



The Role of *Brand Image* in Mediating the Influence of E-Wom and Product Quality on *Repurchase Intention* (Study on the Memories Coffee Shop in Denpasar City)

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Abstract. This study aims to test and explain the role of brand image in mediating the influence of electronic word of mouth and product quality on repurchase intention of Kedai Kopi Kenangan in Denpasar City. The population used includes the people of Denpasar City who have purchased Kedai Kopi Kenangan products and the number of samples is 120 respondents using purposive sampling techniques distributed using questionnaires and analyzed using the SPSS application tool version 26.0. The results of this study indicate that electronic word of mouth has a significant positive effect on repurchase intention. Product quality has a significant positive effect on repurchase intention. Electronic word of mouth has a significant positive effect on brand image. Product quality has a significant positive effect on brand image. Brand image has a significant positive effect on repurchase intention. Electronic word of mouth has a significant positive effect on repurchase intention with brand image mediation. Product quality has a significant positive effect on repurchase intention with brand image mediation. The theoretical implications of this study provide evidence for the development of consumer behavior science and marketing management science. The practical implications of this study can be used as consideration and input for marketers at Kedai Kopi Kenangan in Denpasar City in increasing repurchase intention.

Keywords: Brand Image, Electronic Word of Mouth (E-WOM), Product Quality, Repurchase Intention

1. INTRODUCTION

The rapid development of the food and beverage (F&B) service industry in recent years has led to the emergence of various new innovations from businesses, one of which is coffee shops (Damariyanti *et al.*, 2021). Initially, coffee shops were intended as a place to gather and relax, which slowly transformed into a place to do various activities from studying to working (Sudiartini *et al.*, 2020). The presentation from APKCI (Indonesian Coffee and Chocolate Entrepreneurs Association) quoted from the "Kontan.co.id" page in 2023, found that there were 10,000 coffee shops in Indonesia with an estimated revenue of IDR 80 trillion. Survey data conducted by Jakpat in 2022, it was found that coffee tends to be consumed routinely compared to other types of drinks. The increasing growth of coffee shops followed by high public interest in consuming coffee certainly makes competition in this industry increasingly tight. One of the mainstay strategies of coffee shop businesses today is to utilize social media as a medium to promote their business online and reach more consumers.

One of the popular coffee shops in the community and initially widely known through social media is Kopi Kenangan. Kopi Kenangan has succeeded in becoming one of the fastest growing and popular coffee shops with a total of more than 700 thousand followers on various social media. The growth and popularity of Kedai Kopi Kenangan are the reasons researchers use this coffee shop in their research. Kopi Kenangan has thirteen outlets spread across various

regions of Bali, with five of them located in Denpasar City. We want to see the views of Balinese consumers towards Kopi Kenangan, especially in Denpasar City, regarding *the brand image* of the Kopi Kenangan brand in the minds of the public and to see how big the public's intention is to consume Kopi Kenangan in the Denpasar City area.

The popularity of a brand describes the position/strength of the brand in the minds of consumers, in Indonesia the popularity of a brand can be seen based on a survey known as *the Top Brand Index*. Based on the *Top Brand Index* (TBI) data, it was found that the TBI data from Kopi Kenangan fluctuated and never showed a consistent increase since 2021-2024. In 2021 towards 2022, the Kopi Kenangan index experienced a fairly rapid increase, but in 2023 the Kopi Kenangan index experienced a fairly significant decline and then decreased again in 2024. The fluctuating situation in the TBI is certainly not good for Kopi Kenangan's business in the future, considering that Kopi Kenangan needs to strengthen its position as the best local coffee shop among other local coffee brands. This phenomenon has become a concern for researchers regarding the reasons underlying Kopi Kenangan's inability to achieve consistent growth, even though Kopi Kenangan has implemented a massive promotional strategy on various social media, which should not only be able to attract new consumers but also encourage consumer repurchase intentions (*repurchase intention*).

The results of the pre-survey conducted on 30 people, showed that 30 out of 30 respondents were consumers who had shopped at Kedai Kopi Kenangan. Then 22 respondents stated that they bought Kopi Kenangan because of its brand image, while 8 respondents stated the opposite. There were 20 respondents who stated that they bought Kopi Kenangan because they were influenced by various reviews on social media related to Kopi Kenangan, while 10 respondents stated that they bought Kopi Kenangan not based on the influence of reviews. There were 21 out of 30 respondents who stated that they bought because they paid attention to quality while 9 respondents stated the opposite. Furthermore, there were 14 respondents who stated that they intended to repurchase Kopi Kenangan, on the other hand, 16 respondents stated that they did not intend to repurchase Kopi Kenangan products regardless of the brand image, influence of reviews, and product quality owned by Kopi Kenangan. Of course, these findings indicate a problem with consumer *repurchase intention* in purchasing Kopi Kenangan.

This study uses the variable *repurchase intention* (repurchase intention) where *repurchase intention* itself has a strong relationship with consumer purchasing behavior. Consumer assessment of a product is influenced by their level of knowledge of information related to the actual functionality of the product, and consumer interest in repurchasing the product is influenced by the information received (Nurfitriana and Iriani, 2018).

Repurchase intention refers to the possibility of consumers to use the same product in the future. One of the things that determines the formation of repurchase intentions is product quality. Kotler and Armstrong (2018:249) define product quality as the characteristics of a product or service related to its ability to meet customer needs. Product quality is also defined as the overall quality or excellence of a product related to what consumers expect (Haryanti *et al.*, 2019).

In marketing its products, Kopi Kenangan makes product quality one of its advantages. However, there is also a phenomenon where recently many consumers have complained about the quality of the product, as well as the service from Kedai Kopi Kenangan. This can be seen based on consumer responses to the promotional campaign carried out by Kopi Kenangan on Instagram. In promotional posts on the Kopi Kenangan Instagram account, instead of discussing the ongoing promo *event*, consumers are more focused on conveying their various complaints regarding Kedai Kopi Kenangan products. The many complaints related to the quality of this product must of course be addressed immediately by Kedai Kopi Kenangan, if left unchecked it will have a negative impact on future sales of Kopi Kenangan products.

In addition to product quality, there is also *electronic word of mouth* (E-WOM) which plays a role in determining repeat purchases by consumers. E-WOM is a positive or negative statement given by potential customers, current customers, or former customers about a product or brand, which can be accessed by anyone via the internet (Saputra and Widagda, 2020). By utilizing E-WOM on social media, Kopi Kenangan can benefit from low costs and gain a big influence from the process in improving its brand image in the eyes of consumers. However, with the phenomenon of consumer complaints about the quality of Kopi Kenangan products, which are conveyed via social media. This will certainly create a negative E-WOM that can harm Kopi Kenangan, which then problems related to product quality and the existence of negative E-WOM related to Kopi Kenangan will affect *the brand image* of Kedai Kopi Kenangan itself which will ultimately have an impact on the level of consumer *repurchase intention*.

According to Putri and Sukaatmadja (2018) a good *brand image* will make it easier for consumers to recognize a product and create a good perception of product quality and allow consumers to make purchasing intentions and even repurchase intentions for the product. The higher the consumer's perception of brand image, the higher the consumer's intention to repurchase the brand in the future (Dewi and Seminari, 2023). Based on the phenomena related to product quality, E-WOM, and *brand image*, the researcher chose to use these three variables in the study of Kedai Kopi Kenangan.

Referring to previous research, research conducted by Santi and Atmosfer (2021) stated that *electronic word of mouth* (E-WOM) has a positive and significant influence on repurchase intention, this shows that the more optimal E-WOM is, the repurchase intention for the brand or product will also increase. Where this research is also supported by research conducted by Pramayani and Sukawati (2021). However, different results were put forward by Prahiawan *et al.* (2021) which stated that there was no positive and significant influence between E-WOM and *repurchase intention*.

In addition to differences in previous research regarding the influence of E-WOM on repurchase intention, referring to other studies, differences were found in research regarding the influence of product quality on repurchase intention. Research by Praja and Haryono (2022) and Dewi and Piartrini (2023) stated that product quality has a positive and significant influence on *repurchase intention*. However, the results of research by Nuramalia and Tuti (2022) stated the opposite, that product quality does not have a significant influence on *repurchase intention*.

brand image mediation variables in this study also refers to several previous studies. The results of research conducted by Fitri and Khuzaini (2023) stated that there was a significant influence between E-WOM on *brand image*. Then, the results of research on the influence of product quality on *brand image* by Asti and Madiawati (2023) also showed a positive and significant influence. In other studies conducted by Yasa (2018) and Widyasari and Suparna (2022), a positive and significant relationship between *brand image* and repurchase intention was also shown.

This study uses signaling theory. Signaling theory is based on the existence of an asymmetric information situation that occurs between two transacting parties (Boateng, 2018). *Signaling theory* was first proposed by Michael Spence in 1973, where in this theory Spence explains that, by giving a signal, the information owner (company) tries to provide information that can be used by the recipient of the information (consumer). Furthermore, the recipient will adjust their behavior according to their understanding of the signal (Amanda *et al.*, 2019).

Signal theory is used in this study because it is in line with the research objectives, namely to explain how E-WOM and product quality as signals, affect the brand image of Kopi Kenangan, and subsequently encourage consumer *repurchase intention*. According to Liu *et al.* (2022) E-WOM, which is a customer statement about a particular product or service that can be accessed by many people via the internet, functions as an additional product quality signal for other consumers. Positive and negative reviews on social media, *online forums*, and *e-commerce* platforms are signals that can influence consumer perceptions of Kopi Kenangan.

The delicious taste of coffee, consistency of taste, and quality of the raw materials used are signals that indicate the quality of Kopi Kenangan. Positive E-WOM and high product quality will improve *the brand image* of Kopi Kenangan and encourage consumers to make repeat purchases.

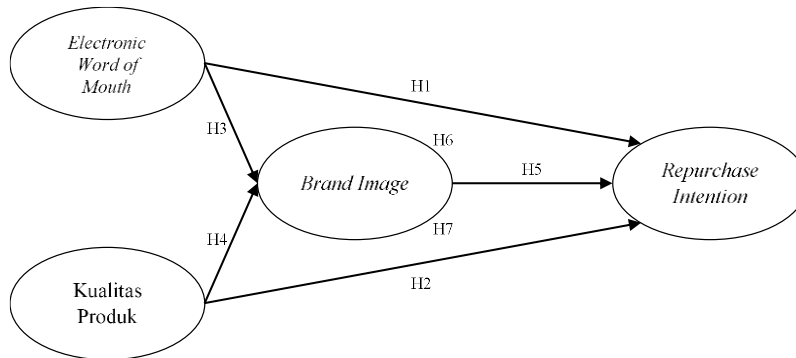


Figure 1. Conceptual Framework

Electronic word of mouth (E-WOM) changes individual behavior and decisions through the internet, individuals tend to make purchases after seeing other people's opinions, they even tend to use information from the internet when making *offline purchases* (Putra *et al.* , 2020). The influence of E-WOM on consumers occurs when they intend to buy a particular product. The more reviews consumers share through social media, the more it increases the interest of other consumers to buy, because there is an exchange of information about consumption experiences, product reviews, and services between consumers on online platforms (Mufashih *et al.* , 2023). The results of research conducted by Santi and Atmosfer (2021), Sukawati (2021) show that E-WOM has a positive and significant effect on product *repurchase intention* .

H₁ : *Electronic word of mouth* has a positive and significant effect on *repurchase intention*.

Firmansyah (2019:8) states that quality is the overall characteristics and characteristics of a product or service that show its ability to satisfy implied needs. Consumers tend to prioritize high-quality products because they consider the costs incurred to obtain them to be more in line with what they get. Consumer expectations that are in accordance with the quality of the product provided will have a positive impact on repurchase intentions. Research conducted by Praja and Haryono (2022) states that there is a positive and significant influence between product quality and *repurchase intention* .

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

Brand image refers to all messages originating from products, services, and promotions associated with a brand and received by consumers (Putra *et al.* , 2020). According to Yohana *et al.* (2020) brand image is a picture or view of consumers about a brand that is formed from the experience and information received about the brand. A strong brand image will create a

perfect brand message from a particular brand compared to competing brands. In a study conducted by Luong *et al.* (2017) it was found that *electronic word of mouth* has a positive and significant influence on brand image. These results are also supported by research conducted by Fitri and Khuzaini (2023) which states that E-WOM has a positive and significant influence on *brand image*.

H₃: *Electronic word of mouth* has a positive and significant effect on *brand image*.

Product quality is very important because it concerns consumer trust in the product and the company itself as a producer (Laura and Ringo, 2017). Of course, this also affects the company's brand image. The results of research conducted by Asti and Madiawati (2023) show that product quality has a positive and significant effect on *brand image*.

H₄: Product quality has a positive and significant effect on *brand image*.

Brand image influences consumer purchasing decisions and is one of the key factors considered. A good *brand image* can increase consumer brand loyalty, trust, and also the intention to buy products from brands they trust (Saputra and Widagda, 2020). According to research conducted by Yasa (2018), it shows that brand image has a positive and significant effect on repurchase intention, with the existence of a brand image in consumers of a product, the intention to repurchase will increase. The same thing was stated by Widyasari and Suparna (2022) in their research that brand image has a positive and significant effect on consumer *repurchase intention*.

H₅: *Brand image* has a positive and significant effect on *repurchase intention*.

A good brand image of a product will benefit the company because consumers will unknowingly recommend the product to others through various *platforms*, this is what is called *electronic word of mouth*. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered so that consumers will have an interest in buying the product (Putra *et al.*, 2020). According to research conducted by Santi and Atmosfer (2021), it shows that brand image is able to mediate the influence of E-WOM on *repurchase intention*. The same thing was stated by Pramayani and Sukawati (2021) in their research showing that brand image is able to mediate the influence of E-WOM on repurchase intention.

H₆: *Brand image* plays a positive and significant role in mediating the influence of *electronic word of mouth* on *repurchase intention*.

Brand image is one of the factors that makes consumers intend to repurchase, because *brand image* reflects a product. So the better and more positive a *brand image is*, the more it will affect the consumer's repurchase interest (Santika and Mandala, 2019). This is what then becomes the basis for companies to always try to improve the quality of their products in order

to create a positive brand image and make their products *top of mind* in the minds of consumers. Brand image can strengthen the influence between product quality and *repurchase intention*. Research by Putri and Sukaatmadja (2018), Santika and Mandala (2019) states that *brand image* can mediate the influence of product quality on *repurchase intention*.

H₇: *Brand image* plays a positive and significant role in mediating the influence of product quality on *repurchase intention*.

2. RESEARCH METHODS

This study uses a quantitative approach in the form of associative which is able to discuss and test the relationship between *brand image* variables, E-WOM, product quality and *repurchase intention* conducted in Denpasar City. The population in this study were the people of Denpasar City who had purchased at least 4 (four) times a month of Kedai Kopi Kenangan products and the sample used was 120 respondents. The data collection method used a questionnaire measured using a Likert scale of 1-5 and its feasibility was tested using validity and reliability tests. The data analysis techniques used were the classical assumption test, path analysis, and Sobel test.

3. RESULTS AND DISCUSSION

The number of respondents used in this study was 120 people. The characteristics of the research respondents with female gender dominate in this study, with a percentage of male gender of 37 people and female gender of 83 people. When viewed from the age of respondents 19-23 years dominate this study, namely 60 people or 50 percent. The characteristics of respondents based on their last education are dominated by respondents with high school / vocational school / equivalent education of 80 people or 66.7 percent. Respondents based on occupation are dominated by student respondents of 65 people or 54.2 percent. The characteristics of respondents based on income or pocket money are dominated by respondents who have an income of Rp2,000,000, - to Rp3,000,000, -, namely 74 people or 61.7 percent.

The results of the validity test obtained the results that all research variable instruments in the form of *electronic word of mouth*, product quality, *brand image* and *repurchase intention* have met the validity test requirements. The value of the total *Pearson correlation score* of each instrument is above 0.30, which means that the instrument is suitable for use as a measuring tool for these variables.

The results of the reliability test obtained the results that the reliability test on each variable, where the test results obtained were above 0.60 as indicated by the results of *Cronbach's alpha* . Based on these results, it can be said that all instruments have met the reliability requirements.

Description of respondents' answers to the *electronic word of mouth variable* which has a total average of 3.76 which is included in the good category, this indicates that consumers consider Kedai Kopi Kenangan in Denpasar City to have a good level of *electronic word of mouth*. good. Respondents' perceptions regarding the product quality variable have a total average of 3.75, this indicates that consumers of Kedai Kopi Kenangan have a good assessment of the quality of the products owned by Kedai Kopi Kenangan. Respondents' perceptions regarding *the brand image variable* which has a total average of 3.70 which is included in the good criteria, this indicates that consumers of Kedai Kopi Kenangan in Denpasar City have a good assessment of *the brand image* owned by Kedai Kopi Kenangan. Respondents' perceptions regarding the *repurchase intention variable* which has a total average of 3.87 which is included in the high criteria, this indicates that consumers of Kedai Kopi Kenangan are interested in making *repurchase intentions* at Kedai Kopi Kenangan in Denpasar City.

The results of the normality test showed that the value of *asympt. sig. (2-tailed) kolmogorov-smirnov* is 0.200 and 0.200. The *asympt. sig. (2-tailed) kolmogorov-smirnov value* is greater than the alpha value of 0.05, indicating that the data used in this study are normally distributed, so it can be concluded that the model meets the assumption of normality.

The results of the multicollinearity test showed that there were no independent variables that had a *tolerance value* of less than 0.10 and there were also no independent variables that had a VIF value of more than 10. Thus, the regression model was free from symptoms of multicollinearity.

The results of the heteroscedasticity test showed that each model had a significance value greater than 5% (0.05). This shows that the independent variables used in this study do not significantly affect the dependent variable, namely *the absolute residual* , therefore, this study is free from heteroscedasticity symptoms.

Table 1.
Path Analysis Results On Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.314	1,349		3.199	0.002
<i>Electronic word of mouth</i>	0.302	0.051	0.441	5,892	0.000
Product quality	0.320	0.067	0.359	4,794	0.000
R2 : ^{0.350}					

Source: processed data, 2024

Results of regression analysis structural then the Sub-structural equation that is formed can be formulated $M = 0.441 X_1 + 0.359 X_2 + e_1$ which means *electronic word of mouth* has a coefficient of 0.441 meaning *electronic word of mouth* has a positive influence on *brand image*, this means that if *electronic word of mouth* increases then *the brand image* will increase by 0.441. The product quality variable has a coefficient of 0.359 meaning that product quality has a positive influence on *brand image*, this means that if product quality increases then *the brand image* increases by 0.359.

Table 2.
Path Analysis Results On Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,041	1,312		1,556	0.123
<i>Electronic word of mouth</i>	0.305	0.055	0.418	5,598	0.000
Product quality	0.163	0.068	0.172	2,400	0.018
<i>Brand image</i>	0.355	0.086	0.333	4.114	0.000
R2 : ^{0.504}					

Source: processed data, 2024

Results of regression analysis structural then the Sub-structural equation that is formed can be formulated as $Y = 0.418X_1 + 0.172X_2 + 0.333M + e_2$ which means *electronic word of mouth* has a coefficient of 0.418 means that *electronic word of mouth* has a positive influence on *repurchase intention*, this means that if *electronic word of mouth* increases, *repurchase intention* will increase by 0.418. The product quality variable has a coefficient of 0.172, meaning that product quality has a positive influence on *repurchase intention*, this means that if product quality increases, *repurchase intention* increases by 0.172. *The brand image variable* has a coefficient of 0.333, meaning that *brand image* has a positive influence on *repurchase intention*, this means that if *brand image* increases, *repurchase intention* increases by 0.333.

Table 3.
Direct Influence and Indirect Influence and Total Influence

Influence of variables	Direct influence	Indirect influence through M	Total Influence
X1→M	0.441		0.441
X2→M	0.359		0.359
M→Y	0.333		0.333
X1→Y	0.418	0.147	0.565
X2→Y	0.172	0.120	0.292

Source: processed data, 2024

Direct influence *electronic word of mouth* on *repurchase intention* is 0.418. Direct influence product quality against *repurchase intention* of 0.172 . Direct influence *electronic word of mouth* on *brand image* of 0.441 . The direct influence of product quality on *brand image* of 0.359. The direct influence of *brand image* on *repurchase intention* of 0.333. The indirect effect of *the electronic word of mouth* variable towards *repurchase interaction* with *brand image mediation* of 0.147. The indirect effect of product quality variables on *repurchase intention* with *brand image mediation*. of 0.120. The direct effect of *electronic word of mouth* on *repurchase intention* is 0.418 and the indirect effect of *electronic word of mouth* through *brand image* mediation is 0.147, so the total effect is $0.418 + 0.147 = 0.565$. The direct effect of product quality on *repurchase intention* is 0.172 and the indirect effect of product quality through *brand image mediation* is 0.120, so the total effect is $0.172 + 0.120 = 0.292$.

In the calculation of the total determination coefficient value obtained 0.678, the conclusion is that 67.8 percent of the *repurchase intention variable* at *Kedai Kopi Kenangan* in *Denpasar City* can be influenced by *electronic word of mouth* and product quality directly or indirectly through *brand image* , while the remaining 32.2 percent is influenced by other variables that are not included in the research model or outside the research model.

The test results of the influence of *electronic word of mouth* on repeat purchases have a *beta value* of 0.418 and a sig. value of 0.000, so it can be said that H_{a} is accepted because the sig. value is $0.000 < 0.05$. Thus, *electronic word of mouth* has a positive and significant effect on *repurchase intention* . This indicates that if *the electronic word of mouth* owned by *Kedai Kopi Kenangan* increases, it will have an impact on increasing *repurchase intention* at *Kedai Kopi Kenangan* in *Denpasar City*, so that the first hypothesis in this study is accepted. E-WOM is one of the determining factors for consumers to make repeat purchases (Santi and Atmosfer, 2021). The influence of E-WOM on consumers occurs when they intend to buy a particular product. The more reviews consumers share through social media, the more it increases the interest of other consumers to buy, because there is an exchange of information about consumption experiences, product reviews, and services between consumers on *online platforms* (Mufashih et al ., 2023). The results of this study are in line with research conducted

by Santi and Atmosfer (2021), Pramayani and Sukawati (2021) which shows that E-WOM has a positive and significant effect on product *repurchase intention* .

The test results on product quality on *repurchase intention* have a *beta value* of 0.172 and a sig. value of 0.018, so it can be said that H2 is accepted because the sig. value is 0.018 < 0.05. Thus, product quality has a positive and significant effect on *repurchase intention* . This means that if the product quality perceived by consumers increases, it will have an impact on increasing *repurchase intention* at Kedai Kopi Kenangan in Denpasar City, so the second hypothesis is accepted. Firmansyah (2019: 8) states that quality is the overall characteristics and characteristics of a product or service that show its ability to satisfy implied needs. Consumers tend to prioritize high-quality products because they consider the costs incurred to obtain them to be more in line with what they get. Consumer expectations that are in accordance with the quality of the product provided will have a positive impact on repurchase intentions. The results of this study are in line with research conducted by Praja and Haryono (2022) which states that there is a positive and significant influence between product quality and *repurchase intention* .

The test results of the influence of *electronic word of mouth* on repeat purchases have a *beta value* of 0.441 and a sig. value of 0.000, so it can be said that Ha is accepted because the sig. value is 0.000 < 0.05. Thus, *electronic word of mouth* has a positive and significant effect on *brand image* . This indicates that if *the electronic word of mouth* owned by Kedai Kopi Kenangan increases, it will have an impact on increasing *the brand image* of Kedai Kopi Kenangan in Denpasar City, so that the third hypothesis in this study is accepted. Brand image refers to all messages originating from products, services, and promotions that are associated with a brand and received by consumers (Putra *et al .*, 2020). According to Yohana *et al .* (2020) brand image is a picture or view of consumers about a brand that is formed from the experience and information received about the brand. The results of this study are in line with research conducted by Luong *et al .* (2017), Fitri and Khuzaini (2023) found that *electronic word of mouth* has a significant influence on brand image.

The test results on product quality against *brand image* have a *beta value* of 0.359 and a sig. value of 0.000, so it can be said that Ha is accepted because the sig. value is 0.000 < 0.05. Thus, product quality has a positive and significant effect on *brand image* . This means that if the product quality perceived by consumers increases, it will have an impact on increasing *the brand image* at Kedai Kopi Kenangan in Denpasar City, so the fourth hypothesis is accepted. Product quality is very important because it concerns consumer trust in the product and the company itself as a producer (Laura and Ringo, 2017). Of course, this also affects the

company's brand image. The results of this study are in line with research conducted by Asti and Madiawati (2023) showing that product quality has a positive and significant effect on *brand image* .

brand image test on *repurchase intention* have a *beta value* of 0.333 and a sig. value of 0.000, so it can be said that H_a is accepted because the sig. value is $0.000 < 0.05$. Thus, *brand image* has a positive and significant effect on *repurchase intention* . This means that if *the brand image* owned by Kedai Kopi Kenangan increases, it will have an impact on increasing *repurchase intention* at Kedai Kopi Kenangan in Denpasar City, so that the fifth hypothesis in this study is accepted. A good *brand image* can increase consumer brand loyalty, trust, and also the intention to buy products from brands they trust (Saputra and Widagda, 2020). The results of this study are in line with research conducted by Yasa (2018), Widyasari and Suparna (2022) showing that brand image has a positive and significant effect on repurchase intention, with the presence of a brand image in consumers of a product, the intention to repurchase will increase.

The results of the Sobel test showed that the tabulation of $Z = 3.514 > 1.96$, which means that the *brand image variable* is a mediating variable for the influence between *electronic word of mouth* on *repurchase intention* at Kedai Kopi Kenangan in Denpasar City, so that the sixth hypothesis is accepted. The results of the VAF test obtained a calculated value of 26.01 percent which is between 20-80 percent, so it can be categorized as a partial mediation . When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered so that consumers will have an interest in buying the product (Putra *et al.* , 2020). The results of this study are in line with research conducted by Santi and Atmosfer (2021) showing that brand image is able to mediate the influence of E-WOM on *repurchase intention*.

The results of the Sobel test show that the tabulation results $Z = 3.103 > 1.96$, which means that the *brand image variable* is a mediating variable for the influence between product quality and *repurchase intention* at Kedai Kopi Kenangan in Denpasar City, so that the seventh hypothesis is accepted. The results of the VAF test obtained a calculated value of 41.09 percent, so it can be categorized as a partial mediation . *Brand image* is one of the factors that makes consumers intend to repurchase, because *brand image* reflects a product. So the better and more positive a *brand image is* , the more it will affect consumer repurchase interest (Santika and Mandala, 2019). According to research conducted by Asti and Madiawati (2023), product quality has an influence on *brand image* .

The theoretical implications of the results of this study provide evidence for the development of consumer behavior science and marketing management science, especially regarding the theory underlying this study, namely *signaling theory*, where this theory explains how E-WOM and product quality as signals, affect the brand image of Kopi Kenangan, and then encourage consumer *repurchase intention*. The practical implications of this study are expected to be a consideration and input for marketers at Kedai Kopi Kenangan in Denpasar City in increasing repurchase intention by paying attention to *electronic word of mouth*, product quality and *brand image* which in this study provide an understanding that good *electronic word of mouth*, *good product quality* and *good brand image* can actually increase *repurchase intention*, when the *electronic word of mouth* owned by Kedai Kopi Kenangan is good and the better the quality of the product perceived by consumers, *the brand image can be improved*. With the better *brand image* perceived by consumers, it will potentially increase *repurchase intention* at Kedai Kopi Kenangan in Denpasar City.

4. CONCLUSION AND SUGGESTIONS

Based on the research results obtained, several conclusions can be drawn, namely *Electronic word of mouth* has a positive and significant effect on *repurchase intention* at Kedai Kopi Kenangan in Denpasar City. Product quality has a positive and significant effect on *repurchase intention* at Kedai Kopi Kenangan in Denpasar City. *Electronic word of mouth* has a positive and significant effect on *brand image* at Kedai Kopi Kenangan in Denpasar City. Product quality has a positive and significant effect on *brand image* at Kedai Kopi Kenangan in Denpasar City. *Brand image* has a positive and significant effect on *repurchase intention* at Kedai Kopi Kenangan in Denpasar City. *Brand image* is a partial mediating variable of the influence between *electronic word of mouth* on *repurchase intention* at Kedai Kopi Kenangan in Denpasar City. *Brand image* is a partial mediating variable of the influence between product quality on *repurchase intention* at Kedai Kopi Kenangan in Denpasar City.

The suggestion in this study is that the management of Kedai Kopi Kenangan in Denpasar City is expected to be able to provide accurate information to consumers regarding the products offered on the *online media* owned by Kedai Kopi Kenangan, so that consumers will find it easier to know what products are available at Kedai Kopi Kenangan so that *repurchase intention* can be increased. For further researchers, it is expected to be able to add other variables that can influence *repurchase intention*.

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