regression coefficient of 0.218 with a significance level of 0.002, which is also below 0.05. This finding indicates that Electronic Word of Mouth (E-WOM) has a positive and significant effect on brand image.

Table 12. Path Analysis Results – Model 2

		Coefficients^a			
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
1	(Constant)	2.505	.600		4.172
	X1	.131	.044	.178	2.988
	X2	.201	.046	.226	4.349
	M	.494	.049	.567	10.000

a. Dependent Variable: Y

Source: Processed primary data (2026)

Statistical testing provided consistent support for the proposed relationships in the model. Positive parameter estimates were obtained for service quality, Electronic Word of Mouth (eWOM), and brand image, with significance levels below the accepted threshold, confirming that each construct contributed to repurchase intention (Table 12).

Sobel Test

Table 13. Summary of Sobel Test Results

Variabel	a	b	Sa	Sb	Z
<i>Service quality</i>	0,474	0,494	0,058	0,049	6,158
<i>E Wom</i>	0,218	0,494	0,071	0,049	2,874

Source: Processed primary data (2026)

Brand image emerged as the pathway through which service quality influenced repurchase intention. The significance of this indirect association was verified using the Sobel procedure, yielding a Z statistic of 6.148 and supporting the hypothesized mediation model (Table 13).

The pathway linking Electronic Word of Mouth (eWOM) to repurchase intention was strengthened through brand image rather than occurring solely as a direct relationship. Mediation was empirically supported by the Sobel statistic (Z = 2.874), validating the indirect effect proposed in the research model (Table 13).

Discussion of Research Findings

Service Quality and Repurchase Intention

Improving service quality was found to strengthen customers' willingness to make future purchases at Fore Coffee in Denpasar, confirming a statistically significant positive relationship between the two constructs.

From a relationship marketing perspective, repeated purchasing behavior develops through consistently positive service experiences rather than through a single transaction. Customers who perceive dependable and customer-oriented service become more willing to maintain an ongoing relationship with the company, whereas inconsistent service performance encourages them to seek alternative providers. Accordingly, sustained service excellence serves as a foundation for long-term customer retention and business growth.

Within the SOR perspective, consumers interpret service encounters as external environmental inputs that shape their internal judgments before any purchasing decision is made. When these encounters produce favorable evaluations of the company, customers become more inclined to continue the relationship through repeated purchases (Nguyen et al., 2020). The statistical findings of this study are aligned with this mechanism, confirming that improvements in service quality are accompanied by a significant increase in repurchase intention.

Repeated purchasing behavior is more likely to emerge when consumers consistently perceive favorable service experiences across multiple interactions. Previous studies have demonstrated that reliable and customer-oriented service strengthens consumers' commitment to continue using the same provider, making repeat purchases more probable (Nguyen et al., 2020; Ali et al., 2021; Winata & Kempa, 2021; Berliana & Mashadi, 2022; Saleem et al., 2022; Wiwekananda, 2024). Similar evidence also suggests that maintaining service performance in line with or beyond customer expectations encourages long-term patronage and reinforces repurchase intention (Anjani, 2021; Priscillia et al., 2021; Law et al., 2022).

Electronic Word of Mouth and Repurchase Intention

Electronic Word of Mouth (eWOM) emerged as a meaningful driver of customer retention, with positive online experiences increasing the likelihood that consumers would continue purchasing from Fore Coffee in Denpasar.

Consumers increasingly depend on information generated by other users when evaluating products and services in digital environments. Shared experiences available through online platforms reduce uncertainty before purchasing and often become an important basis for future buying decisions. Favorable consumer-generated content strengthens confidence in a brand, whereas negative or contradictory information weakens that confidence and decreases the likelihood of continued purchasing. The effectiveness of these online interactions is influenced by the perceived credibility of the information, the consistency of consumer experiences, and the relevance of the message to potential buyers. Consequently, maintaining positive digital conversations and responding appropriately to customer feedback has become essential for sustaining long-term purchasing relationships and customer retention.

The SOR framework suggests that consumers do not immediately translate external information into purchasing behavior. Instead, online opinions are first processed through cognitive and emotional evaluations that determine how a brand is perceived (Apritama & Susila, 2023). Favorable evaluations strengthen consumers' confidence in the brand and increase their willingness to continue purchasing. Accordingly, positive Electronic Word of Mouth (eWOM) reinforces repurchase intention by shaping these internal psychological processes.

Previous studies consistently identify online consumer communication as an important factor in sustaining purchasing behavior. Favorable experiences shared through digital platforms strengthen brand evaluations and reduce uncertainty, making customers more inclined to continue purchasing from the same provider (Anggraini & Sumiati, 2022; Pradhanawati, 2021; Apritama & Susila, 2023). Similar findings have been reported across different market segments, including urban e-commerce users and Generation Z consumers, where positive user-generated content encourages long-term purchasing behavior (Kuswardi & Lim, 2023; Firdaus et al., 2024). Collectively, the existing evidence suggests that encouraging constructive online customer interactions can reinforce repeat purchasing decisions (Bernarto et al., 2024).

Service Quality and Brand Image

The empirical findings demonstrate that service quality is a significant determinant of brand image among Fore Coffee customers in Denpasar. Customers who perceive better service are more likely to develop favorable evaluations of the brand, indicating that improvements in service performance contribute to a stronger brand image.

Brand image is formed through the accumulation of customers' service experiences rather than through promotional activities alone. Positive interactions during the service process strengthen perceptions of reliability and professionalism, whereas unsatisfactory experiences may weaken customers' overall evaluation of the brand (Dam et al., 2021). This highlights the strategic importance of maintaining consistent service standards.

The Stimulus–Organism–Response (SOR) theory explains this relationship by emphasizing that consumers interpret service encounters before forming judgments about a brand. Positive service experiences generate favorable psychological evaluations, including trust and satisfaction, which are subsequently reflected in more positive brand perceptions (Lin et al., 2021).

Previous studies consistently support the influence of service quality on brand image across different business sectors. Organizations that continuously deliver reliable and customer-oriented services tend to establish stronger brand perceptions and enhance their competitive position in the market (Dam et al., 2021; Wijaya et al., 2020; Kamal et al., 2022; Pratiwi, 2021).

Electronic Word of Mouth and Brand Image

The empirical results confirm that Electronic Word of Mouth (eWOM) significantly enhances the brand image of Fore Coffee among customers in Denpasar. Positive online interactions were associated with more favorable consumer

evaluations, indicating that digital communication has become an important determinant of brand perception.

Rather than being shaped solely by company-controlled marketing activities, brand image is increasingly influenced by content created and shared by consumers. Reviews, ratings, and personal experiences available across digital platforms provide social validation that affects how potential customers assess a brand. Consistently favorable online discussions strengthen credibility and reinforce positive impressions, whereas negative information can undermine brand evaluations (Alvian et al., 2022; Ruhamak & Rahmadi, 2019).

This relationship is consistent with the Stimulus–Organism–Response (SOR) framework, which proposes that external information is first processed through consumers' cognitive and emotional evaluations before influencing their perceptions of a brand (Hussain et al., 2020). Positive digital communication encourages trust and favorable judgments, leading consumers to develop a stronger brand image.

Previous research has consistently identified eWOM as an important antecedent of brand image across various digital business environments. User-generated content enables consumers to exchange experiences that shape collective brand perceptions, making positive online communication a strategic resource for strengthening brand reputation (Firdaus & Sharif, 2020; Hiola, 2022; Prayoga & Pohan, 2022; Hussain et al., 2020; Ismagilova et al., 2021; Jiménez-Castillo & Sánchez-Fernández, 2021; Zhang et al., 2022; Lestari & Gunawan, 2021; Kameswara et al., 2022).

Brand Image and Purchase Intention

The statistical findings demonstrate that brand image is a significant predictor of purchase intention among Fore Coffee customers in Denpasar. This result indicates that consumers who hold more favorable perceptions of the brand are more inclined to consider purchasing its products.

Purchase intention is largely influenced by how consumers evaluate a brand before making a buying decision. A brand that is perceived as credible, reliable, and capable of delivering consistent value is more likely to be included in consumers' consideration set and ultimately selected over competing alternatives (Fransisca & Santika, 2024; Riani et al., 2023). Positive brand perceptions therefore become an important competitive advantage in attracting potential buyers.

The Stimulus–Organism–Response (SOR) framework explains that purchasing decisions emerge through consumers' psychological processing of external cues. Within this process, a favorable brand image provides positive signals that strengthen confidence and reduce uncertainty, encouraging consumers to develop stronger intentions to purchase the brand (Ravishankar et al., 2024). Thus, brand image influences buying intention by shaping consumers' cognitive and emotional evaluations before a decision is made.

Existing empirical evidence consistently identifies brand image as one of the most influential antecedents of purchase intention. A positive reputation, supported by satisfying customer experiences and favorable market perceptions, increases consumers' willingness to choose the brand when purchase opportunities

arise (Fransisca & Santika, 2024; Riani et al., 2023; Winarto & Widyastuti, 2021; Chen & Lin, 2019; Ravishankar et al., 2024).

Brand Image as a Mediator between Service Quality and Repurchase Intention

The findings reveal that brand image plays a crucial intermediary role in explaining how service quality translates into customers' repurchase intention. Although delivering superior service is important, its influence on future purchasing decisions becomes stronger when those experiences successfully reinforce positive perceptions of the Fore Coffee brand.

Consumers rarely base repeat purchasing decisions solely on a single service encounter. Instead, they accumulate impressions from multiple interactions, and these evaluations gradually shape the overall image of the brand. When customers consistently associate the brand with reliable performance and satisfying experiences, they become more confident in choosing the same brand again, making brand image an essential bridge between service quality and repurchase behavior.

The Stimulus–Organism–Response (SOR) framework further explains this indirect process by emphasizing that behavioral outcomes are preceded by psychological evaluations. Service experiences provide external cues that consumers interpret before forming broader judgments about the brand. These internal evaluations strengthen brand image, which subsequently becomes a key driver of future purchasing decisions. This sequence suggests that consumers respond not merely to the quality of the service itself but to the meaning they attach to the brand after experiencing that service.

The mediating role of brand image has been widely supported in previous studies examining consumer behavior. Research has consistently shown that favorable brand perceptions strengthen the impact of service experiences on future purchasing decisions because consumers are more likely to revisit brands they perceive as trustworthy, reputable, and capable of delivering consistent value (Kotler & Keller, 2016; Wu & Lin, 2014; Putra & Yuliani, 2023). These findings indicate that cultivating a positive brand image is a strategic pathway through which service quality can generate stronger repurchase intention.

Brand Image as a Mediator between Electronic Word of Mouth and Repurchase Intention

The findings indicate that the ability of Electronic Word of Mouth (eWOM) to encourage repurchase intention depends largely on the value consumers assign to the brand after processing online information. In other words, digital communication alone is insufficient to stimulate future purchasing unless it successfully improves consumers' overall evaluation of Fore Coffee.

Consumers continuously construct their understanding of a brand by combining personal experiences with information obtained from digital environments. Conversations among customers, online testimonials, and shared experiences gradually establish a collective impression regarding the brand's reliability and quality. When these impressions become consistently favorable, the brand gains greater credibility, making consumers more inclined to continue purchasing its products.

This phenomenon can be interpreted through the Stimulus–Organism–Response (SOR) perspective, which emphasizes that behavioral outcomes emerge after individuals interpret external information. Rather than acting as an immediate trigger for repeat purchasing, eWOM first reshapes consumers' mental representation of the brand. The stronger this internal representation becomes, the more likely consumers are to translate their favorable evaluations into future purchasing behavior. Accordingly, brand image represents the psychological outcome through which digital communication ultimately influences repurchase intention.

The present finding is in line with previous studies highlighting that online consumer communication becomes strategically valuable when it enhances the reputation and credibility of a brand instead of merely increasing information exposure. Earlier research has shown that favorable consumer-generated content strengthens brand perceptions, and these perceptions subsequently encourage continued purchasing behavior (Hennig-Thurau et al., 2004; Erkan & Evans, 2016; Rahayu & Sari, 2021). Therefore, sustaining a positive brand image is essential for converting positive eWOM into long-term customer purchasing behavior.

Conclusion and Recommendations

This study demonstrates that customers' decisions to repurchase Fore Coffee products are shaped by a combination of service performance, digital consumer communication, and brand perception. The findings reveal that neither service quality nor Electronic Word of Mouth (eWOM) operates in isolation. Instead, both factors contribute to strengthening consumers' evaluations of the brand, which subsequently increases their willingness to make future purchases. These results identify brand image as the underlying mechanism through which positive service experiences and favorable online interactions are translated into repeat purchasing behavior. Overall, the study emphasizes that sustaining customer repurchase intention requires companies to simultaneously deliver superior service, encourage constructive consumer communication in digital environments, and continuously reinforce a favorable brand image.

Based on these findings, several recommendations can be proposed for Fore Coffee Denpasar. First, the company should strengthen consumers' sense of security and trust by enhancing employee professionalism, improving employees' ability to provide clear and accurate information, and maintaining consistency in product and service quality. These efforts are expected to increase customers' confidence and comfort when making purchases. Second, Fore Coffee should improve the quality of information disseminated through social media and digital platforms by providing more informative, engaging, accurate, and relevant content regarding products, promotional programs, and customer experiences. Such improvements will enable consumers to obtain more comprehensive and reliable information. Finally, Fore Coffee should further strengthen its brand image through continuous menu innovation, maintaining consistent product quality and taste, enhancing product presentation, and creating distinctive product differentiation that leaves a positive and memorable impression on consumers.

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