

## THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTIONS AT KEDAI JUKUNG JEMBRANA

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### ABSTRACT

The development of the culinary business shows an increase every year. This is indicated by the increasing number of restaurants and restaurants. According to data from the Badan Pusat Statistik Provinsi Bali, in 2023 there were 4.429 units of restaurants and eateries spread across various districts in Bali. This figure increased from 2022 which only amounted to 3.245 units. Jembrana Regency shows an increasing number of restaurants and eateries every year. The increasing number of restaurants and eateries in Jembrana Regency has resulted in increasingly fierce competition. One of the restaurants in Jembrana Regency is Kedai Jukung. This restaurant serves various types of menus, such as western to local dishes. This study aims to determine the role of brand image in mediating the effect of product quality on repurchase intentions at Kedai Jukung in Jembrana. This research was conducted with a quantitative approach. The sample used was 120 respondents with the sampling technique, namely non probability sampling with purposive sampling method. The data collection technique used a questionnaire in the form of a Google Form which had been tested for validity and reliability. Data analysis techniques using path analysis and sobel test. The results showed that: (1) product quality has a positive and significant effect on brand image at Kedai Jukung in Jembrana; (2) product quality has a positive and significant effect on repurchase intention at Kedai Jukung in Jembrana; (3) brand image has a positive and significant effect on repurchase intention at Kedai Jukung in Jembrana; (4) brand image is able to mediate the effect of product quality on repurchase intention at Kedai Jukung Jembrana. The theoretical implications of this research are to strengthen and develop previous research and add to empirical studies on product quality, brand image, and repurchase intentions. While the practical implications of this research are that it can be a reference for Kedai Jukung to pay more attention to and maximize product quality and as a reference to be able to improve Kedai Jukung brand image so that consumer repurchase intentions can increase.

**Keywords: Product Quality, Brand Image, Repurchase Intention**

### INTRODUCTION

The growth of the business sector today shows an increase in intense competition, especially in the culinary business. This condition is driven by the importance of food and beverages as basic human needs that must be fulfilled. In addition, the increasing mobility of the community and the busy work activities are one of the causes of changes in people's behaviour, which used to be able to take the time to cook and now switch to buying fast food to meet their needs. This causes the culinary

business to continue to grow and develop every year. The development of the culinary business is accompanied by the increasing number of restaurants and restaurants that have sprung up. Especially in Bali, in 2023 there were 4.429 units of restaurants and eateries spread across various regencies in Bali. This figure increased from 2022 which was only 3.245 units. Jembrana is one of the regencies in Bali that shows the development of restaurants and restaurants increasing every year. The following table presents the number of restaurants and eateries in Jembrana Regency.

**Table 1.**

Type	2018	2019	2020	2021	2022	2023
Restaurants and Eateries	76	134	136	158	136	317

**Number of Restaurants and Eateries in Jembrana Regency**

*Source: BPS Provinsi Bali, 2023*

Table 1 shows the number of restaurants and eateries in Jembrana which has increased in the last 6 years. The increasing number of restaurants and eateries in Jembrana Regency has resulted in the level of competition between culinary business actors becoming tighter. This causes business actors to compete to offer a variety of menu choices with good quality in order to win the hearts of consumers. Therefore, business people must have the right business strategy. By implementing the right business strategy, it can be the main key for business people to be able to survive and remain competitive in the midst of increasingly fierce competition between these culinary business people.

One of the restaurants in Jembrana Regency is Kedai Jukung which is located at Jalan Denpasar Gilimanuk, Medewi, Pekutatan District, Jembrana Regency. Kedai Jukung was established in November 2016. Its strategic location is on the side of the road and close to the Medewi beach tourist attraction so that it is easily accessible to visitors. The menu provided is very diverse, such as various types of archipelago cuisine to Western. The price offered starts from IDR 5.000 – 95.000. Based on data obtained by researchers from Kedai Jukung, information was obtained in the form of total sales data from September 2023 to January 2024:

**Table 2.**

**Kedai Jukung Sales Data from September – January 2024**

Year	Month	Total Sales (IDR)
2023	September	20.350.000
2023	October	25.863.000
2023	November	25.920.000
2023	December	22.646.000
2024	January	23.370.000

*Source: Kedai Jukung, 2024*

Table 2 shows the sales data of Kedai Jukung from September 2023 to January 2024. In September 2023 the total sales were IDR 20.350.000 and increased in the following month to IDR 25.863.000. The highest sales were obtained in November 2023, which amounted to IDR 25.920.000. In December 2023, Kedai Jukung experienced a decrease in sales to IDR 22.646.000 and then increased again in January 2024 to IDR

23.370.000. Based on the data that has been submitted, it can be said that the sales volume at Kedai Jukung from September 2023 to January 2024 has fluctuated.

Understanding consumer behaviour is very important because it will help companies create superior value from the products or services offered and develop appropriate marketing strategies that enable companies to satisfy consumers (Mandira and Suputra 2023). Companies must understand consumer behaviour in order to be able to make purchasing decisions for the products offered. Consumers will evaluate the experience gained from the product or service and then determine whether the consumer is satisfied or dissatisfied with the product or service used. If consumers are satisfied with the experience of using the product or service, then consumers may have the intention to repurchase the product or service in the future (Aini et al., 2022).

According to Yahya et al. (2019) define repurchase intention as a desire or action to repurchase a product, because consumers are satisfied with the same product. Ardella and Rahyuda (2022) state the same thing about repurchase intentions, that repurchase intentions are individual decisions after evaluating previous purchases and planning to repurchase from the same service or company. By establishing a good relationship and presenting value and increasing satisfaction from consumers, repurchase intentions can be obtained (Varga et al., 2014). One of the factors that can encourage repurchase intentions is customer satisfaction with good product quality (Pratama and Yulianthini, 2022).

According to Zhou Zhou and William (2022) product quality is the product's ability to provide benefits in accordance with consumer needs and expectations. A product is something offered to consumers which can be in the form of goods or services to fulfil customer needs and desires which can then be used and felt by customers (Tjiptono, 2014). Research from Makkiyah and Andjarwati (2023); Dezila and Ariyanti (2022); Cho and Hong (2021); Hilal and Top (2019) found that product quality has a positive and significant effect on consumer repurchase intentions. However, different results were found by research by Palma and Andjarwati (2016); Abdullah and Suyono (2019) who found that product quality has no positive and significant effect on repurchase intentions.

Consumers in using or consuming a product always consider the brand image or product image of the product they want to buy. A business must consider the quality of the products produced because by improving the quality, the company's reputation will increase so that the company will get a good image in the eyes of consumers. Research results from Hanaysha et al. (2014); Budhi and Ekawati (2022) found that product quality has a positive and significant effect on brand image.

Brand image is the perception and trust of consumers towards a brand that is reflected in consumer memories (Prihatini and Gumilang, 2021). Products with a strong brand image will be more easily recognised by consumers so that they can make their own advantages for these products to reach consumers (Darmajaya and Sukawati, 2018). The more positive the brand image attached to the product, the greater the consumer's intention to buy the product (Sanjaya and Ardiani, 2018). Research from Saputri and Tjahjaningsih (2022); Wiguna and Santika (2020); Suardyana and Tirtawati (2022); Sastrawan and Sukawati (2021) found that brand image has a positive and significant effect on repurchase intentions. However, these findings are not in line with the research of Kakisina and Lego (2021); Kristyani and Kristiyana (2022) who found that brand image does not have a positive and significant influence on consumer repurchase intentions.

Because there is a research gap in previous research on the effect of product quality on repurchase intention, the researcher added the brand image variable as a mediating variable. Researchers chose the brand image variable as a mediating variable because brand image is a perception formed from an individual's own experience and the influence of others, which can influence consumer purchasing intentions. A good brand image will make it easier for consumers to recognise a product and create a good perception of product quality and allow consumers to make purchase intentions and even repurchase the product (Putri and Sukaatmadja, 2018). Research by Santika and Mandala (2019); Yasa (2018) found that brand image is able to mediate the effect of product quality on repurchase intentions.

Research from Budhi and Ekawati (2022) found that product quality has a positive and significant effect on brand image. The results of research by Purnama (2021) found that product quality has a positive and significant effect on brand image at Hideut Cafe Malang City. Research by Suryantari and Respati (2022) found that product quality has a positive and significant effect on brand image. This is supported by previous research by Hanaysha et al. (2014) found that product quality has a positive influence on brand image. This shows that if the quality of the products offered is getting better, the product brand image will also increase. Based on this explanation, the research hypothesis can be formulated as follows:

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

Research conducted by Candra et al. (2023) found that product quality has a positive and significant effect on repurchase intentions among Wizzme Surabaya consumers. Research by Oktavian and Roslina (2023) found that product quality has a positive and significant effect on repurchase intentions. Research from Adianti and Seminari (2022) found that product quality has a positive and significant effect on repurchase intentions in H&M consumers. This is also supported by previous research from Ekaprana et al. (2020) found that product quality has a positive and significant effect on consumer repurchase intentions. This means that the higher the product quality, the higher the consumer's repurchase intention for the product. Based on this explanation, the research hypothesis can be formulated as follows:

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

Research conducted by Sastrawan and Sukawati (2021) found that brand image has a positive and significant effect on repurchase intentions. Wiguna and Santika (2020) in their research found that brand image has a positive and significant effect on repurchase intentions. The results of this study are in line with Miranda and Nurdasila's (2020) research that brand image has a positive and significant effect on consumer repurchase intentions. This is also supported by previous research from Aryadhe and Rastini (2016) which found that brand image has a positive and significant influence on repurchase intentions. This means that the better the brand image, the more repurchase intention will increase or vice versa. Based on this explanation, the research hypothesis can be formulated as follows:

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

Research by (Putri and Sukaatmadja, 2018) states that testing the effect of product quality on repurchase intention variables requires a variable that functions as an intermediary to strengthen repurchase intentions. Brand image is able to mediate the effect of product quality on repurchase intentions. This shows that brand image partially mediates the effect of product quality on repurchase intentions. This statement is in line

with research by (Santika and Mandala, 2019) which states that brand image is able to mediate the effect of product quality on repurchase intentions. In other words, brand image strengthens the influence of product quality on repurchase intentions. Based on this explanation, the research hypothesis can be formulated as follows:

H4 : Brand image is able to mediate the effect of product quality on repurchase intentions.

## RESEARCH METHODS

The type of research used is associative research, associative in this study is useful for explaining the influence between product quality and repurchase intention at Kedai Jukung Jembrana which is mediated by brand image. This research was conducted at Kedai Jukung which is located at Jalan Denpasar Gilimanuk, Medewi, Pekutatan District, Jembrana Regency. The population in this study were Kedai Jukung consumers who live in Jembrana Regency. The sample size used in this study was 5-10 times the number of indicators. The indicators in this study amounted to 12 indicators, so the required sample size requirement is 60-120 respondents. Based on the consideration of the sample size used, 120 respondents were determined. The 120 respondents are considered representative or have represented all members of the population in this study. This study uses a non-probability sampling method with purposive sampling technique. The criteria for determining the sample were respondents with a minimum of high school/vocational high school education who were considered capable of understanding the contents of the questionnaire properly, respondents domiciled in Jembrana Regency and, respondents had visited Kedai Jukung more than once. Data collection using a questionnaire with a data collection scale in this study is a Likert Scale, the score of this scale starts from 1 to 5. The questionnaire was distributed in 2 ways, namely directly and distributing questionnaires online. Direct distribution of questionnaires was carried out by meeting respondents personally to fill out the Google Form. While distributing questionnaires online is done by distributing questionnaires in the form of Google Form links through social media such as Whatsapp.

**Table 3.**  
**Research Indicators**

No	Variabl e	Indicator	Reference
1	Product Quality (X)	1) Freshness 2) Display 3) Taste 4) Food Innovation	Alvian (2020)
2	Brand Image (M)	1) Memorability 2) Quality 3) Product image 4) Uniqueness	Dewi and Purnami (2019)
3	Repurchase Intention (Y)	1) Transactional intention 2) Referential intention 3) Preferential intention 4) Explorative	Cung et al. (2023)

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intention

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**Table 4.**  
**Validity Test Results**

Variable	Instrument	Pearson Correlation	Description	Sig.
Product Quality (X)	X1	0,643	Valid	0,000
	X2	0,863	Valid	0,000
	X3	0,871	Valid	0,000
	X4	0,831	Valid	0,000
Brand Image (M)	M1	0,502	Valid	0,005
	M2	0,888	Valid	0,000
	M3	0,865	Valid	0,000
	M4	0,826	Valid	0,000
Repurchase Intention (Y)	Y1	0,675	Valid	0,000
	Y2	0,841	Valid	0,000
	Y3	0,880	Valid	0,000
	Y4	0,761	Valid	0,000

Source: Primary data processed, 2024

Based on Table 4, it shows the results of the validity test of the three variables which obtained a correlation coefficient value (Pearson Correlation) with the total score of all indicators of more than 0.30. This proves that the statement items of the three variables in this study have fulfilled the validity of the data.

**Table 5.**

No	Variabel	Cronbach's Alpha	Description
1	Product Quality (X)	0,822	Reliable
2	Brand Image (M)	0,777	Reliable
3	Repurchase Intention (Y)	0,799	Reliable

**Instrument Reliability Test Results**

Source: Primary data processed, 2024

Based on Table 5, the reliability test results of the three variables obtained Cronbach Alpha more than 0.60. This proves that all instruments in this study are reliable or have consistency and reliability so that they can be said to be suitable as research instruments.

**RESULTS AND DISCUSSION**

This study used a total of 120 respondents who had visited Kedai Jukung Jembrana. The characteristics of respondents in this study consisted of gender, age, latest education, and occupation.

**Table 6.**  
**Respondent Characteristics**

No.	Characteristics	Classification	Number Respondents (person)	of Percentage (%)
1	Gender	Male	54	45,0
		Female	66	55,0
		<b>Total</b>	<b>120</b>	<b>100</b>
2	Age	18 – 23 years	50	41,7
		24 – 29 years	33	27,5
		30 – 35 years	23	19,2
		> 36 years	14	11,7
		<b>Total</b>	<b>120</b>	<b>100</b>
3	Last Education	SMA/SMK	62	51,7
		Diploma	19	15,8
		Bachelor	39	32,5
		Master	0	0
		<b>Total</b>	<b>120</b>	<b>120</b>
4	Main Occupation or Activity	Student	50	41,7
		Self Employed	24	20,0
		Private Employee	39	32,5
		PNS/ABRI/POLRI	7	5,8
		<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data processed, 2024

Table 6 shows that the gender of respondents is dominated by women, with a percentage of 55,0 percent. The age group of respondents is dominated by the range of 18 - 23 years, with a percentage of 41,7 percent. Based on the latest education, respondents in this study were dominated by respondents who had studied at the high school/vocational high school level with a percentage of 51,7 percent. Most of the jobs or main activities of the respondents in this study were dominated by students with a percentage of 41,7 percent. Based on the results of the research conducted, it can be seen that the respondents' responses through each statement of each variable are as follows.

**Table 7.**  
**Description of Respondents Answers to Product Quality Variables**

No	Statement	STS	TS	N	S	SS	Average	Category
.		1	2	3	4	5		
1	All dishes served are always fresh as they are made upon order.	0	3	29	47	41	4,05	Good
2	Kedai Jukung food presentation is always eye-catching.	1	4	34	43	38	3,94	Good
3	I feel that the flavour of the food at Kedai Jukung is as expected.	0	9	27	46	38	3,94	Good

4	Kedai Jukung always presents new menu variants following the development of culinary trends.	2	29	33	37	19	3,35	Good Enough
Average Score							3,82	Good

Source: Primary data processed, 2024

Table 7 shows that the statement on the product quality variable that has the highest average value of all statements related to product quality variables is the statement "All dishes served are always fresh because they are made after an order". This statement obtained an average value of 4,05 which is included in the good criteria. This means that respondents think that when making a purchase at Kedai Jukung the dishes served are always fresh because they are made after an order. The statement on the product quality variable that has the lowest average value is the statement "Kedai Jukung always presents new menu variants following the development of culinary trends". This statement obtained an average value of 3,35 which is included in the criteria which is quite good but has the lowest average value compared to other statements. This means that respondents think that Kedai Jukung is less innovative in creating new menus according to the development of existing culinary trends.

**Table 8.**  
**Description of Respondents Answers Brand Image Variable**

No	Statement	STS	TS	N	S	SS	Average	Category
.		1	2	3	4	5		
1	Kedai Jukung is easily remembered among the people.	0	3	36	49	32	3,92	Good
2	I feel that every menu offered by Kedai Jukung is of good quality.	1	8	33	46	32	3,83	Good
3	I feel that every dish served by Kedai Jukung gives a positive impression.	1	6	35	44	34	3,87	Good
4	Kedai Jukung has a unique concept of room decoration.	2	30	36	30	22	3,33	Good Enough
Average Score							3,73	Good

Source: Primary data processed, 2024

Table 8 shows that the statement on the brand image variable that has the highest average value of all statements related to the brand image variable is the statement "Kedai Jukung is easy to remember among the public". This statement obtained an average value of 3,92 which is included in the good criteria. This means that respondents think that the Kedai Jukung brand is good as evidenced by Kedai Jukung being easy to remember among the public compared to other competitors. The statement on the brand image variable that has the lowest average value is the

statement "Kedai Jukung has a unique room decoration concept". This statement obtained an average value of 3,33 which is included in the good enough criteria but has the lowest average value compared to other statements. This means that respondents think that Kedai Jukung pays less attention to the concept of room decoration so that the consumer's visual experience is not maximized.

**Table 9.**  
**Description of Respondents Answers to Repurchase Intention Variables**

No.	Statement	STS	TS	N	S	SS	Average	Category
		1	2	3	4	5		
1	I feel interested in making repeat purchases at Kedai Jukung.	0	12	18	58	32	3,92	Good
2	I am willing to recommend Kedai Jukung to the closest people.	0	3	22	60	35	4,06	Good
3	I always choose Kedai Jukung as my choice of restaurant to visit to fulfill my needs.	0	10	27	47	36	3,91	Good
4	I am interested in trying other menus at Kedai Jukung.	1	12	38	40	29	3,70	Good
Average Score							3,89	Good

Source: Primary data processed, 2024

Table 9 shows that the statement on the repurchase intention variable that has the highest average value of all statements related to the repurchase intention variable is the statement "I am willing to recommend Kedai Jukung to the closest person". This statement obtained an average value of 4,06 which is included in the good criteria. This means that respondents think that they are willing to recommend Kedai Jukung to the closest person after the experience that consumers got before. The statement on the repurchase intention variable that has the lowest average is the statement "I am interested in trying other menus at Kedai Jukung". This statement obtained an average value of 3,70 which is included in the good criteria but has the lowest average compared to other statements. This means that respondents think they will reconsider trying other menus at Kedai Jukung.

This study uses path analysis which consists of two models, namely the first model is the effect of product quality on brand image and the second model is the effect of product quality and brand image on repurchase intentions.

**Table 10.**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig
	B	Std.	Beta			

		Error			
1	(Constant)	4.693	1.118	4.200	.000
	Product Quality	.671	.072	.653	9.377
	R Square	.427			
	F Statistics	87.936			
	F Test Significance	.000 <sup>b</sup>			

Dependent Variable : Brand Image

### Path Analysis Results Regression Equation 1

Source: Primary data processed, 2024

Based on the results of the path analysis presented in Table 10, the structural equation formed can be formulated as follows.

$$\text{Structure 1 } M = \beta_1 X + e_1$$

$$M = 0,653X + e_1$$

The results of data processing as presented in Table 10 show the F coefficient of 87,936 with a significance below 0,05, namely 0,000 so that it can be stated that the equation is valid or feasible to explain the effect of product quality variables on brand image variables. The magnitude of the influence of the independent variables on the dependent variable shown by the total determination value or R-square of 0,427 indicates that about 42,7 percent of the brand image variable is influenced by the product quality variable and the remaining 57,3 percent is explained by other factors not included in the model. In structural equation 1, the regression coefficient X or  $\beta_1$  is 0,653 with a significance coefficient below 0,05, which is 0,000, indicating that the product quality variable has a positive and significant effect on the brand image variable.

**Tabel 11.**  
**Path Analysis Results Regression Equation 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1	(Constant)	3.188	.990	3.221	.002
	Product Quality	.382	.078	.385	4.891
	Brand Image	.438	.076	.454	5.764
	R Square	.584			
	F Statistics	82.025			
	F Test Significance	.000 <sup>b</sup>			

Dependent Variable : Repurchahse Intention

Source: Primary data processed, 2024

Based on the results of data processing presented in Table 11, the structural equation 2 that is formed can be formulated as follows.

$$\text{Structure 2 } Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0,385X + 0,454M + e_2$$

The results of data processing as presented in Table 11 show the F coefficient of 82,025 with a significance below 0,05, namely 0,000 so that it can be stated that the

equation is valid or feasible to explain the effect of product quality variables and brand image on repurchase intention variables. The magnitude of the influence of the independent variables on the dependent variable indicated by the total determination value or R-square of 0,584 means that 58,4 percent of the repurchase intention variable is explained by the product quality and brand image variables while the remaining 41,6 is explained by other factors not included in the model. In structural equation 2, the regression coefficient X or  $\beta_2$  is 0,385 with a significance coefficient below 0,05, namely 0,000, which indicates that the product quality variable has a positive and significant effect on repurchase intention. Furthermore, the regression coefficient M or  $\beta_3$  is 0,454 with a significance coefficient below 0,05, namely 0,000, which indicates that the brand image variable has a positive and significant effect on the repurchase intention variable.

Based on structural model 1 and structural model 2, the calculation of the standard error value is as follows:

$$e_1 \text{ and } e_2 = \sqrt{1 - R^2}$$

$$e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,427} = 0,757$$

$$e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0,584} = 0,644$$

Based on the calculation of the standard error value, the standard error of model 1 or  $e_1$  is 0.757 and the standard error of model 2 or  $e_2$  is 0.644. The calculation of the total coefficient of determination is as follows:

$$\begin{aligned} R^2_m &= 1 - (Pe_1)^2 (Pe_2)^2 \\ &= 1 - (0,757)^2 (0,644)^2 \\ &= 1 - (0,573) (0,415) \\ &= 1 - 0,238 \\ &= 0,762 \end{aligned}$$

The total determination value of 0,762 means that 76,2 percent of the repurchase intention variable at Kedai Jukung in Jembrana is influenced by the product quality and brand image variables, while the remaining 23,8 percent is explained by other factors not included in the model.

**Table 12.**  
**Summary of Direct, Indirect, and Total Effects**

Variable Influence	Direct Influence	Indirect Influence Through Brand Image (M) ( $\beta_1 \times \beta_3$ )	Total Influence
X → M	0,653		0,653
X → Y	0,385	0,296	0,681
M → Y	0,454		0,454

Source: Primary data processed, 2024

Table 12 explains the effect of product quality on brand image, it is found that product quality has a direct influence on brand image of 0,653. The effect of product quality on repurchase intention, it is found that product quality has a direct influence on repurchase intention of 0,385. The effect of brand image on repurchase intention, it is found that brand image has a direct influence on repurchase intention of 0,454. The role of brand image mediates the effect of product quality on repurchase intention, it is found that product quality has a direct influence on repurchase intention of 0,385 and an indirect effect of

0,296.

The sobel test is calculated with the following formula:

$$\begin{aligned} Sab &= \sqrt{b^2sa^2 + a^2Sb^2} \\ Sab &= \sqrt{0,454^2 \cdot 0,072^2 + 0,653^2 \cdot 0,076^2} \\ Sab &= \sqrt{0,206 \cdot 0,005 + 0,426 \cdot 0,006} \\ Sab &= \sqrt{0,001 + 0,003} \\ Sab &= \sqrt{0,004} = 0,063 \end{aligned}$$

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

$$Z = \frac{ab}{Sab} = \frac{0,653 \times 0,454}{0,063} = \frac{0,296}{0,063} = 4,698$$

Based on the above calculations, the results obtained  $Z = 4,698 > 1,96$ , the brand image variable can be declared significant as a mediating variable. This shows that brand image is a mediating variable for the effect of product quality on repurchase intentions among Kedai Jukung consumers in Jembrana, as well as meaning that H4 is accepted.

The results of the research analysis show that product quality has a positive and significant effect on brand image, so it can be stated that the first hypothesis is accepted. The analysis results obtained from the distribution of consumer answers to product quality with the highest average value are in the statement "All dishes served are always fresh because they are made after an order" which is in the good category. While the results of the distribution of respondents' answers to brand image with the highest average value are in the statement "Kedai Jukung is easy to remember among the public" which is in the good category. The results of this analysis indicate that when Kedai Jukung provides products with good quality, public awareness of the brand will also increase. These findings are reinforced by previous research conducted by Budhi and Ekawati (2022); Purnama (2021); Suryantari and Respati (2022); Hanaysha et al. (2014), which states that product quality has a positive and significant effect on brand image.

The results of the research analysis show that product quality has a positive and significant influence on repurchase intentions, so it can be stated that the second hypothesis is accepted. The analysis results obtained from the distribution of respondents' answers to product quality with the highest average value are in the statement "All dishes served are always fresh because they are made after an order" which is in the good category. While the results of the distribution of respondents' answers to repurchase intentions with the highest average value are in the statement "I am willing to recommend Kedai Jukung to the closest person" which is in the good category. The results of this analysis indicate that the presentation of products that are always fresh and of high quality by Kedai Jukung can increase the chances of customer repurchase intentions. So that the result is that customers will be more willing to recommend Kedai Jukung to others. These findings are reinforced by previous research conducted by Candra et al. (2023); Oktavian and Roslina (2023); Adianti and Seminari (2022); Ekaprana et al. (2020), which state that product quality has a positive and significant effect on repurchase intentions.

The results of the research analysis show that brand image has a positive and

significant influence on repurchase intentions, so it can be stated that the third hypothesis is accepted. The analysis results obtained from the distribution of respondents' answers to the brand image with the highest average value are in the statement "Kedai Jukung is easy to remember among the public" which is in the good category. While the results of the analysis of the distribution of respondents' answers to repurchase intentions with the highest average value are in the statement "I am willing to recommend Kedai Jukung to the closest person" which is in the good category. The results of this analysis indicate that the better the positive image owned by Kedai Jukung, the greater the possibility of getting repurchase intentions from customers. These findings are reinforced by previous research conducted by Sastrawan and Sukawati (2021); Wiguna and Santika (2020); Miranda and Nurdasila (2020); Aryadhe and Rastini (2016), which state that brand image has a positive and significant effect on repurchase intentions.

Based on the results of the analysis, it shows that brand image is able to mediate the relationship between product quality and repurchase intention. The results of this analysis mean that the mediating variable, namely brand image, has a positive and significant effect on the relationship between product quality variables and repurchase intentions as well as meaning that hypothesis four is accepted. These findings are in line with research conducted by Putri and Sukaatmaja (2018); Santika and Mandala (2019); Anantha and Seminari (2023); Suartama and Setiawan (2019) who found the results that brand image is able to mediate the effect of product quality on repurchase intentions. Product quality also plays an important role in shaping brand image. When product quality is high, consumers tend to have a positive perception of the brand. Brands that are known for their optimal product quality will have a strong image in the eyes of consumers. Consumers' positive perceptions of the brand image of a product or service can strengthen the effect of product quality on repurchase intentions. A strong brand image gives consumers confidence that the product will meet consumer expectations.

## **CONCLUSIONS AND SUGGESTIONS**

Based on the results of data analysis and discussion on the research, it can be concluded that product quality has a positive and significant effect on brand image at Kedai Jukung in Jembrana, product quality has a positive and significant effect on consumer repurchase intentions at Kedai Jukung in Jembrana, brand image has a positive and significant effect on consumer repurchase intentions at Kedai Jukung in Jembrana, and brand image is able to mediate the effect of product quality on consumer repurchase intentions at Kedai Jukung in Jembrana.

Based on the results of the analysis and conclusions that have been described, suggestions can be given regarding this research, namely Kedai Jukung can provide innovation in creating new menus that follow the latest culinary trends, Kedai Jukung can develop a more unique and attractive decoration concept so that it can be a differentiator from other competitors, and Kedai Jukung can introduce new menus by posting on Kedai Jukung social media such as Instagram and Facebook. Suggestions for future researchers are expected to expand the scope of the research area outside Jembrana Regency and can expand the scope of research which is not only limited to consumers at Kedai Jukung in Jembrana in order to provide a broader view. Future researchers are also expected to enrich the research by using other variables such as service quality, trust, customer satisfaction, price, and promotion that can affect

repurchase intentions in the future.

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