



The Role of Brand Image on Repurchase Intention of Le Minerale Mediated by Brand Equity in Semarang

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ARTICLE INFO

Keywords: Brand Image, Brand Equity, Repurchase Intention

Received : 6, September
Revised : 16, October
Accepted: 18, November

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ABSTRACT

This study aims to analyze the influence of brand image on repurchase intention of Le Minerale products in Semarang, emphasizing the role of brand equity as a mediator. Using quantitative analysis methods and Smart PLS, the results of the study show that brand image has a positive and significant influence on repurchase intentions. In addition, brand equity was shown to serve as a significant mediator in the relationship between brand image and repurchase intention. These findings confirm that strengthening brand image not only directly affects repurchase intentions but also through increasing brand equity. This research provides important insights for companies in formulating effective marketing strategies to increase product repurchase intentions.

INTRODUCTION

Research Background

The development of the current mineral water industry has shown a significant trend in recent years. One of the main factors contributing to this development is a strong brand image. Brand image plays a crucial role, as consumers have more trust in products with a strong brand image, so they tend to repurchase and recommend the brand to others (Sriramneni, 2024). A strong brand image can create loyalty and trust among consumers, which is very important in maintaining market position.

This becomes even more relevant in Semarang, where the mineral water industry is experiencing rapid growth and various brands are competing for market share. In this context, Le Minerale is one of the bottled drinking water producers competing for market share in the bottled drinking water business in Indonesia. Therefore, the demand to always be the best is an organizational commitment so that drinking water users always consume Le Minerale drinking water. This emphasizes the importance of brand image and brand equity in strengthening market share and consumer repurchase interest, especially in competitive markets such as bottled water. Brand image creates an approach that involves producers and consumers to provide products that can meet consumer expectations (Purwoko & Fikri, 2024). Consumers who recognize that the products they utilize possess a favorable brand image will enhance their confidence and sense of security, thereby motivating them to reselect the same brand in the future (Purwoko & Fikri, 2024). Building a good brand is not an easy thing because it is related to brand equity. Brand equity is the additional value given by consumers to brands, which can serve as a mediator in the relationship between brand image and repurchase intention. So this equity is an indicator of a person's desire and influence to continue using a brand or not. Brand equity constitutes a primary factor that affects repurchase intentions. The organization will gain advantages from the repurchases conducted by consumers (Kusumayani & Warmika, 2022).

Research by Sutanto and Kussudyarsana (2024) it is asserted that brand image and brand equity exert a positive and significant influence on the intention to repurchase. However, in contrast to research by Sari *et al.*, (2021), who found that in certain contexts, brand image alone does not significantly encourage repurchase intentions. Research by Aquinia and Soliha (2020) it was also discovered that brand equity exerts an insignificant influence on repurchase intention. Consequently, this study necessitates the inclusion of a mediating variable, which in this instance is identified as brand equity. Taking into account the background, phenomenon gap, and research gap outlined above, the authors propose a study entitled "**The Role of Brand Image on Repurchase Intention of Le Minerale Mediated by Brand Equity in Semarang.**" The fundamental problem formulations presented in this study are: "How does brand image influence the repurchase intention of the Le Minerale product, considering the role of brand equity as a mediating factor?" This problem formulation seeks to investigate the connection between brand image and repurchase intention, as

well as to comprehend how brand equity may serve as a mediating variable in the relationship between brand image and consumer intentions to repurchase Le Minerale products.

LITERATURE REVIEW

Brand Image

Brand image refers to consumers' subjective evaluation of a brand in the market. It takes time and effort to develop a strong brand. Building a strong brand cannot be obtained quickly. The brand image is inherently linked to the brand itself and reflects its strength and essence, which is subsequently correlated with a series of associations. The associations related to brand image that reside in the mind of the consumer include symbolic meanings and functions, which pertain to the tangible or intangible quality aspects associated with specific attributes of goods or services (Kim & Chao, 2019). Should the perception of a brand in the minds of consumers be favourable, consumers will readily accept the product in the market and will be interested in buying and using products with that brand. According to Kotler & Keller (2021), in research by Pandiangan *et al.*, (2021), brand image indicators are: brand identity, brand personality, brand association, brand attitude, and brand benefit.

Brand Equity

Brand equity is a brand value that generates high brand awareness so that consumers often remember certain brands. When a brand is easily remembered by consumers, it is certainly an added value. The concept of brand equity not only represents added value but also serves as a guideline for brand management in the market (Pitaloka & Gumanti, 2019). High brand equity has the ability to influence repurchase intention. This happens by altering consumer perceptions, leading them to view the brand more positively. Brand equity provides many benefits for companies, namely that brand equity can move companies to make higher prices for their treatments or products. The objective is for the company to achieve elevated profit margins, to empower customers, to enhance the customer base, and to utilize treatment as a strategy to deter customer attrition through the provision of unique products and services (Fitri & Yasri, 2024). Research conducted by Devi & Nuvriasari (2024) explain that the indicators of brand equity are: perceived quality, brand assets, brand loyalty, and brand awareness.

Repurchase Intention

Repurchase intention refers to the consumers' willingness to acquire a product again subsequent to a comprehensive evaluation of the product following an initial purchase. Repurchase intention can be understood as ease of use based on the interests or intentions that arise from potential consumers (Sriramneni, 2024). Repurchase intention can be measured from indicators of transactional interest, referential interest, preferential interest, and exploratory interest. Repurchase

intention is a form of purchasing activity that is carried out more than once or several times and is based on previous purchasing experience. Repurchase intention is also motivated by the level of satisfaction in consumers who have made a purchase, so the product offered must be in accordance with what is given. The measurement of repurchase intention can be assessed through various indicators, including; preferential interest, transactional interest, exploratory interest, and referential interest (Desti, 2021).

Previous Research

Previous research is used as the main reference by the author to support the hypotheses tested in this study. To complete the research material, the authors refer to several journals. The following is the author's initial review of literature sourced from journals. Research results by Tunjungsari *et al.*, (2020) show that brand image has a significant effect on repurchase intention. This contradicts the research of Setyaningsih (2021), which states that the brand image variable does not have a significant effect on repurchase intention. Previous research conducted by Sania *et al.*, (2022) shows that brand image has a positive and significant effect on brand equity. However, research by Dada (2021) states that brand image does not create an impact and has no influence on brand equity. Research from Hasani (2019) obtained the results that brand equity has a positive and significant effect on repurchase intention. However, the results of research conducted by Devinda & Purwanto (2022) stated that brand equity has no significant effect on repurchase intention. Then the research conducted by Hafidh and Adam (2024), states that brand equity has an effect in partially mediating. However, research by Aquinia & Soliha (2020) states that some elements of brand equity have no effect on repurchase interest, for brand association has no significant effect on repurchase interest.

Seeing the development of the Le Minerale product market in Semarang as a mineral water product with a positive image and high quality, and the assumption that the majority of Le Minerale consumers choose this product again, the researcher is interested in examining the influence of brand image and brand equity on repurchase intention concerning Le Minerale products in Semarang. Brand equity is posited as a mediating variable that functions within the relationship between brand image and repurchase intention. Figure 1 presents the proposed model for this study.

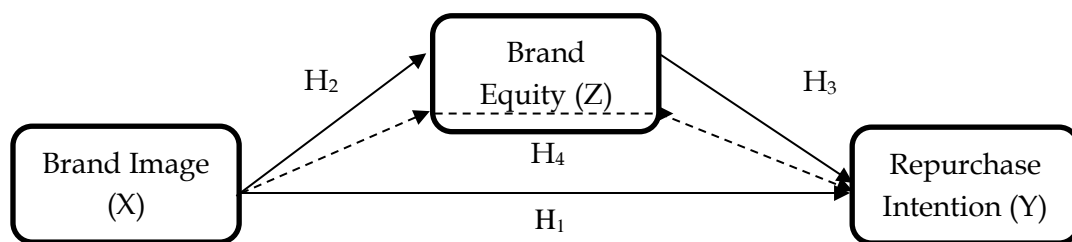


Figure 1. Research Framework
 Source: Processed research data

The hypothesis proposed in this study is as follows:

- Hypothesis 1 : There is a positive relationship between brand image and repurchase intention
- Hypothesis 2 : There is a positive relationship between brand image and brand equity
- Hypothesis 3 : There is a positive relationship between brand equity and repurchase intention
- Hypothesis 4 : There is a mediating role of brand equity in the relationship between brand image and repurchase intention.

METHODOLOGY

This study employs a quantitative methodology accompanied by an explanatory framework. Quantitative research involves the use of numerical data that is statistically analyzed to produce clear and objective results, which are then used as a basis for drawing conclusions. The population used in the study were consumers of Le Minerale bottled water in Semarang. The sampling technique employs purposive sampling, which entails a method of sampling that incorporates various considerations to ensure that the data collected is accurate, valid, and reliable (Ramadhan & Kussudyarsana, 2024). This sample measurement is 100 respondents of Le Minerale consumers in Semarang with the consideration that the sample size is representative enough to represent the population. The criteria for respondents are those who have purchased Le Minerale more than once with a minimum age of 17 years.

The data utilized in this research is primary data. The questionnaire is used as a data mining technique, both online using Google Forms and directly by filling out a survey paper. The questionnaire in this study contains questions that come from the indicators in each variable, arranged using a Likert scale as an assessment. The purpose of utilizing the Likert scale is to assess attitudes, opinions, and recommendations of individuals or groups concerning social phenomena. The scale employed in this research is the Likert scale ranging from 1 to 5, wherein a value of 1 signifies "strongly disagree," a value of 2 denotes "disagree," a value of 3 reflects a "neutral" stance, a value of 4 indicates "agree," and a value of 5 represents "strongly agree." This study utilizes a frequency distribution to illustrate the average value, which has been processed using Partial Least Squares (PLS) software, specifically Smart PLS 3.0. PLS is used to determine the complexity of the relationship between a construct and other constructs, as well as the relationship between a construct and its indicators. The analysis commences with an examination of the validity and reliability of the outer model, subsequently followed by an evaluation of the inner model utilizing R-square and F-square metrics.

RESULTS AND DISCUSSION

Research Results

This research was carried out in two stages. The first stage is outer model analysis, which aims to assess the feasibility of research data. The data used must meet two main criteria, namely validity and reliability. The second stage is the inner model analysis, which aims to draw conclusions from previously formulated hypotheses. The outer model test is used as an assessment of the feasibility of data in research by relying on validity and reliability measurements. Through this test, researchers can assess the accuracy and consistency of the measuring instruments used in the questionnaire. The validity assessment of the research instrument was conducted to evaluate the degree to which the measuring instrument utilized in this study was capable of accurately measuring the variables being investigated.

According to the outcomes of the validity assessment conducted with Smart PLS, the reference value for declaring data feasible and valid is outer loading that exceeds 0.7. The findings of the analysis indicate that the brand image variable comprises five statement items that meet the outer loading value requirements, while the Brand Equity and Repurchase Intention variables also show similar results. Furthermore, to evaluate the consistency of the questionnaire, a reliability test was conducted, which serves as an indicator of the variables in the study. The analysis conducted utilizing Smart PLS indicates that the values for Cronbach's Alpha and Composite Reliability should exceed 0.7, while the Average Variance Extracted (AVE) value should be greater than 0.5. The results of the analysis reveal that the Cronbach's Alpha value for the Brand Image variable is 0.914 Brand Equity 0.879 and Repurchase Intention 0.902. These values exceed the set limits, so it is concluded that the three variables meet the reliability criteria and have good reliability. In addition, the AVE values for Brand Image are 0.746; Brand Equity 0.733; and Repurchase Intention 0.774, all of which are above 0.5, indicating that the data qualifies for the reliability test.

Hypothesis testing is conducted to evaluate the relationship between the independent and dependent variables. In in the analysis conducted using Smart PLS, a hypothesis is considered accepted if the p-value is less than 0. 05, signifying a statistically significant relationship between the two variables.

Table 4.1 Output Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Brand Image (X) -> Brand Equity (Z) -> Repurchase Intention (Y)	0.411	0.414	0.106	3.886	0.000

Source: Data Processing Results, 2024

According to analysis result of the indirect effect output, the indirect effect between Brand Image - Brand Equity - Repurchase Intention, indicated by a P-Value of 0.000, where $(0.000 < 0.05)$. Indirectly, brand image affects repurchase intention through brand equity. The magnitude of the effect is 0.411, this can be interpreted as repurchase intention increasing along with the increase in brand image but through brand equity first, it may be concluded that the hypothesis (H4) is accepted, suggesting that brand equity functions as a mediating variable in the relationship between brand image and repurchase intention.

The findings of this study substantiate the proposed hypothesis, indicating a positive correlation between brand image and repurchase intention, as well as between brand image and brand equity. Furthermore, this study similarly demonstrates that brand equity functions as a mediating variable in the relationship between brand image and repurchase intention. Collectively, the results of this study demonstrate that a robust brand image plays a significant role in influencing consumer repurchase intention and affirm the critical importance of managing brand equity within product marketing strategy.

DISCUSSION

Data analysis conducted using Smart PLS shows the following findings:

1. Hypothesis 1 has been accepted, indicating that a relationship exists between brand image and repurchase intention. This research is consistent with prior studies conducted by Tunjungsari *et al.*, (2020), which demonstrated a positive correlation between brand image and repurchase intention. This shows that a good brand reputation can encourage customers to buy goods again.
2. Hypothesis 2 is accepted, indicating that brand image influences brand equity. This research aligns with prior studies conducted by Sania *et al.*, (2022), which demonstrated that brand image has a positive effect on brand equity. This finding can serve as evidence to reinforce the assertion that brand image impacts brand equity.
3. Hypothesis 3 is accepted, indicating a relationship between brand value and the desire to repurchase. This finding is consistent with prior research conducted by Hasani (2019), which identified that brand equity significantly influences consumer repurchase intentions stemming from positive experiences associated with the brand.
4. Hypothesis 4 is accepted, this indicates that there exists a mediating effect of brand equity in the relationship between brand image and repurchase intention. This study is consistent with the findings of Farsha *et al.*, (2023), which states that brand attitude and brand image significantly affect brand equity, which in turn affects repurchase intentions. The study highlights that a positive brand image and strong brand equity result in higher consumer repurchase intentions. The research additionally indicated that brand equity functions as a mediating variable between brand attitude, brand image, and

repurchase intentions. This implies that an enhancement in brand image or attitude can lead to an increase in brand equity, which subsequently influences repurchase intentions.

This research further strengthens the theory and practice that the mediating role of brand equity is expected in brand image. Sometimes a good brand image still experiences shortcomings, gaps, and mistakes so that negative behavior such as cheating in choosing a brand appears. A good brand image should create consumer confidence, but without the support of strong brand equity, dissatisfaction can occur, which leads to negative behavior. However, the mediation of brand equity, such as positive perceptions of brand quality and reputation, expectations to get more benefits from the product, can make this brand image better if there is support from brand equity in it.

CONCLUSION

The four hypotheses are generally accepted based on the results of testing and research. The brand image of Le Minerale has a direct influence on the inclination to repurchase the product. Furthermore, the brand equity variable has a positive and significant effect on repurchase intention, and serves as a mediating variable in the relationship between brand image and repurchase intention. The findings of this study indicate that brand equity significantly contributes to the enhancement of repurchase intention, and Le Minerale companies are advised to strengthen brand image to improve brand equity and, ultimately, consumer repurchase intention.

SUGGESTIONS

1. For Le Minerale Company: it is hoped that the Le Minerale company can further improve marketing strategies that focus on strengthening brand image. This can be done through promotional campaigns that emphasize product quality and commitment to health and environmental sustainability. In addition, the development of attractive and environmentally friendly packaging can also make products more attractive to customers.
2. For Future Researchers: this research still needs development. Researchers are advised to investigate additional and external factors that may influence the desire to repurchase. In addition, research in different locations or with larger samples can also provide a more comprehensive perspective.
3. For Academics: the findings of this study may serve as a valuable reference for scholars and professionals in the marketing domain to comprehend the significance of the interplay between brand image, brand equity, and repurchase intention. It is hoped that further research can be carried out to examine other factors that can affect these three variables.

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