

**The Role of Emotional Responed As Mediators Influence of Brand Image, Product Quality and Price on Products Repurchase Intention in Sabnishop, Palu City**

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**ABSTRACT**

This study aims to determine the role of emotional response as a mediator in the influence of brand image, product quality, and price on the intention to repurchase Sabnishop products in Palu City. The type of research used is Quantitative, this research was conducted on Sabnishop customers in Palu City with a total sample of 100 respondents. The sampling method used purposive sampling. Data collection was carried out by distributing questionnaires online. Data processing technique uses Partial Least Square with the help of SmartPLS version 3.0 software. The results of the study show that (1) Brand Image has a significant effect on Repurchase Intention (2) Product Quality has a significant effect on Repurchase Intention (3) Price has a significant effect on Repurchase Intention (4) Brand Image has a significant effect on Repurchase Intention through Emotional Response as a mediating variable (5) Product Quality has a significant effect on Repurchase Intention through Emotional Response as a mediating variable (6) Price has a significant effect on Repurchase Intention through Emotional Response as a mediating variable.

**Keywords: Brand Image, Product Quality, Price, Emotional Response, Repurchase Intention**

**1. INTRODUCTION**

Along with development of Indonesia prosperity, the needs of the Indonesian people, especially in relation to fashion, are increasing. Fashion is one very important aspect that becomes integral part of daily appearance and style (Gera & Agarwal, 2023). Clothes and accessories are very important to express identity as well as social class. The importance of fashion is revealed by the existence of various fashion companies that offer various types of quality products at competitive prices in the market (Chandra et al. 2022). Companies are required to be able to determine the right marketing strategy in order to survive and win the competition, so that the goals of the company can be achieved.

Brand image is a factor that is considered by consumers to make repurchase (Li, 2022). Brand image is defined as consumer perception and preference for the brand, as defined by various kinds of brand associations that exist in consumer memory (Lückenbach et al., 2023). Image (image) is a description or concept of something. Thus the image exists but is not real or usually described physically, because the image is in the mind (Lestari et al. 2019).

Product quality is a tool used by marketers to determine the positioning of their products in the market. Kotler & Armstrong (2018: 249) stated that product quality depends on its ability to meet real or implied customer needs. Companies need to continue to improve the quality of their products or services because product quality can make consumers feel satisfied with the products they buy, and this will affect consumer repurchase intentions.

According to Kotler & Armstrong (2018: 181) price is the amount of money customers must pay to obtain a product. Emotional response is the level of participants' feelings through the way they behave and can be expressed verbally or in writing about the condition of oneself after experiencing treatment and seeing advertisements in the form of the selected format.

Purchase intention is the stage of the consumer's tendency to act before making a buying decision that is actually implemented. This is caused because previously consumers already really have the desire to feel their needs fulfilled.

**Table 1: Sabnishop Sales**

No	Period	Sales (Rp)
1.	2015	18.000.000,.
2.	2016	48.000.000,.
3.	2017	84.000.000,-
4.	2018	120.000.000,-
5.	2019	240.000.000,-
6.	2020	360.000.000,-

Source: Sabnishop Owner

Based on the sales data in Table 1 above, there are several ways that Sabnishop has implemented to increase repurchase interest, namely by maintaining the product's brand image and product quality and providing lower prices when making purchases in large quantities. On the special owner's day on August 17, Sabnishop also provides a special price which on that date coincides with the owner's birthday.

## **2. LITERATURE REVIEW**

### **2.1. Brand Image**

Brand is a name, term, sign, symbol, or design, or a combination of these, meant to identify goods or services of sellers or groups seller and to differentiate them from competitor's goods or services (Li, 2022). Brand is a means of differentiation a name and/or symbol (logo, trademark, or packaging) intended to identify goods or services from one producer or one group manufacturers and to differentiate goods or services from competing manufacturers.

Brand is a very important attribute of a product its use is now widespread for several reasons. One of them because the brand of a product provides added value the product (Chandra et al., 2022). Brands are not only seen on the impressions of its users, but it must occupies a special position in the mind to truly become a brand. Brand is something attached to the mind and customer actions, as well as the liaison between customers and products or companies. Kartajaya (2007) stated that brand is assets that create value for customers by increasing satisfaction and value quality.

Brand is basically used for several objectives (Tjiptono, 2011), namely:

1. As an identity, which is useful in differentiate a company's product with competitors' products.
2. Promotional tools, as a product attraction.
3. To build an image, namely by provide confidence and assurance quality to consumers

Brand image is a reference used by consumers to evaluate the product when do not have enough knowledge about a product (Fery et al., 2021). There is a tendency that consumers will choose the product known through experience using the product as well as based on information obtained through various sources. Brand image according to Kotler and Keller (2016) is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association that appears in the minds of consumers when remembering something certain brands. The association can simply appear in the form certain thoughts and images associated with a brand.

Brand image is composed of brand associations, that brand association is anything related to the memory of the brand (Lückenbach et al., 2023). Brand associations have a certain level of strength and will get stronger as it increases experience of consuming or extracting information and will get stronger if supported by other networks. So the brand image is important for consumers to make a choice when buying a product.

Developing a product image in the minds of consumers becomes a strategy which is very important for the company because the product has a strong image in long-term memory consumers prefer when buying something products when they are needed (Puspaningrum, 2018). Product image needs attention by producers, where when consumers already have a perception of product image well then consumers will not hesitate to buy the product. According to Smith (1993) quoted from Roslina (2010) stated product image is a combination of various attributes such as price, store name, country of manufacture a product. Based on this definition, it can be said that the image production is caused by the attributes possessed by the product and valued and remembered by consumers.

## **2.2. Product Quality**

Product quality is the ability of the product to perform a variety of functions including robustness, reliability, accuracy and ease of use (Korenkiewicz & Maennig, 2023). According to Kotler and Armstrong product quality is a product characteristic or services that depend on their ability to satisfy needs stated or implied customer and one of the means major marketing positioning that has a direct impact on customer satisfaction performance.

According to Lovelock and Wright product quality is a condition of an item based on an assessment of its suitability with predetermined measuring standards. Every consumer has expectations of the quality of the products they buy. Consumers will feel satisfaction if the product purchased is in accordance with expectations or exceed consumer expectations. To achieve product quality desired, it is necessary to standardize quality. Quality standardization intended to ensure that the resulting product meets predetermined standards so that consumers will not lose trust in the product.

There are seven dimensions of product quality which consist of performance, featured, reliability, conformance, durability, service ability and aesthetics (Puspaningrum, 2018). All of the characteristics contribute to perceived quality of a product.

Performance is related to the functional aspects of the product and are the main characteristics that customers consider when going to buy a product that includes related faster with a time dimension that describes speed and ease or how to get this product and aspect cheaper related to the cost dimension that describes the price or the cost of a product that must be paid by the customer.

Feature is the second aspect of performance add basic functions related to options and its development. Features can improve product quality if competitors do not have these features. Additional features or features are secondary or complementary characteristics.

Reliability related to the level of probability or the likelihood that a product will perform its function successfully within a certain period of time. Thus reliability is characteristics that reflect the likelihood or level probability successful use of the product.

Conformance is related to the level of conformity of the product based on predetermined specifications customer wishes. The conformation reflects the degree to which product design characteristics and operating characteristics meet the standards which has been set.

Durability is a measure of the useful life of a product. This characteristic is related to product durability. Related to how long the product can be used. Durability usually applies to products that are can be consumed in the long term.

Service ability is a characteristic related to speed, friendliness/politeness, competence, convenience and accuracy in repairing a product. Post sales repairing assurance is very crucial to create good product quality perception. Any complaint that handled properly, will create loyal consumers.

Aesthetics is a subjective characteristic so it is a matter of personal consideration and reflection of reference or individual choice. Thus the aesthetics of a product has a lot more to do with personal feelings and includes certain characteristics.

### **2.3. Price**

Price is the amount of money or other medium of exchange equivalent to be paid for the product or, at the time particular market and in a particular market (Sampe, 2013). Price is the value of an item or service as measured by an amount of money based on this value a person or company is willing to release goods or services that owned by another party. Loyal customers will also pay attention to prices specified for the product used (Susanto et al., 2022). From the two opinions above it can be concluded that the price is the value of goods expressed in money.

So price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place. Price interact with all the other elements in the marketing mix to determine the effectiveness of each element and all elements. To establish price must be considered three important elements namely cost, margin or price increases, and competition. The initial step in pricing is calculating the costs that are directly related to the product or service.

The price of a product is a measure of the size of the value someone's satisfaction with the product he bought. Someone will dare pay for a product at a high price if the product exceeds his expectations (he rates his expected satisfaction with the product what he will buy is high). On the other hand, if someone evaluates If his satisfaction with a product is low, he will not be willing to pay for or buy the product at a high price. Whereas historically the price was determined by the buyer and seller through a bargaining process bid, so that there is a certain price agreement.

### **2.4. Repurchasing Intention**

Repurchase intention is a tendency buying behavior from consumers on a product that is carried out repeatedly within a certain period of time and actively likes and has a positive attitude towards a product or service, based on experience that has been done in the past (Gera & Agarwal, 2023). Repurchase intention is an assessment individual to repurchase certain products or services from the same business, with considering his current position and possible considerations (Wang dkk., 2019). Consumers have the need for the product he uses is in accordance with the benefits of the product purchased.

The main factors that influence a person's interest in making a repeat purchasing, as follows:

1. Cultural factors, one's culture and social class can influence one's interests in making a purchase. Consumers have perceptions, desires and behavior learned from childhood, so that in the end it will form different perceptions on each consumer. Factors such as nationality, religion, racial group and geographic region also have influence on each individual repurchase intentions.
2. Psychological factors, embraces individual learning experiences about past events, as well as the influence of individual attitudes and beliefs. Learning experience can be defined as a

change in behavior due to previous experience. Arising Consumer interest in making repeat purchases is strongly influenced by individual learning experiences and consumer learning experiences determine action and purchase decision making.

3. Personal factors such as personality, age, occupation, economic situation and lifestyle of consumers themselves will influence perceptions and decision making in buying a product. Therefore, the role of a firm is important in providing good product to consumers. These personal factors are included within self-concept. Self-concept can be defined as the way we see yourself and in a certain time as a figure of the reward that we are think.
4. Social Factors, Include the factor of the role model (small reference group). Group role models are defined as a group of people who influence attitudes, opinions, norms and consumer behavior. This role model group is certain family groups, groups or people. In analyzing buying interest Again, family factors play a role as decision makers, initiative makers, influencers in purchasing decisions, determinants of what is purchased, by whom who made the purchase and who is the user.
5. Influence reference group on repurchase interest, among others, in determining the product and the brands they use that match the aspirations of the group to the effectiveness of the repurchase intention effect of the peer group is highly dependent on production quality and information available to consumers.

## **2.5. Variables Relationships**

Four studies were deployed for the study. Each has independents variables and one dependent variable namely repurchase intention.

The first study was conducted by Faradiba (2013) entitle "Analysis of the Influence of Product Quality, Price, Location and Service Quality on Consumer Repurchase Intention (Study on Warung Makan "Fat Duck" Semarang)". This research aims to determine influence of product quality, price, location, and quality services for repurchasing interest. And this research also aims to analyze the most dominant factor that influences repurchase intention Semarang Fat Duck. Data were collected using a survey method through a questionnaire. Then, the data obtained were analyzed using multiple regression analysis. This analysis includes validity test, reliability test, analysis multiple regression, classical assumption test, hypothesis testing through t test and F test, and coefficient of determination analysis ( $R^2$ ). The results of the analysis, the indicators in the study it is valid and reliable. The most dominant factor that influences Repurchase intention is product quality followed by location, then quality service and price. Then the F test can be seen that the independent variable feasible to test the dependent variable. Adjusted R Square result is 0.498 meaning that the independent variables can explain about 49.8% of the variables dependent.

The second research was conducted by Nadya Oktaviani, (2015) entitle "The Influence Quality of Service Against Repurchase Intentions (Study on Trans Retail Carrefour in Bandung)" This study aims to determine the effect service quality on Carrefour consumer repurchasing interest in Bandung. Research method uses quantitative methods with types research in the form of descriptive and causal. The results of the research simultaneously show that Carrefour Kiara Condong service quality has an influence on interest repurchase of 50.2%, the remaining 49.8% is influenced by several factors other. While partially it shows that the tangible variable (physical evidence), reliability (reliability), assurance (guarantee) and empathy (empathy) effect significant effect on repurchase intention, except for responsiveness.

The third research was conducted by Rosita (2016) entitle "Influence of Location, Product Completeness, Quality Products, Services, Prices, and Shopping Convenience on consumers repurchase intention at Lotte Mart Bekasi Junction "The purpose of this study (1) examine the effect of location, product completeness, product quality, service, price, shopping convenience.

(2). determine the contribution of the most dominant factors in influencing consumer repurchase intention. The research results show that: (1). There is a significant relationship between location variables, product completeness, product quality, service, and shopping convenience on repurchase intention consumers, unless the service variable has a negative effect on purchase intention repeat consumers. (2). The price variable has the most dominant influence the six determinants of consumer repurchase interest.

The fourth research was conducted by Afif Ghaffar Ramadhan, Suryono Budi Santosa, (2017) entitle "Analysis of Quality Effects Product, Service Quality and Brand Image on Repurchase Interests Nike Running Shoes in Semarang Through Customer Satisfaction as a Variable Intervening" The aim of this research is to analyze influence product quality, service quality, and brand image on purchase intention consumer return of Nike running shoes using customer satisfaction as a mediating variable in this research (interference) consumers who running Nike in Semarang. This study uses maximum likelihood as a method analysis using the Amos program version 22.0. Research result shows that product quality, service quality, and brand image have positive and significant impact on consumer satisfaction. product quality and service quality has negative and insignificant impact on intention consumer repurchase. While brand image has a negative and insignificant impact on consumer repurchase intention.

### 3. RESEARCH METHODS

This research is a descriptive research. Descriptive research is research that explains phenomena that often occur. This type of descriptive research examines a phenomenon in detail and then compares it with other phenomena.

The sampling technique used in this research is the non-probability sampling method where each element in the population does not have the same opportunity to be selected as the sample. Sampling is done by not random or subjective. The non-probability sampling technique used is purposive sampling, which is a sampling technique taking into account certain considerations or criteria, data collection techniques in this study, namely surveys and interviews. After the data was collected, the data was analyzed using Smart PLS version 0.3

### 4. RESULT AND DISCUSSION

#### 4.1. Partial Least Square (PLS) Analysis

Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS software version 4.0. PLS is a method of solving Structural Equation Modeling (SEM), which in this case is more compared to other SEM techniques.

An indicator is said to have good validity if the outer loading value is above 0.70. The outer loading value shows that all construct indicators have a value above the rule of thumb 0.70, so it can be said that all indicator models have good validity.

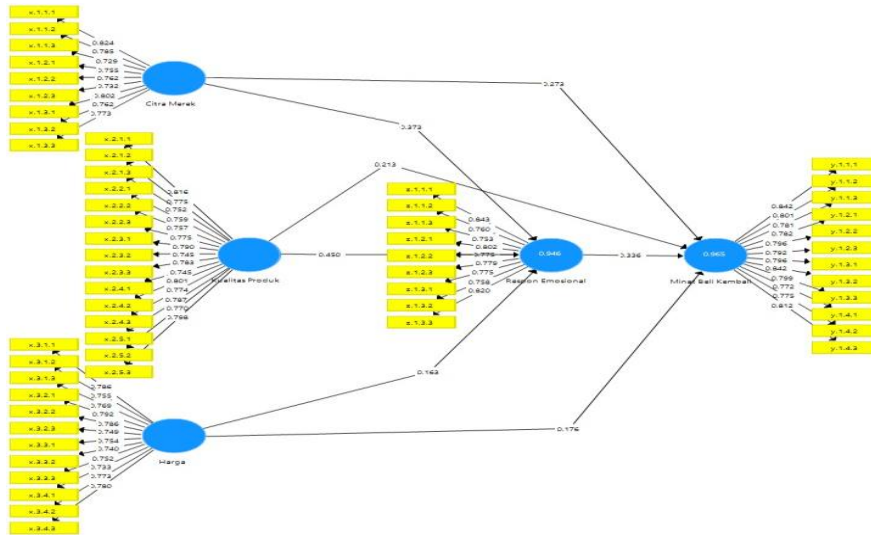
**Table 2: Outer Model Testing**

Variable	Lowest	Highest	Standard	Decision
Brand Image	0.729	0.824	0.700	Valid
Product Quality	0.745	0.816	0.700	Valid
Price	0.733	0.786	0.700	Valid
Repurchase intention	0.781	0.842	0.700	Valid
Emotional Response	0,758	0,843	0,700	Valid

Source: Data analysis

**4.2. Structural Model Testing (Inner Model)**

The inner model test was conducted to examine the hypothesized relationship between exogenous and endogenous constructs. Can be seen in the picture 1 below.



**Picture 1: Relationship between exogenous and endogenous constructs**

Source: Data Analysis

**4.3. Hypothesis test**

Hypothesis testing in a study is carried out in order to test the truth of a provisional allegation statement. If the t-statistic value is > 1.96 and the p-value is <0.05, the hypothesis is declared accepted, but if the t-statistic value is <1.96 and the p-value is > 0.05, the hypothesis is declared rejected.

**Table 3: Path Coefficients**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand image_-> Repurchase intention	0.273	0.274	0.089	3.075	0.001
Price-> Repurchase intention	0.176	0.177	0.068	2.602	0.005
Product Quality -> Repurchase intention	0.213	0.21	0.108	1.976	0.024

Source: Analysis data

Ha1: Brand image has a significant effect on repurchase intention

Based on the research results, it is known that the brand image variable on repurchase intention has a t-statistic of 3.075 and a p-value of 0.001, so H1 is declared accepted. Therefore, it is concluded that brand image has a significant influence on repurchase intention.

Ha2: Product quality has a significant effect on repurchase intention

Based on the research results, it is known that the product quality variable on repurchase intention has a t-statistic of 1,976 and a p-value of 0.024, so H2 is declared accepted. Therefore, it is concluded that product quality has a significant influence on repurchase intention.

Ha3: Price has a significant effect on repurchasing interest

Based on the research results, it is known that the price variable on repurchasing interest has a t-statistic of 2,602 and a p-value of 0.005, so H2 is declared accepted. Therefore, it is concluded that product quality has a significant influence on repurchase intention.

**Table 4: Indirect Effect**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand image_ -> emotional response -> Repurchase intention	0.125	0.123	0.056	2.225	0.013
price->Emotional Response-> Repurchase Intention	0.055	0.057	0.03	1.816	0.035
Product Quality-> Emotional Response-> Repurchase Intention	0.151	0.153	0.071	2.145	0.016

Source: Analysis data

Ha4: Brand image has a significant effect on repurchase intention through emotional responses as a mediating variable

Based on the research results, it is known that the brand image variable on repurchase intention through having an emotional response has a t-statistic of 2.225 and a p-value of 0.013, so H4 is declared accepted. Therefore, it is concluded that brand image has a significant effect on repurchase intention through emotional response as a mediating variable.

H5: Product quality has a significant effect on repurchase intention through emotional responses as a mediating variable

Based on the research results, it is known that the product quality variable on repurchase intention through having an emotional response has a t-statistic of 2.145 and a p-value of 0.016, then H5 is declared accepted. Therefore, it is concluded that product quality has a significant influence on repurchase intention through emotional responses as a mediating variable.

H6: Price has a significant effect on repurchase intention through emotional response as a mediating variable

Based on the research results, it is known that the price quality variable on repurchase intention through having an emotional response has a t-statistic of 1.816 and a p-value of 0.035, so H6 is declared accepted. Therefore, it is concluded that price has a significant effect on repurchase intention through emotional response as a mediating variable.

#### **4.4. DISCUSSION**

Based on testing the first hypothesis, namely brand image has a significant effect on the intention to repurchase Sabnishop products in Palu City. Brand image in this study contains 3 dimensions, namely corporate image, user image, product image. The results of this study indicate that the better the brand image of a product offered by Sabnishop, the more consumers' interest in repurchasing will increase, conversely if the brand image of a product offered is not good, the lower the consumer's repurchasing power will be. So the results of this study can be said that Sabnishop has a good product brand image that encourages consumer repurchase intention. The

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results of this study are in line with previous research conducted by Arini and Sudiksa (2018) which showed that brand image had a positive and significant effect on consumer buying interest.

Based on the results of testing the second hypothesis, it shows that product quality has a significant influence on the intention to repurchase Sabnishop products in Palu City. The results of this study provide the meaning that, by presenting a very good quality of a product, the tendency of consumers to continue to subscribe is also getting higher. So that consumers have the opportunity to make repurchases. This research is in line with research conducted by Suandayana and Setiawan (2019) which shows that product quality has a positive and significant effect on consumer purchase intentions.

Based on the results of testing the third hypothesis, it shows that price has a significant influence on the intention to repurchase Sabnishop products in Palu City. The results of this study provide the meaning that, the cheaper the price offered and the better the quality of the product, the better the customer tends to continue to subscribe to Sabnishop. The affordability of the prices offered by Sabni can encourage customers to recommend other people and invite these people to shop at Sabnishop. This research is in line with previous research conducted by Septanto et.al (2018) which showed that price perceptions have a significant effect on consumer buying interest.

The results of calculations using the SmartPLS 3.0 software show that in testing the indirect effect (specific indirect) on the brand image variable on the repurchase intention variable which is mediated by the emotional response variable, it shows a positive effect with a coefficient value of 0.125, the t-statistic value is 2,225, which means greater than 1.96 and a p-value of 0.013 which is less than 0.05. This shows that the higher the brand image of the product offered, the higher the customer's emotional response to the product. So that it has an impact on consumer repurchase interest, especially Sabnishop products in Palu City. It can be said that the existence of a brand image through emotional response as a mediating variable can have an important influence on increasing consumer repurchase interest in Sabnishop products in Palu City. Companies that have a high brand image for their products, but the emotional response to customers is not good, will reduce consumer repurchase interest, but if a company has a good product brand image and the emotional response to customers is very good and polite, of course it will also increase purchase interest. consumer returns. The results of this study are in line with those conducted by Trihudyatmanto (2020) which shows that brand image has an indirect effect on consumer repurchase intention through emotional responses.

The results of calculations using the SmartPLS 3.0 software show that in testing the indirect effect (specific indirect) on the product quality variable on the repurchase intention variable mediated by the emotional response variable, it shows a positive effect with a coefficient value of 0.151, the t-statistic value is 2.145, which means greater than 1.96 and a p-value of 0.016 which is smaller than 0.05. The results of this study indicate that interest in repurchasing Sabnishop products in Palu City can be increased by maintaining the quality of these products through emotional responses. If the quality of the product is very good and the customer's response is in accordance with the wishes and expectations of consumers, it will create consumer repurchase interest for the product. The effect of product quality on repurchase intention through emotional response as a mediating variable can be strengthened from the results of research conducted by Seminary & Wardhana (2022) concerning the role of emotional value in mediating the effect of perceived quality on purchase intention, finding that emotional value has a positive and significant influence on purchase intention and able to mediate the relationship of perceived quality to purchase intention indirectly.

The results of calculations using the SmartPLS 3.0 software show that in testing the specific indirect effect of the price variable on the repurchase intention variable mediated by the emotional response variable, it shows a positive effect with a coefficient value of 0.055, a t-statistic value of 1.816, which means more greater than 1.96 and a p-value of 0.035 which is smaller than 0.05.

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The results of this study indicate that interest in repurchasing Sabnishop products in Palu City can be increased by maintaining prices for these products through an emotional response. If the price for the product is very, very affordable and fits in the pockets of the community, then a very satisfactory customer response will create consumer repurchase interest for the product. This research is in line with research conducted by Septanto et al (2018) with the title "influence of product quality, brand image, price perception on emotional response to repurchase intention as an intervening variable". Where price perception has a significant effect on purchase intention and overall product quality, brand image, price perception and purchase intention have a significant effect on emotional response.

## 5. CONCLUSION

Based on the discussion of the results of the data analysis that has been done, the following conclusions can be drawn:

1. Brand image has a significant effect on the intention to repurchase Sabnishop products in Palu City.
2. Product quality has a significant effect on the intention to repurchase Sabnishop products in Palu City.
3. Prices have a significant effect on the intention to repurchase Sabnishop products in Palu City.
4. Brand image has a significant effect on repurchase intention through emotional responses as a mediating variable for Sabnishop products in Palu City
5. Product quality has a significant effect on repurchase intention through emotional responses as a mediating variable for Sabnishop products in Palu City
6. Price has a significant effect on repurchase intention through emotional response as a mediating variable for Sabnishop products in Palu City

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