THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON REPURCHASE INTENTION (STUDY ON CUSTOMERS OF OASIS BRAND BOTTLED DRINKING WATER IN BALI)

**Indra Mahardika, Tjokorda Gde Raka Sukawati, Ni Wayan Sri Suprapti,
I Gusti Ngurah Jaya Agung Widagda**
Udayana University, Indonesia
Correspondent Email: indramahardika@live.com

Abstract

The Bottled Drinking Water industry is experiencing rapid growth today in line with the high demand for clean water for consumption and the availability of clean water in several areas is very limited (Dewi, 2019). PT Oasis Waters International Bali Branch is one of the bottled water producers under the Oasis brand that provides a variety of products to meet consumer needs. The high level of competition in the bottled water market in Bali makes management need to improve competitive advantages, product quality and brand image to maintain customer satisfaction and consumer repurchase intentions. This study analyzes the role of customer satisfaction in mediating brand image and product quality on the repurchase intention of Oasis bottled water customers in Bali. This study involved 150 respondents by applying the technique of proportionate stratified random sampling in determining the sample. The results of this study show that brand image and product quality have a significant positive effect on customer satisfaction and repurchase intention and customer satisfaction is able to mediate the influence of product quality and brand image on repurchase intention.

Keywords: Brand Image, Product Quality, Customer Satisfaction, Repurchase Intention, Oasis.

INTRODUCTION

The high demand for bottle drinking water is currently due to changes in consumer behavior from initially consuming boiled water to bottled water and drinking bottled water is considered part of a healthy lifestyle (Lestari, 2021). The growth of the bottle drinking water industry has grown by at least 5% each year, where currently there are many bottle drinking water brands that have distribution permits in Indonesia (Isma, 2023). Referring to the National Socio-Economic Survey (Susenas) data published in March 2023 by the Central Statistics Agency (BPS), it is known that 40.64% of households use bottle drinking water or refilled water as a source of daily drinking water (Muhammad, 2023).

PT Oasis Waters International (PT OWI) previously known as PT Santa Rosa Indonesia (PT SRI) is one of the bottle drinking water industry players with the Oasis trademark. This company has been established since 1984 and has factories and branches in several regions in Indonesia, one of which is located in Tabanan Regency, Bali. The products that have been produced and marketed are in the form of glass,

bottle and gallon packaging. Ramadhan (2018) explained that the bottle drinking water Oasis *market share* reached 2.8% which is below Aqua at 46.7%, Club at 4%, Le Minerale at 3.5%, and 2 Tang at 2.8%.

In this condition, Oasis still applies a survival strategy on the quality and quantity of products in the market which makes Oasis have to be ready to compete with competitors who are able to offer cheaper prices and other brands that are already known to the public through advertising media. The marketing challenge of Oasis in Bali is also due to the emergence of Bali Governor Regulation Number 97 of 2018 concerning the limitation of single-use plastic waste. This has caused the demand for Oasis plastic bottle packaging products to decline since 2019 because customers, especially hotels, restaurants and cafes (Horeca), choose to use bottle drinking water products in glass bottles as a substitute for plastic bottle packaging. This condition has quite an impact on the demand for Oasis in Bali, therefore Oasis management is now trying to maintain various aspects, one of which is customer satisfaction which can affect repurchase intentions.

Kusnandar & Afiff (2020); Putri & Yasa (2022); Mulyandi & Tjandra (2023) explained that repurchase intention is consumer behavior to buy the same product or service because they have good experiences or expectations of the product or service used. The occurrence of repurchase intention shows that consumers are loyal to the goods or services offered, are willing to pay a relatively high price and are willing to offer products or services sincerely to people around them.

Product quality is often a consideration for consumers in choosing the products they use. Albari & Kartikasari (2019) assessed that marketing a product can be said to be successful if the consumer's product quality is in accordance with their expectations and needs. Mahendrayanti & Wardana (2021) highlighted that product quality plays a key role in generating repurchase intentions. On the other hand, brand image also plays a big role in maintaining repurchase intentions. When the brand image is considered positive in the minds of consumers, the brand has a high chance of being chosen by consumers (Nurhasanah, et al., 2022).

This study also utilizes previous research conducted by Praja & Haryono (2022), Sindarto, et al. (2023) and Girsang *et al.* (2020) which attempted to observe the relationship between brand image and product quality variables on repurchase intentions. These three studies utilize customer satisfaction as a mediating variable. Based on the results of the study, it shows that customer satisfaction can affect brand image and product quality on repurchase intentions. These results are the basis for the author to utilize customer satisfaction to mediate product quality and brand image on repurchase intentions for bottle drinking water Oasis products in the Bali Branch.

RESEARCH METHOD

This study uses a descriptive research type with a quantitative approach. The location of the study was carried out in 6 regencies/cities in Bali, namely Tabanan Regency, Singaraja Regency, Badung Regency, Gianyar Regency, Klungkung Regency and Denpasar City. The reason for choosing this research location is because these 6 areas are the marketing areas for Oasis, both those carried out directly by Oasis branch offices, distributors and Oasis agents. This study uses exogenous variables, namely brand image and product quality. The endogenous variables in this study are repurchase intentions and the mediating variable is customer satisfaction. Technique *proportionate stratified random sampling* was used in this study because the population has members or components that are not homogeneous and proportionally stratified. A total of 150 respondents were selected in this study which have been determined proportionally in 2 types of customers, namely business and households and the percentage of sales in each district/city in Bali. Data testing in this study utilized *the Statistic Package of Social Science (SPSS) version 27* program.

RESEARCH RESULTS AND DISCUSSION

Good research is research with valid and reliable respondents. Validity test is used as a measure that shows the validity or validity of the research instrument so that it can determine the extent to which the instrument is carrying out its function. Each instrument is considered valid if it has a correlation coefficient value ≥ 0.30. The statement item is valid if the calculated r value> r table or p value <0.05. In an effort to obtain the results of the validity test on each indicator in the research variable, the researcher distributed the instrument to 30 Oasis customer respondents so that the following data was obtained.

Table 1. Results of Instrument Validity Test

Variables	Indicator		*Pearson Correlation*	Information
Brand Image (X^1)	1.	Brand identity	0.571	Valid
	2.	Brand personality	0.788	valid
	3.	Brand association	0.754	valid
	4.	Brand attitudes and behavior	0.674	valid
	5.	Benefits and advantages of brands	0.687	valid
Product Quality (X^2)	1.	Performance	0.761	valid
	2.	Feature	0.791	valid
	3.	Conformity to specifications	0.696	valid

	4. Product durability	0.592	valid
	5. Aesthetics	0.732	valid
	6. Perceived quality	0.721	valid
Customer	1. Quality of service	0.700	valid
Satisfaction	2. Emotional factors	0.764	valid
(Z)	3. Price	0.667	valid
	4. Consumer costs	0.644	valid
Repurchase	1. Transactional interest	0.785	valid
Intention	2. Reference interest	0.773	valid
(Y)	3. Preference interests	0.912	valid
	4. Interest in exploration	0.771	valid

Source: SPSS Processing Results

The number of sample members (N) used is 30, so the r table value is 0.361. Referring to the results of the validity test in table 2, it can be seen that all indicators in each variable get valid results because the *Pearson correlation value* or r count of each indicator is greater than 0.36. Based on this, the indicators used in the study are then stated in the form of statement items on the questionnaire.

The effort to test reliability in this study uses *the Cronbach's Alpha value* to evaluate the unidimensionality of statements related to the Latin variables studied such as brand image, product quality, customer satisfaction and repurchase intentions. Perfect reliability if *the Cronbach's Alpha value* is > 0.9. High reliability is *the Cronbach's Alpha value in the interval 0.7 - 0.9. Moderate reliability is said if the Cronbach's Alpha* values are in the interval 0.5 - 0.7. Low reliability occurs if *the Cronbach's Alpha value* <0.5 or is said to be unreliable

Table 2. Results of the Research Instrument Reliability Test

Variables	Statement Items	*Cronbach's Alpha*	Information
Brand Image (X^1)	5	**0.718**	**Reliable**
Product Quality (X^2)	6	**0.800**	**Reliable**
Customer Satisfaction (Z)	4	**0.633**	**Reliable**
Repurchase Intention (Y)	4	**0.822**	**Reliable**

Source: SPSS Processing Results

The Cronbach's Alpha value of the four research variables shows a value above 0.6 so that all variables are declared reliable. The brand image, product quality and

repurchase intention variables have high reliability because *the Cronbach's Alpha value* is in the interval of 0.7 - 0.9. The customer satisfaction variable is included in the moderate reliability category because it has a *Cronbach's Alpha value* in the interval of 0.5 - 0.7. The reliability results show that if the questionnaire used as a measuring tool for research variables is repeated, it can provide relatively the same results or scores.

This study also analyzes the convergent *validity* of *the outer model* that appears based on *the loading factor* of each indicator, where the indicator is considered reliable if it has a correlation value > 0.70. This study uses 4 (four) variables with 19 indicators as described below.

Table 3. Results of Convergent Validity Test with *Loading Factor*

	Brand Image	Product Quality	Customer satisfaction	Repurchase Intention
X1.1	0.773			
X1.2	0.791			
X1.3	0.760			
X1.4	0.777			
X1.5	0.813			
X2.1		0.794		
X2.2		0.728		
X2.3		0.813		
X2.4		0.826		
X2.5		0.735		
X2.6		0.760		
Z1			0.725	
Z2			0.810	
Z3			0.845	
Z4			0.819	
Y1				0.862
Y2				0.842

Y3	**0.854**
Y4	**0.805**

Source: SPSS Processing Results

Based on the table above, it is known that all items in the questionnaire in this study can be extracted perfectly and have a *loading factor value* > 0.7. This shows that the items used in this study have good ability to explain the construct. In addition, *convergent validity* testing can also be done by looking at *the Average Variance Extracted* (AVE) value of each latent variable. The results of the convergent validity test using the AVE value in the Smart PLS application can be seen in the following table.

Table 4. Results of Convergent Validity Test with AVE

Construct/Variable	*Average Variance Extracted* (AVE)
Brand Image	0.613
Product Quality	0.604
Customer satisfaction	0.642
Repurchase Intention	0.707

Source: SPSS Processing Results

Based on the data above, it can be seen that the AVE value on the latent variable shows results above 0.5, so it is considered to have good *convergent validity* . The AVE value test data shows that all variables or constructs have values greater than 0.5, so it can be stated that all variables or constructs are valid.

The structural model testing in this study uses *R-square* (R2 ⁾ to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence. The structural model or *inner model* in this study can be seen in the following figure.
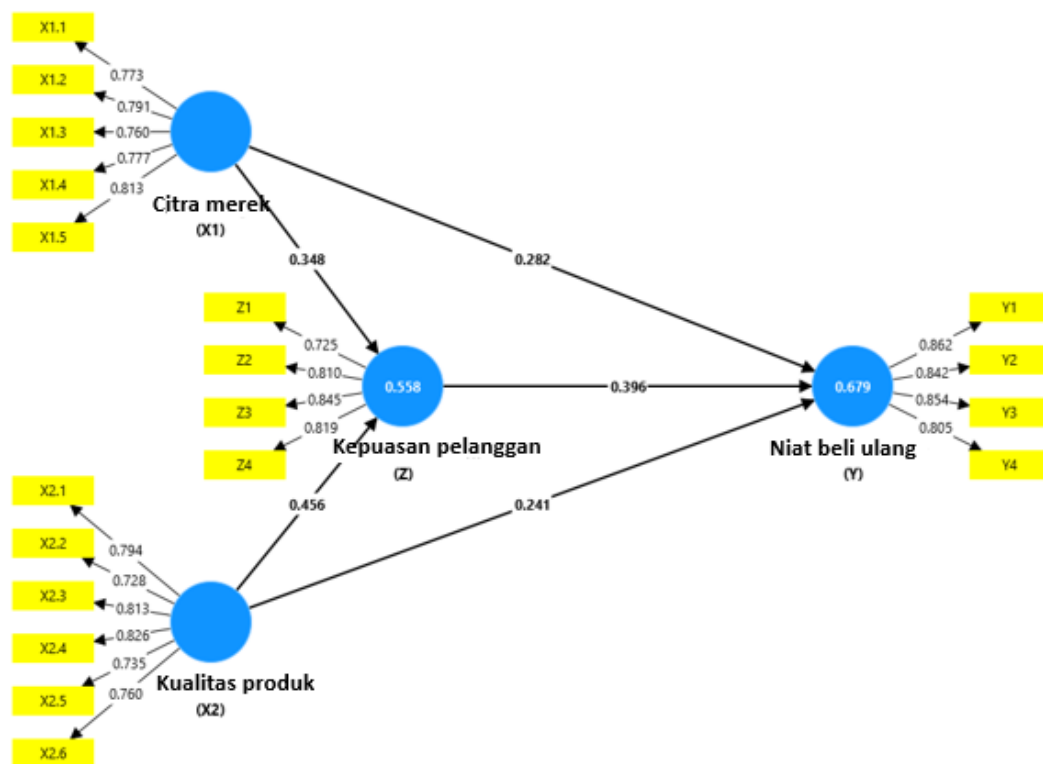
Figure 1. Structural Model (*Inner model*)

Source: SPSS Processing Results, 2025

Hypothesis testing aims to determine how much influence exogenous variables have on endogenous variables. The statistical test used to conduct hypothesis testing is the t-test. The following are the results of the direct influence test with bootstrapping in SPSS analysis.

Table 5. Results of Direct Influence Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic s (|O/STDEV|)	P value s
Brand Image (X1) -> Repurchase Intention (Y)	0.282	0.283	0.089	3.183	0.001
Product Quality (X2) -> Repurchase Intention (Y)	0.241	0.243	0.088	2,756	0.006
Brand Image (X1) -> Customer Satisfaction (Z)	0.348	0.347	0.084	4.167	0.000

Product Quality (X2) -> Customer Satisfaction (Z)	0.456	0.458	0.079	5,801	0.000
Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.396	0.394	0.093	4.232	0.000

Source: SPSS Processing Results

The influence of brand image on repurchase intention with an *original sample value* of 0.282 shows a positive number so that between these variables can have a positive influence. The *bootstrapping calculation* shows the results of the estimation coefficient test of the brand image variable on repurchase intention is 0.283. The results of the t *statistic value* of 3.183> t table 1.96 and the p *value* s 0.001 <α 0.05 indicate that brand image has a positive and significant effect on repurchase intention.

The effect of product quality on repurchase intention with an *original sample value* of 0.241 shows a positive number so that between these variables can provide a positive influence. The *bootstrapping calculation* shows the results of the coefficient test of the product quality variable estimation on repurchase intention is 0.243. The results of the t *statistic value* of 2.756> t table 1.96 and the p *value* s 0.006 <α 0.05 indicate that product quality has a positive and significant effect on repurchase intention.

The influence of brand image on customer satisfaction with an *original sample value* of 0.348 shows a positive number so that between these variables can provide a positive influence. The *bootstrapping calculation* shows the results of the estimation coefficient test of the brand image variable on customer satisfaction is 0.347. The results of the t *statistic value* of 4.167> t table 1.96 and the p *value* s 0.000 <α 0.05 indicate that brand image has a positive and significant effect on customer satisfaction.

The effect of product quality on customer satisfaction with an *original sample value* of 0.456 shows a positive number so that between these variables can provide a positive influence. The *bootstrapping calculation* shows the results of the coefficient test of the product quality variable estimation on customer satisfaction is 0.458. The results of the t *statistic value* of 5.801> t table 1.96 and the p *value* s 0.000 <α 0.05 indicate that product quality has a positive and significant effect on customer satisfaction.

The influence of customer satisfaction on repurchase intention with an *original sample value* of 0.396 shows a positive number so that between these variables can have a positive influence. The *bootstrapping calculation* shows the results of the customer satisfaction variable estimation coefficient test on repurchase intention is 0.394. The results of the t *statistic value* of 4.232> t table 1.96 and the p *value* s 0.000 <α 0.05

indicate that customer satisfaction has a positive and significant effect on repurchase intention.

The indirect influence test or mediation variable in this study refers to customer satisfaction in mediating the influence of brand image and product quality on repurchase intention. The mediation variable has a positive and significant influence when the t *statistic value result* is > t table and p *value* < significance value or α 0.05. The following are the results of the indirect influence test on the mediation variable.

Table 6 Results of Indirect Effect Test (Mediation)

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	T *statistic* s (|O/STDEV|)	P *value* s
Brand image -> Customer satisfaction -> Repurchase intention	0.138	0.137	0.047	2,950	0.003
Product quality -> Customer satisfaction -> Repurchase intention	0.180	0.180	0.050	3.601	0.000

Source: SPSS Processing Results

Based on the results of the indirect or mediation effect test in this study, it can be explained as follows. First, the effect of brand image on repurchase intention through customer satisfaction as a mediator obtained an original sample value of 0.138, which means it can have a positive effect. The results of *the t statistic s value* of 2.950> t table 1.96 and the p value s value *of* 0.003 <α 0.05 indicate that brand image has a positive and significant effect on repurchase intention through customer satisfaction. Second, the effect of product quality on repurchase intention through customer satisfaction as a mediator obtained an original sample value of 0.180, which means it can have a positive effect. The results of *the t statistic s value* of 3.601> t table 1.96 and the *p value s value* of 0.000 <α 0.05 indicate that product quality has a positive and significant effect on repurchase intention through customer satisfaction.

CONCLUSION

Based on the discussion and analysis that has been described in the previous section, several conclusions can be drawn as follows: 1) Brand image has a positive and significant effect on the repurchase intention of the Oasis's customers in Bali. Based on this, when customers feel that the Oasis brand image is good, it can increase the

customer's repurchase intention for Oasis's bottle water. 2) Product quality has a positive and significant effect on the repurchase intention of Oasis's customers in Bali. This is because the better the quality of the Oasis's product, the higher the customer's repurchase intention for the Oasis product. 3) Brand image has a positive and significant effect on the satisfaction of Oasis's customers in Bali. This means that the better the Oasis's brand image, the greater the satisfaction of Oasis customers. 4) Product quality has a positive and significant effect on the satisfaction of Oasis's customers in Bali. 5) Customer satisfaction has a positive and significant effect on repurchase intention. 6) Customer satisfaction mediates the effect of brand image on repurchase intention. 7) Customer satisfaction mediates the effect of product quality on repurchase intention.

BIBLIOGRAPHY

Abdullah, M. C., & Suyono, J. (2019). The Effect of Product Quality, Service Quality, Reference Groups for Repurchase intention in a Kopi Gaptek Surabaya. Journal of World Conference, DOI:10.29138/prd.v1i2.153

Albari & Kartikasari, A. (2019). The Influence Product Quality, Service Quality and Price on Customer satisfaction and Loyalty. Asian Journal of Entrepreneurship and Family Business, 3(1), 49-64

Alexandro, R., Uda, T., & Lestari, U. (2021). The Effect of Employee Performance on Consumer Satisfaction at Setia Hotel, Puruk Cahu, Murung Raya. International Journal of Social Science and Business, 5(3), pp 399-409, DOI:10.23887/ijssb.v5i3.38211

Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect of Brand Image and Perception of Products on The Purchase Decisions of Matic Motorcycle in East Belitung. Jurnal Administrasi Bisnis, 9(1). Pp. 31-42, DOI:10.14710/jab.v9i1.25278

Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017). The Effect of Service Quality, Customer satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia. IOSR Journal of Business and Management (IOSR-JBM). https://doi.org/10.9790/487X-1911064651

Ellitan, L., Sindarto, J., & Agung, D. A. (2023). The Influence of Brand image and Product Innovation on Customer Repurchase intention through The Mediation of Customer satisfaction Towards Indomie. Journal of Entrepreneurship & Business, 4 (1) https://doi.org/10.24123/jeb.v4i1.5275

Ezeuduji, I.O dan Mhlongo P.S. (2019). Tourists' Perceptions of a Destination Brand Image: KwaZuluNatal, South Africa. African Journal of Hospitality, Tourism and Leisure. 8 (4), 1-11

Girsang, N. M., Rini, E. S., & Gultom, P. (2020). The Effect of Brand Image and Product Quality on Re-Purchase Intention with Customer Satisfaction as Intervening Variables in Consumers of Skincare Oriflame Users – a Study on Students of North Sumatra University, Faculty of Economics and Business. European Journal of Management and Marketing Studies, 5(1). 40-57, DOI: http://dx.doi.org/10.46827/ejmms.v0i0.726

Harjadi, D., & Arraniri, I. (2021). Experiental Marketing & Product quality dalam Customer satisfaction Generasi Milenial.Cirebon: Penerbit Insania

Herjanto, H., & Amin, M. (2020). Repurchase intention: The Effect of Similarity and Client Knowledge. International Journal of Bank Marketing, 38(6), 1351–1371. https://doi.org/10.1108/IJBM-03-2020-0108

Isma. (2023, 30 September). Industri AMDK Nasional Berpotensi Tumbuh Besar. Diakses pada 01 Maret 2024 dari https://infopublik.id/kategori/nasional-ekonomi-bisnis/782972/industri-amdk-nasional-berpotensi-tumbuh-besar

Jasina, M., Sesunan, Y. S., Aisyah, M., Fatimah, C. E. A., & Azra, F. E. A. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. Journal Uncertain Supply Chain Management 11, DOI: 10.5267/j.uscm.2023.1.013

Juni., Hidayati, T., & Kusumawardhani, A. (2023). Antecedents and Consequences of Customer Satisfaction: Visitor Study at Fruts Café Balikpapan. International Journal of Business and Management Invention (IJBMI), 12(1), pp 01-1, DOI: 10.35629/8028-12100111

Kusnandar, A., & Afiff, A. Z. (2020). The Role of The Country's Image and Halal Branding Constructs in Influencing Repurchase intentions. European Journal of Molecular & Clinical Medicine.

Kusumo, M., & Vidyanata, D. (2022). The Mediating Role of Customer satisfaction on Repurchase Intention: an Evidence from the Service Industry / JEE. Jurnal Entrepreneur Dan Entrepreneurship, 11(1), 71–88.

Lestari, L. (2021). Konsumsi Air Kemasan di Indonesia. Jurnal Litbang Sukowati, 4(2), hal. 110-119

Ma'azah, N., & Prasetyo, A. (2023). The Influence of Brand Image on Customer Loyalty through Customer Satisfaction as Intervening Variable on Skincare Products. Airlangga Journal of Innovation Management, 4(2), 219–228. https://doi.org/10.20473/ajim.v4i2.50401

Mahendrayanti, M & Wardana, I. M. (2021). The Effect of Price Perception, Product Quality, And Service Quality on Repurchase Intention. American Journal of Humanities and Social Sciences Research (AJHSSR), 5(1), pp 182-188

Mahsyar, S & Surapati, U. (2020). Effect Of Service Quality and Product Quality on Customer Satisfaction and Loyalty. International Journal of Economics, Business and Accounting Research (IJEBAR), 4(1), pp. 204-211, DOI:10.29244/jcs.7.1.34-50

Mohamed Ebrahim, A., Ebrahim, A., Alhudiri, A., Elanizi, A., Eltaiash, A., Sciences, S., & Program, M. (2024). The Impact of Product Quality on Customer Satisfaction and Loyalty. International Journal of Enhanced Research in Management & Computer Applications, 13, 2319–7471. https://doi.org/10.13140/RG.2.2.33657.07528

Muhammad, N. (2023, 27 Oktober). Mayoritas Rumah Tangga Indonesia Konsumsi Air Minum Kemasan. Diakses pada 01 Maret 2024 dari https://databoks.katadata.co.id/datapublish/2023/10/27/mayoritas-rumah-tangga-indonesia-konsumsi-air-minum-kemasan

Mulyandi, M. R & Tjandra, R. H. (2023). The Influence of Product Quality and Brand Image on repurchase Intention of HalalCosmetic Products in e-Commerce.

Journal of Industrial Engineering & Management Research, 4(1) https://doi.org/10.7777/jiemar

Nurhasah, S., Yohana, C., & Monoarfa, T.A. (2022). Pengaruh Citra Merek dan Kualitas Pelayanan terhadap Niat beli Ulang Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Mediasi: Studi pada Jasa Layanan Logistik. Jurnal Bisnis, Manajemen, dan Keuangan, 3(3), 738-749, DOI: https://doi.org/10.21009/jbmk.0303.10

Ongkowijoyo, T. E. (2022). The Effect of Price and Product Quality on Consumer Satisfaction and Repurchase Interest at Cipork Keriyuk (Cab. G-Walk). International Journal of Review Management Business and Entrepreneurship (RMBE), 2(1), 11–23. https://doi.org/10.37715/rmbe.v2i1.2909

Praja, A.D, & Haryono, T. (2022). The Effect of Brand Image and Product Quality on Repurchase Intention Mediated By Consumer Satisfaction Study at Uniqlo in Solo. Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal, 6. https://jurnal.stie- aas.ac.id/index.php/IJEBAR

Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer satisfaction as Mediating Variable on the Effect of Brand image towards Coffee Shop Customer's Repurchase intention. European Journal of Business and Management Research, 7(2), 149–154. https://doi.org/10.24018/ejbmr.2022.7.2.1271

Ramadhani, M & Sukawati, T (2021). The role of customer satisfaction mediates the effect of service quality and quality of the shopee.co.id website on repurchase intention. American Journal of Humanities and Social Sciences Research, 5(2), 570-579

Rizki, E. F., Juliati, R., & Praharjo, A. (2021). The Effect of Product Quality and Service Quality on Repurchasing Intention. Jurnal Manajemen Bisnis dan Kewirausahaan, 1(4), pp 247-254. DOI; https://doi.org/10.22219/jamanika.v1i4.19407

Rohman, M. F. & Sopiah. (2021). The Influence of Brand Awareness and Product quality on the Repurchase intention of Teh Botol Sosro Through Trust (A Study on the Residents of Pasuruan Regency). Journal Advances in Economics, Business and Management Research, Vol. 193

Sari, D. A. T & Giantari, I. G. A. K. (2020). Role of Consumer Satisfaction in Mediating Effect of Product Quality on Repurchase Intention. International Research Journal of Management, IT and Social Sciences, 7(1), pp. 217-226, doi:10.21744/irjmis.v7n1.839.

Sindarto, J., Ellitan, L., & Agung, D. A. (2023). The Influence of Brand image and Product Innovation on Customer Repurchase intention through The Mediation of Customer satisfaction Towards Indomie. Journal of Entrepreneurship & Business, 4(1), 32–45. https://doi.org/10.24123/jeb.v4i1.5275

Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (2019). Analysis of the Effect of Product Quality on Customer Satisfaction and Customer Loyalty of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. American International Journal of Business Management (AIJBM), 2(3), pp. 26-37

Sudaryanto, S., Subagio, N. A., Awaliyah, I.N., Wulandari, D., & Hanim, A. (2019). Influence Of Brand Image, Price and Promotion on Consumer's Buying Decision of Fast Moving Consumer's Goods with Culture as a Moderating Variable In

Basmallah Retail Store in Indonesia. International Journal of Scientific & Technology Research. 8(3), 85-92

Sugiyono. (2024). Metode Penelitian Kuantitatif dan Kualitatif dan R&D. Bandung: Alfabeta.

Susilowati, I & Cahyati, R. (2023). Analisis Anteseden Keputusan Pembelian Pada Produk AMDK le Minerale Di Kebumen. Jurnal Ekonomi, Bisnis dan Akutansi (JEBA), 25(1). 36-46

Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (2021). Product Quality and Brand Image towards Customers' Satisfaction through Purchase Decision of Wardah Cosmetic Products in Surabaya. Journal of Entrepreneurship and Business, 2(1), 56-70. https://doi.org/10.24123/jeb.v2i1.4023

Tsabitah, N & Anggraeni, R. (2021). The Effect of Brand Image, Brand Personality and Brand Awareness on Purchase Intention of Local Fashion Brand "This Is April". Journal Kinerja, 25(1), pp, 234-250

Tufahati, N., Barkah, C.S., Tresna, P. W., & Chan, A. (2021). The Impact of Customer Satisfaction on Repurchase Intention (Surveys on Customer of Bloomythings). Journal of Business & Applied Management, 14(2), 177-186, DOI:10.30813/jbam.v14i2.3098

Udayana, I, B, N., Hutami, L, T, H., & Yani, Y, E. (2022). Website Quality, Brand Image, and Brand Trust on Repurchase Intention Through Customer Satisfaction as Intervening Variables. Jurnal Ilmu Manajemen Profitability, 6(2), pp 201-214

Wijaya, H. R., & Astuti, S. R. T. (2018). The Effect of Trust and Brand image to Repurchase intention in Online Shopping. KnE Social Sciences, 3(10), 915. https://doi.org/10.18502/kss.v3i10.3182

Yasin, M & Surati, L. E. H. (2021). Does Product Knowledge Affect Intention to Use Islamic Banking? The Role of Corporate Image, Product Quality, and Religiosity. Journal of Southwest Jiaotong University, 56(2), DOI:10.35741/issn.0258-2724.56.2.24

Zakirin, M. (2021). Influence of Product Quality, Service Quality and Completeness on Customer Satisfaction on Mie Soponyono Producer. International Journal of Review Management, Business, and Entrepreneurship (RMBE), 1(2), pp.281-294, DOI: https://doi.org/10.37715/rmbe.v1i2.2434x

Zeqiri, J, Ramadani, V & Aloulou, W. J. (2022). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. Economic Research-Ekonomska Istraživanja, 1(21)