



The Role of Brand Image in Mediating the Influence of Product Quality on Repurchase Decisions of Viva Cosmetics Products (A Study on Consumers of Viva Cosmetics Lipstick in Denpasar City)

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Abstract, *In the current era of globalization, there has been an increasing emergence of new manufacturers in the cosmetics industry. Competition within the personal care and cosmetics market has become more intense. In this study, the chosen cosmetics manufacturer is PT Vitapharm, a company with extensive experience in producing cosmetics. Viva Cosmetics is committed to maintaining superior quality, which is reflected in its products, as well as fostering a competitive and positive brand image in the cosmetics industry to attract consumer interest. This study aims to analyze the role of brand image in mediating the influence of product quality on the repurchase decisions of Viva Cosmetics products. The research was conducted in Denpasar City, with a sample size of 120 respondents who had previously purchased Viva Cosmetics lipstick products. The sample was obtained using a non-probability sampling method with purposive sampling technique. Data were collected by distributing online questionnaires. The data analysis method used is Structural Equation Modeling – Partial Least Squares (SEM-PLS). The results of the analysis indicate that product quality has a positive and significant influence on repurchase decisions, product quality has a positive and significant influence on brand image, brand image has a positive and significant influence on repurchase decisions, and brand image mediates the influence of product quality on repurchase decisions. Furthermore, brand image partially and complementarily mediates the relationship between product quality and repurchase intention.*

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

1. INTRODUCTION

Current beauty trends have a positive impact on the development of the cosmetics industry in Indonesia. Quoted from the website (Ministry of Industry, 2022). The growth of the number of Indonesian cosmetics industries reached 21.9 percent, namely 913 companies in 2022 and in mid-2023 as many as 1,010 companies based on information from the Association of Indonesian Cosmetic Companies and Associations (PPA Cosmetics Indonesia). The Ministry of Industry noted an increase in growth in the chemical, pharmaceutical and traditional medicine industries, which also include cosmetic products. The growth of the chemical, pharmaceutical and traditional medicine industries in 2020 in the third quarter was 14.96% while in the third quarter of the previous year it was only 4.76%. (Ministry of Industry, 2020)

In the era of globalization like today, more and more new producers are emerging who sell similar goods. Automatically, with the many producers, it can make the competition even tighter which will create more choices for customers to be able to choose products that match their expectations, so that the consequence of this change is that customers become more careful and selective in dealing with each product offered on the market.

This increasingly competitive competition is proven by the many types of cosmetics in circulation, both domestically produced and foreign produced.(Wulandari & Iskandar, 2018). In any business, for businesses that have the potential to experience growth, there will definitely be their own threats. Likewise in the cosmetics industry, the threat that arises is that there are business actors who do various bad ways to get as much profit as possible.

Mahmudah & Tiarawati (2014)explains that evaluating product quality based on its performance involves evaluating the content and source of superior seeds for its raw materials. Not only does it affect product quality, another problem that arises from the discovery of hazardous content in cosmetics is the decline in brand image. Brand image that has been embedded in the minds of consumers in choosing products, so that consumers will have a commitment in choosing products or brands in every purchase(Ogba & Tan, 2009).

In this study, the cosmetic manufacturer selected is a cosmetic product from PT. Pabrik Farmasi Vita which since 1998 changed its name to PT. Vitapharm is one of the companies that is very experienced in producing cosmetics. Its products are produced under two brands, namely Viva which is divided into (Viva, Viva Queen, Viva White) and Red-A. In this study, a case study of cosmetics with the Viva Cosmetics brand, Denpasar branch, was used. This selection is based on the sales system and product segment. In addition, all of its 181 products have received halal certification, issued by the Indonesian Ulema Council. Sales that began in 1962 through door to door have then grown to thousands of outlets spread across Department Stores and shopping centers in Indonesia and have long since touched the international market.

Viva Cosmetics maintains its best quality and makes it even better, which is poured into products made from natural ingredients extracts and produced with high-tech machines, and human hand skills will certainly make a unique impression on its market share. Its positive brand image and reinforced by the addition of the label made in Indonesia suitable for tropical areas makes one of Viva's great potentials to compete in the increasingly competitive cosmetics industry and to win the hearts of consumers.

Based on the results of the Jakpat Beauty Trends Report survey (2021), it shows that lip cosmetics are superior among all types of cosmetic products. As many as 97 percent of respondents stated that they use lip cosmetic products from the brands Wardah, Maybelline, Revlon, Viva, Pixy, Make Over, and so on. Lip cosmetics such as lipstick are considered a favorite among Indonesian people because of their very diverse patterns and textures. In addition to being able to beautify yourself, the use of lipstick is believed to increase a person's self-confidence. This is evident from the results of a survey conducted by NOTE Cosmetics in

2021, as many as 65 percent of Indonesian women still use lipstick every day even though they are at home.

At this time, many cosmetic companies have emerged, making the competition increasingly tight. All brands compete with each other, so Viva Cosmetics feels the need to adjust itself again in order to survive and win the competition. However, the reality is that Viva is currently experiencing a decline in its performance. This can be seen based on the following phenomena:

Table 1. Percentage of Lipstick Brands that are Top Brands in 2019 – 2023 in Indonesia

| Brand | Year | | | | |
|------------|----------|----------|----------|----------|----------|
| | 2019 (%) | 2020 (%) | 2021 (%) | 2022 (%) | 2023 (%) |
| Wardah | 33.4% | 33.5% | 31.9% | 27.2% | 26% |
| Maybelline | 7.7% | 6.1% | 11.6% | 15.8% | 19.3% |
| Revlon | 9.2% | 8.8% | 7.5% | 8.5% | 6.3% |
| Pixy | 6 % | 5.4% | 5.6% | 2.8% | 3.6% |
| Viva | 4.5% | 4.1% | 3.3% | 2.4% | 1.5% |

Source:(Top Brand Award, 2023)

Based on table 1, the measurement of the top brand index is carried out with three parameters, namely top of mind (the first brand mentioned by respondents when the product category is stated) of 40 percent, last used (the last brand used/consumed by respondents in one repurchase cycle) of 30 percent, and future intention (respondents' desire to use or consume again in the future) of 30 percent. The decline in the performance of Viva Cosmetics brand lipstick in the last five years has resulted in a decline in the Viva Cosmetics lipstick index value at the Top Brand Award, which indicates that the tendency of consumers to reuse Viva Cosmetics brand lipstick products in the future is getting lower and consumers will be more likely to choose to use other brands. The decline in the index value is one symptom of brand switching.

Based on table 1, over the past five years, the Top Brand Index of Viva lipstick products has fluctuated and tended to decline. In 2019 to 2023, there was a decline in the Viva product brand index with a difference of 3 percent. The decline in the performance of Viva brand lipstick in the past five years has resulted in a decline in the Viva lipstick index value at the Top Brand Award, indicating that the tendency of consumers to reuse Viva brand lipstick products in the future is getting lower and consumers will be more likely to choose to use other

brands. One of the efforts that can be made by the company is to determine a strategy that can increase purchase decisions or purchasing decisions from its consumers.

Table 2. Data on Lipstick Sales Development in Denpasar City 2021-2023

| No. | Brand | Year | | | Percentage | Percentage |
|-----|------------|-------|-------|-------|------------|------------|
| | | (Pcs) | | | (%) | (%) |
| | | 2021 | 2022 | 2023 | 2021-2022 | 2022-2023 |
| 1 | Wardah | 3,799 | 6,327 | 8,835 | 66 | 39 |
| 2 | Maybelline | 2,654 | 6.112 | 9,668 | 130 | 58 |
| 3 | Revlon | 1,695 | 1,887 | 2.214 | 11 | 12 |
| 4 | Pixy | 1,622 | 1,890 | 2,794 | 16 | 48 |
| 5 | Viva | 1,043 | 957 | 1,052 | -8 | 10 |

Source:Store X and Store Y

Based on Table 2, it shows that Viva Cosmetics is the only brand that experienced a decline in lipstick sales in 2022. However, in the following year, Viva Cosmetics experienced an increase in sales again and started to be more active in promoting, including on social media, but the increase was not too significant when compared to the sales of Pixy brand lipstick which was able to replace Revlon in third place in 2022 and 2023. Therefore, one of the efforts that can be made by the Viva Cosmetics company is to determine a strategy that can increase repurchase decisions from its consumers so that it can increase sales figures for Viva Cosmetics lipstick products.

According to Swastha & Handoko (2012: 40), repurchase decision is a purchase that has been made on the same product or service and will buy again for the second or third time. Repurchase decision is a decision to be willing to use the same product or service as before which indicates that the product or service meets consumer expectations. (Suryani and Rosalina, 2019). Consumer repurchase is a process of consumer integration in purchasing goods or services used to meet their life needs so that purchasing behavior arises because it is preceded by an interest in buying. Interest in buying arises, among other things, due to the perception that the product has good quality. So purchasing interest can be observed before purchasing behavior arises from consumers. (Isfiandi & Amirudin, 2019)

Consumer behavior is the things that underlie consumers to make purchasing decisions. According to Firmansyah (2018: 2), consumer behavior is a process related to the existence of a purchasing process, such as searching, researching, and evaluating products and services. Purchasing decisions are part of consumer behavior, namely the study of how individuals,

groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires (Maulana et al., 2023). Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known to the public before consumers decide to buy (Pramono, 2023).

According to Kotler and Armstrong (2008) quality is a characteristic of a product in its ability to meet predetermined and latent needs. Product quality is one of the factors that influences someone to make a repurchase decision. Products are made or produced to meet customer desires so that a product can be said to be of quality if it is in accordance with customer desires (Lamasi and Santoso, 2022). According to Kotler and Armstrong (2018: 80) product quality is how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or properties contained in an item or result. When a product that customers want can see the quality, the company will receive a positive effect (Hulu et al., 2022). Product quality is very important for companies to consider in the sense of always prioritizing or improving quality so that consumers do not feel at a loss or regret buying the products that the company has made (Pangastuti et al., 2019). In buying goods or services, consumers will pay attention to the product quality. This statement is in accordance with the results of the study Wirayanthi and Santoso (2018) that the product quality variable has a positive effect on purchasing interest. This is different from Arkana and Isa (2024), with the results of his research stating that the product quality variable does not have a significant influence on repeat purchase decisions.

Brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory (Kotler & Keller, 2018). Brand image is a factor that influences purchasing decisions and is important for companies because it is a means of product identification by consumers, product quality levels, creating advantages and differentiators compared to competing products (Asri and Fikri, 2023). A positive brand image will stick in the minds of consumers which is one of the determining factors in purchasing decisions (Asri and Fikri, 2023). Image is a picture, a resemblance of the main impression or outline, even a shadow that someone has about something, therefore the image can be maintained (Rahmawati and Riyanto, 2023). Brand image is a consumer's perspective on a brand as a picture of what is in the mind or mind of consumers about a brand (Dewi et al., 2020). Based on this understanding, it shows that a brand will be strong if it is based on experience and gets a lot of information.

The gap in previous studies also shows that there is still a lack of consistency in the results regarding the influence of product quality on repurchase decisions. According to The Last Supper (2019), research shows that product quality influences repurchase decisions. The results Prayoni & Respati (2020) shows that product quality has a clear positive influence on repurchase decisions. Ongkowijoyo (2022) found that product quality has a clear positive influence on repurchase decisions. The same results were also shown by the research of Mulyaningsih and Meria (2024) which stated that product quality has a clear positive influence on repurchase decisions. Furthermore, research by Hamdan (2022); Lestari et al. (2023); Mufashih et al. (2023); Mohammad et al. (2023); Ekayani et al. (2024) in his research also stated that product quality has a positive and significant effect on repurchase decisions. On the other hand, according to Sya'roni and Fikriah (2024) stated that product quality has no significant effect on repurchase decisions. Research conducted by Werdiastuti and Agustiono (2022) stated that product quality has no significant effect on repurchase decisions at Taco Casa Bali during the pandemic. Fransiskus and Rakhman (2023); Arkana and Isa (2024) with their research results stated that the product quality variable does not have a significant effect on repurchase decisions.

Based on previous research findings, it still provides different results, the differences in the findings can be used as a reference for research materials. Therefore, researchers will conduct research on: *The Role of Brand Image Mediating the Influence of Product Quality on Repurchase Decision of Viva Cosmetics Products.*

2. RESEARCH METHODS

This study is a study that uses a quantitative approach in the form of causal associative. The causal associative approach itself is an approach that aims to determine the influence between two or more variables that are interrelated. This approach is used because this study aims to determine the influence of product quality on brand image, product quality on purchase decisions, brand image on purchase decisions, and the mediating role of brand image in the influence of product quality on purchase decisions.

This research was conducted in Denpasar City, Bali. Denpasar City was chosen as the research location considering that Denpasar City is the capital city of Bali Province and there are many cosmetic shops and distributors that sell Viva brand cosmetic products. Based on (Central Bureau of Statistics, 2023) Denpasar City has the second largest female population in Bali, so it is very easy to find respondents who fit the categories studied.

The population to be used in this study is the customers of Viva lipstick cosmetic products in Denpasar City whose number is not known with certainty. The method used to determine the sample in this study is the non-probability sampling technique, namely a sampling method that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. (Rahyuda, 2020: 197). This technique was chosen because the population size is not known for certain. The non-probability sampling technique chosen is purposive sampling, which is a sampling technique with certain considerations according to the research objectives. The criteria for determining the sample in this study are as follows.

This research was conducted in Denpasar City, with a sample of 120 respondents who had purchased Viva Cosmetics lipstick products obtained using a non-probability sampling method with a purposive sampling technique. Data were collected by distributing questionnaires online. The data analysis method used was Structural Equation Modeling - Partial Least Square (SEM-PLS).

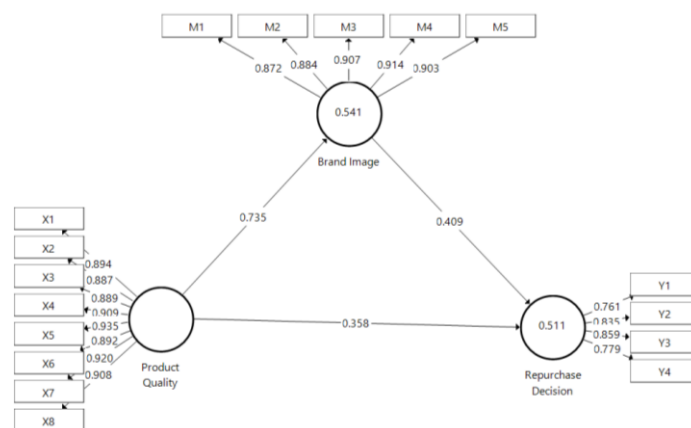
3. RESULTS AND DISCUSSION

Research Data Analysis Results

Research Model Analysis using the PLS (Partial Least Square) method

1) Evaluation of Measurement Model (Outer Model)

The measurement model or outer model is carried out to ensure that the measurements taken are valid and reliable. There are several evaluations used in this measurement model, namely convergent validity, composite reliability and discriminant validity tests. The outer model evaluation model is shown in Figure 1.



Source: Processed data, 2024 (Appendix 7)

Picture 1. Measurement Model Path Diagram

(1) Convergent Validity

Convergent validity measured through the outer loading value. The measurement scale that

Table 3. Results of Convergent Validity Testing with Outer Loading

| Variables | Item | Outer Loading Value | Provisions | Information |
|-------------------------------|------|---------------------|------------|-------------|
| Repurchase Decision(Y) | Y1 | 0.761 | 0.70 | Valid |
| | Y2 | 0.835 | 0.70 | Valid |
| | Y3 | 0.859 | 0.70 | Valid |
| | Y4 | 0.779 | 0.70 | Valid |
| Product Quality(X) | X1 | 0.894 | 0.70 | Valid |
| | X2 | 0.887 | 0.70 | Valid |
| | X3 | 0.889 | 0.70 | Valid |
| | X4 | 0.909 | 0.70 | Valid |
| | X5 | 0.935 | 0.70 | Valid |
| | X6 | 0.892 | 0.70 | Valid |
| | X7 | 0.920 | 0.70 | Valid |
| | X8 | 0.908 | 0.70 | Valid |
| Brand image(M) | M1 | 0.872 | 0.70 | Valid |
| | M2 | 0.884 | 0.70 | Valid |
| | M3 | 0.907 | 0.70 | Valid |
| | M4 | 0.914 | 0.70 | Valid |
| | M5 | 0.903 | 0.70 | Valid |

Source: Processed data, 2024 (Appendix 7)

Table 3 shows that all items have shown outer loading values of more than 0.70. This means that all items can be used to measure variables and have met the convergent validity criteria.

(2) Discriminant Validity

Discriminant validity which is related to the principle that different construct measures should not be highly correlated. The discriminant validity test is assessed based on the cross loading of the measurement with its construct. It is said to have discriminant validity if the cross loading correlation value with its latent variable must

be greater than the correlation with other latent variables. The discriminant validity test with the cross loading value can be seen in Table 4.

Table 4. Results of Discriminant Validity Testing with Cross Loading

| Item | Variables | | |
|-----------|--------------------|----------------|------------------------|
| | Product Quality(X) | Brand image(M) | Repurchase Decision(Y) |
| Y1 | 0.535 | 0.582 | 0.761 |
| Y2 | 0.561 | 0.577 | 0.835 |
| Y3 | 0.552 | 0.538 | 0.859 |
| Y4 | 0.478 | 0.468 | 0.779 |
| X1 | 0.894 | 0.669 | 0.593 |
| X2 | 0.887 | 0.681 | 0.595 |
| X3 | 0.889 | 0.618 | 0.536 |
| X4 | 0.909 | 0.703 | 0.649 |
| X5 | 0.935 | 0.677 | 0.591 |
| X6 | 0.892 | 0.610 | 0.522 |
| X7 | 0.920 | 0.690 | 0.638 |
| X8 | 0.908 | 0.660 | 0.627 |
| M1 | 0.635 | 0.872 | 0.595 |
| M2 | 0.657 | 0.884 | 0.592 |
| M3 | 0.662 | 0.907 | 0.623 |
| M4 | 0.682 | 0.914 | 0.631 |
| M5 | 0.657 | 0.903 | 0.572 |

Source: Processed data, 2024 (Appendix 7)

Table 3 shows that all items have shown a cross loading correlation value with their latent variables that is greater than the correlation with other latent variables. The discriminant validity test can also be measured by comparing the square root of the average variance extracted (\sqrt{AVE}) for each variable with the correlation between the variable and other variables in the model. The model has good discriminant validity if the square root of the AVE for each variable is greater than the correlation between other variables in the model. The discriminant validity test with the square root of the average variance extracted (\sqrt{AVE}) can be seen in Table 5.

Table 5. Results of Discriminant Validity Testing with \sqrt{AVE}

| | Product Quality | Brand image | Repurchase Decision |
|---------------------|-----------------|--------------|---------------------|
| Product Quality | 0.904 | | |
| Brand image | 0.735 | 0.896 | |
| Repurchase Decision | 0.659 | 0.673 | 0.810 |

Source: Processed data, 2024 (Appendix 7)

Table 5 shows that the AVE root value for each variable is higher than the correlation value between other variables. This can provide a conclusion that all variables in this study have met discriminant validity.

(3) Composite Reliability

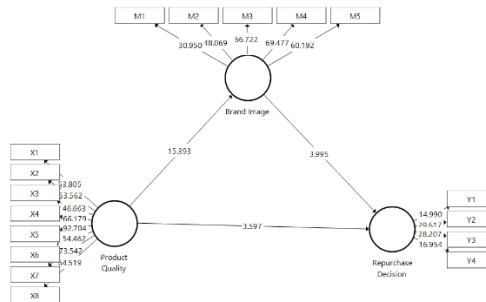
Table 6. Composite Reliability Test Results

| Variables | Composite Reliability | Provisions | Information |
|---------------------|-----------------------|------------|-------------|
| Product Quality | 0.973 | 0.70 | Reliable |
| Brand image | 0.953 | 0.70 | Reliable |
| Repurchase Decision | 0.884 | 0.70 | Reliable |

Source: Processed data, 2024 (Appendix 7)

Table 6 shows that the composite reliability value of each variable has a value > 0.70 . This indicates that all variables in this study meet the reliability requirements.

2) Structural Model Evaluation (Inner Model)



Source: Processed data, 2024 (Appendix 8)

Picture2. Structural Model Path Diagram

(1) R-square value

Table 7. R-Square Value

| Variables | R-Square |
|---------------------|----------|
| Brand image | 0.541 |
| Repurchase Decision | 0.511 |

Source: Processed data, 2024 (Appendix 7)

Table 7 shows the R-square value for the Brand image variable is 0.541 which can be interpreted as 54.1 percent of the Brand image construct is influenced by Product Quality, while the other 45.9 percent is influenced by constructs outside the model. The R-square value for the Repurchase Decision variable is 0.511 which can be interpreted as 51.1 percent of the Repurchase Decision construct is influenced by Product Quality and Brand image, while the other 48.9 percent is influenced by constructs outside the model.

(2) Q-square value

The Q-square (Q2) value is used to measure how good the observation values produced by the model are and also the parameter estimates which are calculated using the following formula.

$$\begin{aligned}
 Q2 &= 1 - (1 - R12) (1 - R22) \\
 &= 1 - (1 - 0.541) (1 - 0.511) \\
 &= 1 - (0.459) (0.489) \\
 &= 1 - 0.224 \\
 &= 0.776
 \end{aligned}$$

The Q-Square result achieved is 0.776, meaning the Q-Square value is more than zero. This Q-square result shows that 77.6 percent of the variation in Repurchase Decision is influenced by Product Quality and Brand image, while 22.4 percent is explained by other variables not examined in this study.

Hypothesis Testing

Table 8. Results of Direct Influence

| Direct Influence | Path Coefficient | SD | T-statistic | P-value | Information |
|---|------------------|-------|-------------|---------|-------------|
| Product Quality -> Repurchase Decision | 0.358 | 0.100 | 3,597 | 0,000 | Significant |
| Product Quality -> Brand image | 0.735 | 0.048 | 15,393 | 0,000 | Significant |
| Brand image-> Repurchase Decision | 0.409 | 0.102 | 3,995 | 0,000 | Significant |

Source: Processed data, 2024 (Appendix 8)

Table 8 explains the results of the direct influence of the variables as follows.

1) The Influence of Product Quality on Repurchase Decisions

The results of the product quality analysis on repurchase decisions show a path coefficient value of 0.358 and a p-value of 0.000 smaller than the alpha value of 0.05 (p-value α). These results indicate that product quality has a positive and significant effect on repurchase decisions, which means that H1 in this study is supported.

2) The Influence of Product Quality on Brand Image

The results of the analysis of product quality on brand image show a path coefficient value of 0.735 and a p-value of 0.000 smaller than the alpha value of 0.05 (p-value α). These results indicate that product quality has a positive and significant effect on brand image, which means that H2 in this study is supported.

3) The Influence of Brand Image on Repurchase Decision

The results of the brand image analysis on repurchase decisions show a path coefficient value of 0.409 and a p-value of 0.000 smaller than the alpha value of 0.05 (P-value α). These results indicate that brand image has a positive and significant effect on repurchase decisions, which means that H3 in this study is supported.

The mediating role of brand image variables on the indirect influence of product quality on repurchase decisions was also tested in this study. The analysis of indirect influence in this study can be seen in the explanation of the analysis results in Table 9.

Table 9. Results of Indirect Influence

| Indirect Influence | Path Coefficient | SD | T-statistic | P-value | Information |
|---|------------------|-------|-------------|---------|-------------|
| Product Quality -> Brand image -> Repurchase Decision | 0.301 | 0.084 | 3,585 | 0,000 | Significant |

Source: Processed data, 2024 (Appendix 8)

Table 9 can explain the results of the indirect influence of the variables as follows.

1) The Role of Brand Image in Mediating the Influence of Product Quality on Repurchase Decisions

Table 10. Determination of Mediation Effect

| Influence | Effect | | | Information |
|-----------------|-----------------|-----------------|-----------------|----------------------|
| | A | B | C | |
| Product Quality | 0.735 (Sig.) | 0.409 (Sig.) | 0.358 (Sig.) | Partial Mediation |

-> Brand image -> Repurchase

Decision

Source: Source: Appendix 9 (processed data), 2024

Description: significance (Sig.) = p-values < 0.05 and t-statistics > 1.96

(A) = Direct influence of independent variables on mediating variables.

(B) = Direct influence of the mediating variable on the dependent variable.

(C) = Direct influence of independent variables on dependent variables.

The information obtained from Table 10 is presented in the following explanation.

- 1) The indirect effect of product quality on brand image (a) x brand image on repurchase decision (b) is significant and the direct effect of product quality on repurchase decision (c) is significant and points in the same direction, so brand image can be a complementary partial mediation in the relationship between product quality and repurchase decision.

Discussion of Research Results

The Influence of Product Quality on Repurchase Decisions

Results of hypothesis testing on the influence of product quality on repurchase decisions show that product quality has a positive and significant influence on repurchase decision. This result means that it is getting better product quality Viva Cosmetics will be able to improve repurchase decision consumer. Sofya and Purwanto (2021) found that product quality showed a positive and significant influence on repurchase decisions. Study Prayoni and Respati (2020) also shows that product quality has a positive and significant effect on repurchase decisions. Dewi et al. (2023) showed that product quality has a positive and significant effect on repurchase decisions. The results of the study Marchela et al. (2022) show that product quality has a positive and significant effect on repurchase decision. Research result The Last Supper (2019); Hamdan (2022); Ongkowijoyo (2022); Lestari et al (2023); Mufashih et al. (2023); Mohammed et al. (2023); Ekayani et al. (2024) also shows that product quality has a positive and significant effect on repurchase decisions.

The Influence of Product Quality on Brand Image

The results of hypothesis testing on the influence of product quality on brand image show that product quality has a positive and significant influence on brand image. Improving product quality is one way to maintain the brand image of the product (Rohmah & Khuzaini, 2015). Suryantari & Respati (2022) also found that product quality has a positive and significant influence on brand image. Research conducted by Kurniadi and Antari (2023) shows that product quality has a positive and significant effect on brand image. Putri and Sukaatmadja

(2018); Sanjaya and Ardani (2018); Cahaya and Sutar; Chandra found that product quality has a positive and significant effect on brand image.

The Influence of Brand Image on Repurchase Decision

Results of hypothesis testing on the influence of influencebrand imageon repurchase decisions shows thatbrand imagehas a positive and significant influence on repurchase decisions. This result is also shown by Damaryanti et al. (2022), Setyaningrum, & Wati (2019) who stated that the brand image variable has a positive influence on repurchase decisions. Pamungkas & Widodo (2018) also showed results that brand image has a positive and significant influence on repurchase decisions. Dewi et al. (2023) also found that brand image has a positive and significant influence on repurchase decisions. The results of the studySophia and Purwanto (2021); Hamdan (2022); Dewi et al. (2023); Lestari et al. (2023); Mufashih et al. (2023); Fransiskus and Rakhman (2023) also showed that brand image has a positive and significant effect on repurchase decisions.

The Role of Brand Image in Mediating the Influence of Product Quality on Repurchase Decision

The test results show that the variablesbrand imageconsidered to be able to partially mediate (partial mediation) the complementary influenceproduct qualityon repurchase decision. This result means that when a product hasproduct qualitywhich is good then it will increasebrand imagewhich then has an impact on increasing repurchase decisions. Setyaningrum & Wati (2019) showed that brand image andproduct qualityhas a positive and significant effect on repurchase decisions.Putri and Sukaatmadja (2018), Sanjaya and Ardani (2018), andEkayani et al. (2024) showed that brand image is able to mediate the influenceproduct qualityon repurchase decisions. This is in line with the studies conducted by Maktita & Panjaitan (2023) and Marchela et al. (2022) which show thatproduct qualityas well asbrand imagecollectively have a positive and significant influence on repurchase decisions.

4. CONCLUSION

The conclusions drawn from the results of this study are as follows:

1. Product quality has a positive and significant effect on consumers' repurchase decisions. The better the product quality, the higher the level of consumers' repurchase decisions.
2. Product quality has a positive and significant effect on brand image. Improved product quality enhances the brand image of Viva Cosmetics in the perception of consumers.

3. Brand image has a positive and significant effect on consumers' repurchase decisions. A stronger brand image of Viva Cosmetics products leads to a higher level of consumers' repurchase decisions.
4. Brand image partially mediates (partial mediation) the complementary influence of product quality on repurchase decisions. This indicates that good product quality can enhance brand image, which in turn positively impacts consumers' repurchase decisions.

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