The Influence of Brand Image, E-WOM, and Product Quality on Repurchase Decisions Mediated by Customer Satisfaction

I Made Indra Widyadnyana, I Nyoman Rasmen Adi

Universitas Pendidikan Nasional, Indonesia

Email: widyadnyanaindra@gmail.com, rasmenadi1958@gmail.com

ABSTRACT

This research examines the role of brand image, E-WOM, and product quality on repurchase decisions mediated by customer satisfaction. Conducted at Chatime outlets in Bali Province, it targeted all Chatime customers using accidental sampling (n=105). Data from a 5-point Likert scale questionnaire were analyzed via PLS-SEM. Findings show brand image, E-WOM, and product quality positively influence Chatime beverage repurchase decisions. Customer satisfaction significantly mediates brand image–repurchase (coefficient = 0.298, T-statistic = 2.382, p = 0.009) and product quality–repurchase relationships (coefficient = 0.202, T-statistic = 1.888, p = 0.030), via pathways where positive perceptions foster satisfaction leading to repurchases. However, it does not mediate E-WOM–repurchase (coefficient = 0.007, T-statistic = 0.155, p = 0.438), indicating direct cognitive effects. Notably, satisfaction mediates brand image and product quality effects but not E-WOM. The study advances literature and aids Chatime in boosting loyalty and satisfaction.

| KEYWORDS | *Brand image, Customer Satisfaction, E-WOM, Product Quality, Repurchase Decisions, customer loyalty, brand equity.* |

INTRODUCTION

In the era of globalization and information technology advancements, business competition has become increasingly fierce and complex (Baldwin, 2016). Companies must not only strive to attract consumers' attention, but must also maintain consumer loyalty in order to remain loyal to the products or services they offer. The urgency of this challenge is particularly acute in the food and beverage industry, where the rapid proliferation of brands, low switching costs, and highly volatile consumer preferences create an intensely competitive environment. In Indonesia's contemporary tea drink market alone, over 50 brands compete for market share, with new entrants emerging quarterly, placing unprecedented pressure on established players to differentiate themselves and retain customer bases (Ecoxyz System & Katadata Insight Center, 2024). In situations like this, an effective marketing strategy is essential for the success of a business.

One of the factors that plays an important role in marketing strategy is brand image. Brand image is one of the important aspects of marketing. Brand image is an important competitive advantage in helping to create value through brand differentiation, and creating a reason to buy (Kala & Chaubey, 2018). Brand image reflects the positive perception and association that consumers build towards a brand. On the other hand, the development of information technology has changed the way consumers communicate and interact, especially through online platforms and social media. Electronic Word of Mouth or E-WOM is a promotional communication consisting of good or bad reviews from potential consumers, current consumers, or former consumers regarding a product or company, which can be

accessed by many people through the internet (Hennig-Thurau et al., 2004). E-WOM or online recommendations from other consumers have become an influential factor in purchasing decisions.

In addition to brand image and E-WOM, product quality is also an important aspect that influences consumer purchase decisions. Product quality is the strength of the implemented product such as reliability, durability, ease of use, updating, and value attributes (Kotler & Armstrong, 2008). Good product quality not only increases consumer trust in the brand, but also forms a positive experience that leads to consumer satisfaction. However, consumers' purchasing decisions are not only influenced by these factors individually, but also through the interactions and interconnectedness between them. One concept that emerges to explain this relationship is consumer satisfaction as a mediator between external factors (brand image, E-WOM, and product quality) and repurchase decisions. Consumer satisfaction is a basic measure of consumer feelings towards the quality of a service or product that has been obtained by comparing the expectations received and desired according to consumer needs (Irwansyah & Mappadeceng, 2018).

Purchasing decisions are part of consumer behavior, namely how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to meet their needs and desires. Consumer satisfaction is the result of an evaluation of the service or quality of the product received, which is based on a comparison between the actual experience of consumers with their expectations. Consumer satisfaction influences repurchase decisions because high satisfaction creates a positive relationship between consumers with a brand or product, increases consumer loyalty, and reduces the tendency to seek alternatives from other brands or products.

As an example of a related case to understand the influence of marketing factors on repurchase decisions based on the concept of brand image, E-WOM, product quality, and consumer satisfaction, one can look at the tea-based beverage industry, especially the Chatime company. Chatime, as one of the leaders in the boba beverage industry, has become an icon in modern beverage trends that combine taste, quality, and consumer experience. With thousands of outlets around the world, including in Indonesia, Chatime has managed to attract the attention of consumers with a variety of innovative boba drink variants and consistent quality.

For Chatime specifically, understanding these dynamics is critical for sustained market leadership: despite currently holding the number one position among contemporary tea drink brands in Indonesia with 56% consumer preference (Populix, 2022), maintaining this dominance requires strategic insights into which factors most effectively drive customer retention and which mechanisms—direct or satisfaction-mediated—translate marketing investments into repeat purchases. This understanding becomes essential for optimizing resource allocation across brand building, quality enhancement, and digital engagement initiatives.

In a survey that has been conducted by Populix with the title "5 Most Consumed Indonesian Contemporary Tea Drink Brands". As a result, Chatime drinks are ranked first in the five most consumed beverage brands in Indonesia with a percentage of 56% of respondents. This survey involved respondents aged 18-55 years living in Indonesia. This survey was conducted in March 2022.

Through a case study on the influence of brand image, E-WOM, and product quality on repurchase decisions mediated by consumer satisfaction. The challenge of this research is the many variables that are interrelated and influence each other. Accurately measuring and analyzing the relationships between these variables requires careful and complex research methods. In addition, the results of this study have dependency on respondents because consumer satisfaction and their preferences can change over time. Therefore, obtaining relevant and representative data from respondents can be challenging, especially in identifying consistent and committed respondents.

Research on brand image, E-WOM, product quality, consumer satisfaction, and repurchase decisions has been conducted previously, with several relevant studies such as those conducted by Muhammad & Edi (2023) which examined the influence of various factors on the intention to repurchase Chatime products, as well as research by Febri & Supriadi (2022) which examined the influence of brand image and service quality on repurchase decisions. Another study by Indhi & Jojok (2023) also examined the influence of product quality and price on loyalty with customer satisfaction as an intervening variable. However, critical research gaps remain: First, existing studies predominantly examine these factors in isolation or in limited combinations, rarely testing comprehensive models that simultaneously incorporate brand image, E-WOM, and product quality with satisfaction as a mediator. Second, the specific mechanisms through which satisfaction mediates these relationships—particularly why mediation might occur for some factors but not others—remain theoretically and empirically underexplored. Third, most prior research in Indonesian contexts has focused on e-commerce platforms or fashion products, with limited attention to the food and beverage sector where sensory experience and immediate consumption create distinct consumer decision-making patterns.

This study addresses these gaps by: (1) developing and testing an integrated model that simultaneously examines all three antecedent variables and their direct and satisfaction-mediated pathways to repurchase decisions, (2) providing empirical evidence on differential mediation patterns, explaining why satisfaction mediates brand image and product quality effects but not E-WOM effects, and (3) contributing sector-specific knowledge about repurchase behavior in the contemporary tea drink industry, where product perishability, experiential consumption, and social media influence create unique dynamics not fully captured by existing retail or e-commerce models.

Although these studies have explored the influence of related factors, the authors found that there have not been comprehensive studies that explain all factors simultaneously in the context of Chatime product repurchase decisions. Therefore, the formulation of this research problem includes the influence of brand image, E-WOM, and product quality on repurchase decisions and consumer satisfaction as mediating variables. The purpose of this study was to analyze the influence of each factor on repurchase decisions and consumer satisfaction and to find out the mediating role of consumer satisfaction in these relationships, which is expected to provide a deeper understanding of the consumer behavior of Chatime beverage products.

METHOD

This research was conducted in Bali Province, selected due to its high concentration of Chatime outlets. Three outlets—Chatime Eccos Plaza, Chatime Beachwalk, and Chatime

Sanur—were chosen based on top Google reviews. The population comprised all Chatime consumers in Bali; with an unknown size, accidental sampling yielded 105 respondents.

Respondents met inclusion criteria: (1) at least two Chatime purchases in the past three months, (2) aged 17–45 years, (3) active social media users, and (4) willing to provide informed consent and complete the questionnaire. The sample was 61% female and 39% male, with ages 17–25 (48%), 26–35 (37%), and 36–45 (15%). Monthly visit frequency was 2–3 times (42%), 4–6 times (35%), and 7+ times (23%), aligning with Chatime's target demographic.

Data were collected via closed Likert-scale questionnaires distributed at outlets and online. A pilot test with 30 non-sample respondents confirmed validity (r > 0.50, p < 0.05) and reliability (Cronbach's $\alpha \geq 0.70$): Brand Image ($\alpha = 0.89$), E-WOM ($\alpha = 0.92$), Product Quality ($\alpha = 0.90$), Customer Satisfaction ($\alpha = 0.93$), Repurchase Decisions ($\alpha = 0.88$) (Hair et al., 2019).

Analysis employed PLS-SEM for descriptive statistics, measurement/structural models, hypothesis testing, and mediation effects, elucidating factors influencing Chatime repurchase decisions.

RESULT AND DISCUSSION

Data Analysis Results

To analyze the influence between independent variables and dependent variables in this study, the Structural Equation Modelling Partial Least Square (SEM-PLS) statistical method was used version 4. The analysis process includes the evaluation of the measurement model (Outer Model) and the evaluation of the structural model (Inner Model). The results of data processing using SEM-PLS are displayed through the algorithm output as seen in Figure 1 below.
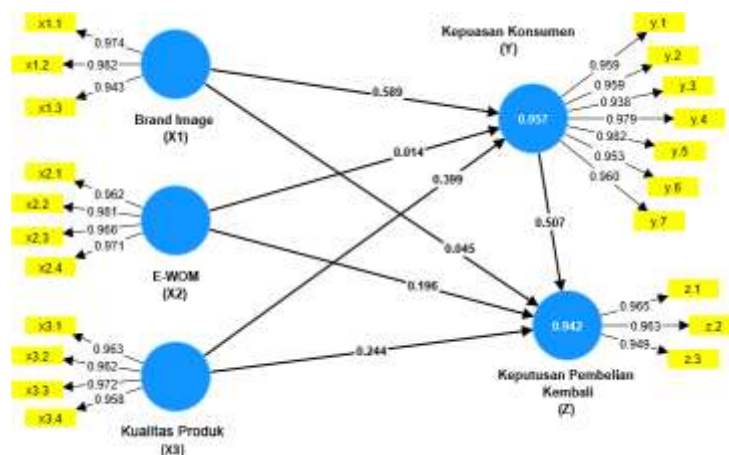

Figure 1. Output Algorithm PLS Outer Loading and Path Coefficients
(Source : Appendix 6)

Based on Figure 1, two types of analysis can be carried out, namely evaluation of the measurement model (Outer Model) and evaluation of the structural model (Inner Model) with the following explanation.

1. Evaluation Results of Measurement Model (Outer Model)

The theoretical model that has been arranged in a conceptual framework is then depicted in a flowchart to illustrate the relationship between the exogenous and endogenous variables to

be tested. The outer model, also known as the measurement model or outer relation, describes the relationship between latent variables and their indicators, as well as defines the characteristics of the construct through its manifest variables.

1) Convergent Validity

Convergent validity is measured by looking at the loading factor value between the latent variable and its indicators. In this study, a loading value between 0.50 to 0.60 is considered sufficient, considering that this is the initial stage of measurement scale development and the number of indicators per construct is relatively small, i.e. between three to four indicators.

Table 1 Convergent Validity Test Results

Variable	Code	Correlation Coefficients	Information
Brand Image (X1)	x1.1	0,974	Valid
	x1.2	0,982	Valid
	x1.3	0,943	Valid
E-WOM (X2	x2.1	0,962	Valid
	x2.2	0,981	Valid
	x2.3	0,966	Valid
	x2.4	0,971	Valid
Product Quality (X3)	x3.1	0,963	Valid
	x3.2	0,962	Valid
	x3.3	0,972	Valid
	x3.4	0,958	Valid
Consumer Satisfaction (Y)	and.1	0,959	Valid
	and.2	0,959	Valid
	and.3	0,938	Valid
	and.4	0,979	Valid
	and.5	0,982	Valid
	and.6	0,953	Valid
	and.7	0,960	Valid
Buyback Decision (Z)	z.1	0,965	Valid
	z.2	0,963	Valid
	z.3	0,949	Valid

Source : Appendix 6

Based on Table 1, it can be seen that all values on the convergent validity test are greater than 0.60. Therefore, it can be concluded that the data in this study is valid, which means that the reflective indicator has a good correlation with the score of the latent variable.

2) Discriminant Validity

The results of the discriminant validity test can be seen through the Average Variance Extracted (AVE) value. Each latent construct must have an AVE value of more than 0.5 to indicate that the measurement model is good. The AVE values for the variables in this study can be seen in the following table:

Table 2. Average Variance Extracted (AVE)

Variable	*Average Variance Extracted* (AVE)
Brand Image (x1)	0,934
E-WOM (x2)	0,941
Product Quality (x3)	0,928
Consumer Satisfaction (y)	0,925
Buyback Decision (z)	0,920

Source : Appendix 6

Based on Table 2, all AVE values for convergent validity are greater than 0.5. Therefore, it can be concluded that the data in this study are valid, which means that the latent variable is able to explain more than half of the variants of each indicator on average.

3) Composite Reliability

To measure reliability, Cronbach's Alpha can be used. In addition, the composite reliability value is also used and interpreted the same as Cronbach's Alpha. The accepted threshold value for the reliability level of composites is 0.7, although this is not an absolute standard. The results of the composite reliability test can be seen in the following:

Table 3. Composite Reliability and Cronbach's Alpha Values

| Variable	Cronbach's Alpha	Composite Reliability
Brand Image (x1)	0,965	0,965
E-WOM (x2)	0,979	0,979
Product Quality (x3)	0,974	0,974
Consumer Satisfaction (y)	0,986	0,986
Buyback Decision (z)	0,956	0,957

Source : Appendix 6

Based on Table 3, all Cronbach's alpha values for each variable are greater than 0.7, as well as composite reliability values that are also greater than 0.7 for each variable. Thus, it can be concluded that the data in this study is reliable.

2. Results of Model Evaluation (Inner Model)

Measurements were made using R-Square for dependent latent variables, which have a similar interpretation to regression. Q-Square predictive relevance for construct models measures how well the observation value is produced by the model as well as the estimation of its parameters. A Q-Square value greater than 0 indicates the model has predictive relevance, while a Q-Square value smaller than 0 indicates the model has less predictive relevance. Assuming distribution free data, structural models with a Partial Least Square (PLS) predictive approach are evaluated using R-Square for dependent constructs, while Q-Square tests are used to measure the predictive relevance of the model. To support the process of Model Evaluation (Inner Model) as well as hypothesis testing in this study, Figure 2 is presented which shows the results of bootstrapping output from the SEM-PLS analysis. This output is obtained based on the data listed in Appendix 6, and serves as a basis for assessing the statistical significance of the relationships between latent variables in the constructed structural model.
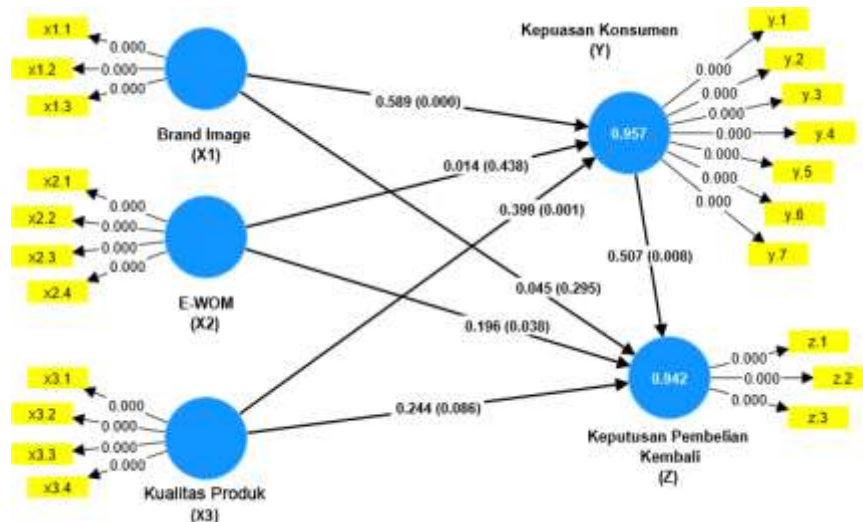
Figure 2. Output Bootstrapping SEM-PLS Outer Loading, Path Coefficients dan T-statistics

(Source : Appendix 6)

1) R-Square

The R-square value is used to calculate the Q-square value, which serves as a goodness of fit test of the model. In addition, R-square is also useful for finding out how much (%) the exogenous variable affects the endogenous variable. The range of R-square values is between 0 to 1. If the value of R-square is close to 0.

Table 4. R-Square Test Results

Variable	R-square
Consumer Satisfaction	0,957
Buyback Decision	0,942

Source : Appendix 6

Based on Table 4, the R-square value for the variables of brand image, E-WOM, and product quality on consumer satisfaction was 0.957 which showed that it had a large influence of 95.7%. The R-square value for the brand image, E-WOM, and product quality variables on the repurchase decision was 0.942 which showed a large influence of 94.2%.

2) Q-Square

The inner test of the model is carried out by observing the Q-square value which functions as a test of the goodness of fit of the model. If the Q-square value is greater than 0, it indicates that the model has predictive relevance, while a Q-square value that is less than 0 indicates that the model lacks predictive relevance. Therefore, if the calculation results show that the value of Q-square is greater than 0, the model can be said to have a relevant predictive value. The calculation of Q-square can be seen as follows:

$$Q2 = 1 - [(1-R12)(1- R22)]$$
$$Q2 = 1 - [(1-0,957)(1-0,942)]$$
$$Q2 = 1 - [(0,043)(0,058)]$$
$$Q2 = 1 - (0,002)$$
$$Q2 = 0,998$$

Based on the calculation above, a Q-square value of 0.998 is more than 0, so it can be concluded that the model has a predictive relevance value or the model is worth saying to have a relevant predictive value. The results of this test prove that the structural model of the category is excellent. Based on the value of Q^2 it can be interpreted that 99.8% of endogenous constructs can be explained by exogenous construct variations.

3. Hypothesis Test

There are seven hypotheses of direct influence and 3 hypotheses of indirect influence, which were tested using the Partial Least Square (PLS) method. This test is carried out with a t-test to analyze the relationship between variables in the model. Hypothesis testing was carried out using a right-sided t-statistical test with a significance level (alpha) of 0.05 or a t-table value of 1.65. If the t-statistical value is greater than the t-table (1.65), then the test results are considered significant. Conversely, if the t-statistical value is less than or equal to the t-table (1.65), then the test results are declared insignificant.

1) Direct Impact Test

The results of the test on direct effects are presented in Table 5.

Table 5 Direct Effect Test Results

Variable Relationships	Coefficient	T-Statistic	P-Value	Information
Brand Image (x1) → Repurchase Decision (z)	0,045	0,538	0,295	Insignificant
E-WOM (x2) → Repurchase Decision (z)	0,196	1,774	0,038	Significant
Product Quality (x3) → Buyback Decision (z)	0,244	1,366	0,086	Insignificant
Brand Image (x1) → Consumer Satisfaction (y)	0,589	6,139	0,000	Significant
E-WOM (x2) → Consumer Satisfaction (y)	0,014	0,157	0,438	Insignificant
Product Quality (x3) → Consumer Satisfaction (y)	0,339	3,171	0,001	Significant
Consumer Satisfaction (y) → Repurchase Decision (z)	0,507	2,427	0,008	Significant

Source : Appendix 6

Based on the results of the direct influence test in table 5, it can be explained as follows:

a) Hypothesis testing on the influence of brand image on repurchase decisions resulted in a regression coefficient value of 0.045, a T-Statistic value of 0.538 which is smaller than 1.65 and a P-Values value of 0.295 which is greater than 0.05. Based on this description, it shows that brand image has a positive and insignificant effect on the purchase decision.

b) Hypothesis testing on the influence of E-WOM on repurchase decisions resulted in a regression coefficient value of 0.196, a T-Statistic value of 1.774 which is greater than 1.65 and a P-Values value of 0.038 which is less than 0.05 Based on this description, it shows that E-WOM has a positive and significant effect on repurchase decisions.

c) Hypothesis testing on the effect of product quality on repurchase decisions resulted in a regression coefficient value of 0.244, a T-Statistic value of 1.366 which is smaller than 1.65 and a P-Values value of 0.086 which is greater than 0.05. Based on this description, it shows that product quality has a positive and insignificant effect on the purchase decision.

d) Hypothesis testing on the influence of brand image on consumer satisfaction resulted in a regression coefficient value of 0.589, a T-Statistic value of 6.139 which is greater than 1.65 and a P-Values value of 0.000 which is smaller than 0.05. Based on this description, it shows that brand image has a positive and significant effect on consumer satisfaction.

e) Hypothesis testing on the effect of E-WOM on consumer satisfaction resulted in a regression coefficient value of 0.014, a T-Statistic value of 0.157 which is smaller than 1.65

and a P-Values value of 0.438 which is greater than 0.05. Based on this description, it shows that E-WOM has a positive and insignificant effect on consumer satisfaction

f) Hypothesis testing on the effect of product quality on consumer satisfaction resulted in a regression coefficient value of 0.339, a T-Statistic value of 3.171 which is greater than 1.65 and a P-Values value of 0.001 which is smaller than 0.05. Based on this description, it shows that product quality has a positive and significant effect on consumer satisfaction.

g) Hypothesis testing on the influence of consumer satisfaction on repurchase decisions resulted in a regression coefficient value of 0.507, a T-Statistic value of 2.427 which is greater than 1.65 and a P-Values value of 0.008 which is smaller than 0.05. Based on this description, it shows that consumer satisfaction has a positive and significant effect on repurchase decisions.

2) Indirect Influence Test Results

The results of the test on direct effects are presented in Table 6.

Table 6. Indirect Influence Test

Variable Relationships	Coefficient	T-Statistic	P-Value	Information
Brand Image (x1) -> Consumer Satisfaction (y) -> Repurchase Decision (z)	0,298	2,382	0,009	Significant
E-WOM (x2) -> Consumer Satisfaction (y) -> Repurchase Decision (z)	0,007	0,155	0,438	Insignificant
Product Quality (x1) -> Consumer Satisfaction (y) -> Repurchase Decision (z)	0,202	1,888	0,030	Significant

Source : Appendix 6

Based on the results of the direct influence test in table 6, it can be explained as follows:

a. Hypothesis testing on consumer satisfaction was able to mediate brand image on the repurchase decision resulting in a regression coefficient value of 0.298, a T-Statistic value of 2.382 which is greater than 1.65 and a P-Values value of 0.009 which is smaller than 0.05. Based on this description, it shows that consumer satisfaction is able to mediate brand image on repurchase decisions.

b. Hypothesis testing on consumer satisfaction was able to mediate E-WOM on the repurchase decision resulting in a regression coefficient value of 0.007, a T-Statistic value of 0.155 which is smaller than 1.65 and a P-Values value of 0.438 which is greater than 0.05. Based on this description, it shows that consumer satisfaction is not able to mediate E-WOM on the purchase decision.

c. Hypothesis testing on consumer satisfaction was able to mediate product quality to the repurchase decision resulting in a regression coefficient value of 0.202, a T-Statistic value of 1.888 which is greater than 1.65 and a P-Values value of 0.030 which is smaller than 0.05. Based on this description, it shows that consumer satisfaction is able to mediate product quality to the purchase decision.

3) Mediation Test Results

The examination of mediation variables in this study will be examined regarding the mediating role of consumer satisfaction variables on the influence of brand image, e-WOM, and product quality on repurchase decisions. The examination of the indirect influence in this study can be seen in the explanation of the results of the analysis in Table 7 as follows.

Table 7. Mediation Test

Variable Relationships	Effect			Information
	A	**B**	**C**	
Brand Image (x1) -> Consumer Satisfaction (y) -> Repurchase Decision (z)	0,295	0,000	0,008	*fully mediated*
E-WOM (x2) -> Consumer Satisfaction (y) -> Repurchase Decision (z)	0,038	0,438	0,008	*unmediated*
Product Quality (x1) -> Consumer Satisfaction (y) -> Repurchase Decision (z)	0,086	0,001	0,008	*fully mediated*

Source : Appendix 6

Based on the results of the indirect influence test in table 7, it can be explained as follows:

a. Consumer satisfaction is able to mediate brand image on the purchase decision. This result is shown through the results of the mediation carried out, it appears that the B and C effects are significant, so that fully mediated mediation occurs in this relationship. This means that Consumer Satisfaction acts as a mediator, but brand image has no direct influence on repurchase decisions.

b. Consumer satisfaction is not able to mediate E-WOM on the purchase decision. This result is shown through the results of the mediation carried out, it appears that the B effect is not significant, so there is no evidence of mediation in this relationship (unmediated). This shows that consumer satisfaction is not an intermediary in the relationship between E-WOM and repurchase decisions. In other words, E-WOM has a more direct influence on the purchase decision.

c. Consumer satisfaction is able to mediate product quality to the purchase decision. This result is shown through the results of the mediation carried out, it appears that the effects B and C are significant, so there is a fully mediated mediation. This means that product quality can influence repurchase decisions through full consumer satisfaction.

Discussion

1. The Influence of Brand Image on Repurchase Decisions

Based on the results of the statistical test in this study, it is known that the influence of brand image on the repurchase decision resulted in a regression coefficient value of 0.045, a T-Statistic value of 0.538 and a P-Values value of 0.295 which is greater than 0.05. These results show that Brand Image has a positive and insignificant effect on repurchase decisions. This means that even if the brand image is good, it is not enough to encourage consumers to make a repeat purchase without other factors mediating the relationship.

The results of this study are in accordance with the results of previous research conducted by (Syafagita & Santoso, 2024) which stated that Chatime is widely known by consumers and its products are also made by companies that have a high reputation so that consumers no longer attach importance to brand image to buy Chatime. The results of this study are in accordance with (Bayu et al., 2020), (Yudistira, 2022), (Irawanti, 2024) and (Lestari & Azizah, 2023) where brand image has a positive and insignificant influence on repurchase decisions.

2. The Influence of E-WOM on Repurchase Decisions

Based on the results of the statistical test in this study, it is known that the influence of E-WOM on the repurchase decision results in a regression coefficient value of 0.196, a T-Statistic value of 1.774 and a P-Values value of 0.038 which is smaller than 0.05. These results show that E-WOM has a positive and significant effect on repurchase decisions. This states that the higher the level of Electronic Word of Mouth (E-WOM) received by consumers, the more likely consumers are to make a repurchase. In other words, a positive E-WOM can increase consumer trust and interest to continue choosing the same product or service in the future.

This result is in accordance with previous research conducted by (Padmawati & Suasana, 2020) showing that the more positive E-WOM is, the more likely it is to increase the decision to repurchase Chatime products. Previous research conducted by (Puteri & Djuwita, 2021), (Poluan et al., 2023), (Juliatrin Chairul Akbar Sunarti, 2018), and (Maulidi et al., 2023) stated that E-WOM has a positive and significant effect on the decision to repurchase Chatime beverage products.

3. The Influence of Product Quality on Repurchase Decisions

Based on the results of statistical tests in this study, it is known that the influence of E-WOM on repurchase decisions results in a regression coefficient value of 0.244, a T-Statistic value of 1.366 and a P-Values value of 0.086 which is greater than 0.05. These results show that product quality has a positive and insignificant effect on repurchase decisions. This states that even if the quality of the product is good, it is not enough to encourage consumers to make a repeat purchase without other factors mediating the relationship, as consumers do not consider the quality of the product in making the decision to buy Chatime drinks.

The results of this study are in accordance with previous research conducted by (Farhanah & Marzuqi, 2021), (Kusmanto & Muryanti, 2020), (Ababil & Muttaqien, 2019), (Dwi Ahmad Fauzi et al., 2024), and (Saputra & Suprihhadi, 2018) which stated that product quality has a positive and insignificant effect on the decision to repurchase chatime products.

4. The Influence of Brand Image on Consumer Satisfaction

Based on the results of the statistical test of brand image on consumer satisfaction, a regression coefficient value of 0.589, a T-Statistic value of 6.139 and a P-Values value of 0.000 which is smaller than 0.05 shows that brand image has a significant effect on consumer satisfaction. This states that the stronger the brand image of a chatime product, the higher the level of consumer satisfaction with the chatime drink product.

The results of this study are in accordance with previous research conducted by (Dewi & Ekawati, 2019) which stated that a positive image of a product brand will be able to create a sense of security for consumers when dealing with the brand which will also create consumer satisfaction. The results of this study are also in accordance with (Febrida et al., 2020), (Zaidan & Hamdi, 2023), (Nyarmiati & Astuti, 2021) and (Hidayani & Arief, 2023) which states that brand image has a positive and significant effect on consumer satisfaction of chatime beverage products.

5. The Influence of E-WOM on Consumer Satisfaction

The results of the E-WOM statistical test on consumer satisfaction produced a regression coefficient value of 0.014, a T-Statistic value of 0.157 and a P-Values value of 0.438 which is greater than 0.05, showing that E-WOM has a positive and insignificant effect on

consumer satisfaction. This suggests that although E-WOM can increase consumer satisfaction with Chatime beverage products, the effect was not strong enough or consistent in this study.

The results of this study are In accordance with previous research conducted by (Cahyaning Pangastuti et al., 2023), which stated that E-WOM does not have a significant impact on consumer satisfaction. Previous research conducted by (V. N. Putri et al., 2023) and (Al-Fadillah & Rachbini, 2024) stated that E-WOM has a positive and insignificant effect on consumer satisfaction.

6. The Influence of Product Quality on Consumer Satisfaction

Based on the results of the statistical test of product quality on consumer satisfaction, a regression coefficient value of 0.339, a T-Statistic value of 3.171 and a P-Values value of 0.001 which is smaller than 0.05 shows that product quality has a positive and significant effect on consumer satisfaction. This states that the better the product quality of a chatime product, the higher the level of consumer satisfaction with chatime beverage products.

The results of this study are in accordance with what was previously conducted by (A. Putri et al., 2024) which showed that Chatime drinks have met consumer expectations regarding their quality, thereby increasing consumer confidence in buying Chatime beverage products. Previous research was also by (Mahendra Alamsyah et al., 2024), (Fiolina & Elizabeth, 2023), (Indhi Regitha Pramesti & Jojok Dwiridotjahjono, 2023), and (Gunawan et al., 2022) which stated that product quality has a positive and significant effect on consumer satisfaction.

7. The Influence of Consumer Satisfaction on Repurchase Decisions

Based on the results of the statistical test of consumer satisfaction with the repurchase decision, it resulted in a regression coefficient value of 0.507, a T-Statistic value of 2.427 and a P-Values value of 0.008 which is less than 0.05, indicating that consumer satisfaction has a positive and significant effect on the repurchase decision. This means that the higher the level of consumer satisfaction, the more likely they are to make a repurchase of Chatime beverage products.

The results of this study are in accordance with previous research conducted by (Zaidan & Hamdi, 2023) which stated that the relationship between customer satisfaction and consumer purchase intention is very attractive, many factors that determine customer satisfaction so that it can have an impact on purchase intent. Other research conducted by (Sentoso, 2019), (Suryani & Rosalina, 2019), (Prayoni & Respati, 2020a), and (Mukuan et al., 2023) states that consumer satisfaction has a positive and significant effect on repurchase decisions.

8. Consumer Satisfaction Mediation on the Influence of Brand Image on Repurchase Decisions

The test results show that consumer satisfaction is able to mediate the influence of brand image on repurchase decisions. Based on the results of the statistical test of consumer satisfaction mediation on the influence of brand image on repurchase decisions, it resulted in a regression coefficient value of 0.298, a T-Statistic value of 2.382 and a P-Values value of 0.009, which shows that the mediation of consumer satisfaction with brand image has a positive and significant effect on repurchase decisions. Consumer satisfaction in this case is as partially mediated. Brand image can influence repurchase decisions both directly and through consumer satisfaction. Although consumer satisfaction serves as an intermediary in the relationship

between brand image and repurchase decisions, brand image still has a direct impact on repurchase decisions without the need for consumer satisfaction.

The results of this study are in accordance with previous research conducted by (Pamungkas & Widodo, 2018) and (Pratiwi et al., 2022) which stated that consumer satisfaction is able to mediate the influence of brand image on repurchase decisions.

9. Consumer Satisfaction Mediation on the Influence of E-WOM on Repurchase Decisions

Based on the results of the statistical test of consumer satisfaction mediation on the influence of E-WOM on repurchase decisions, it resulted in a regression coefficient value of 0.007, a T-Statistical value of 0.155 and a P-Values value of 0.438, which shows that the mediation of consumer satisfaction with E-WOM has a positive and insignificant effect on repurchase decisions. The test results showed that consumer satisfaction was not able to mediate E-WOM on the repurchase decision, so there was no evidence of mediation in this relationship (unmediated). It means that consumer satisfaction does not act as an intermediary in the relationship between E-WOM and the repurchase decision, it means that the relationship between E-WOM and the repurchase decision does not depend on consumer satisfaction.

The results of this study are in accordance with previous research conducted by (Ningtias et al., 2023) and (Siti Asriah Immawati et al., 2023) which stated that consumer satisfaction is not enough to mediate to influence repurchase interest through E-WOM.

10. Consumer Satisfaction Mediation on the Influence of Product Quality on Repurchase Decisions

Based on the results of the statistical test of consumer satisfaction mediation on the influence of product quality on repurchase decisions, it resulted in a regression coefficient value of 0.202, a T-Statistic value of 1.888 and a P-Values value of 0.030, which shows that the mediation of consumer satisfaction on product quality has a positive and significant effect on repurchase decisions. The test results showed that consumer satisfaction was able to mediate the influence of product quality on repurchase decisions. Consumer satisfaction in this case is as partially mediated. This means that product quality can influence repurchase decisions both directly and through consumer satisfaction. While consumer satisfaction plays a role in bridging the influence of product quality on repurchase decisions, product quality also has a direct influence on repurchase decisions without going through consumer satisfaction.

The results of this study are in accordance with the previous research conducted by (Alfareza & Sukaatmadja, 2024) which stated that if the satisfaction level is higher, then the intention to buy back will also be higher. Other research conducted by (Candra et al., 2023), (Wardani, 2022), and (Prayoni & Respati, 2020) stated that consumer satisfaction is able to mediate the influence of product quality on repurchase decisions.

CONCLUSION

This chapter presents the conclusions of the tested hypotheses as well as the contribution of the research in theoretical, practical, and policy aspects, followed by a discussion of the limitations faced and recommendations for further research. The results showed that brand image had a positive but not significant effect on the decision to repurchase Chatime products, while E-WOM had a positive and significant effect. Product quality also has a positive but insignificant effect on repurchase decisions, while brand image has a positive and significant

effect on consumer satisfaction. E-WOM does not have a significant effect on satisfaction, but product quality has a positive and significant effect. Consumer satisfaction has a positive and significant effect on repurchase decisions and can mediate the influence of brand image and product quality. These findings underscore the importance of consumer satisfaction in repurchase decisions and show that E-WOM can directly influence decisions. The practical contributions of this research include the company's focus on improving the quality of services and products, strengthening branding strategies, and effective management of E-WOM. The company's policy should be focused on continuously improving customer experience and product quality. For future research, it is recommended to explore healthy lifestyle factors, sustainability, competitive analysis, and the influence of external factors on repurchase decisions, to help businesses adapt to market changes.

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