Can Brand Loyalty as Mediator Play A Role in The Influence of Perceived Quality and Brand Image on Repurchase Intention?

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ARTICLE INFO	ABSTRACT

This study aims to analyze the effect of perceived quality and brand image on repurchase intention, with brand loyalty as a mediating variable, on consumers of Bango soy sauce in Surabaya City. Surabaya City was purposively selected as the research location, with a focus on modern retail. The sampling method uses accidental sampling with a total of 100 respondents obtained from the Cochran formula. Data analysis using Structural Equation Modeling based on Partial Least Square (SEM-PLS) through SmartPLS 4.0 software. Based on the research analysis, the results show that perceived quality and brand image have a positive and significant effect on brand loyalty. Furthermore, perceived quality and brand loyalty also have a positive and significant effect on repurchase intention. Meanwhile, although brand image has a positive effect, it has no significant effect. In addition, there is also an indirect effect between perceived quality and brand image on repurchase intention through brand loyalty.

SARI PATI

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kualitas dan citra merek terhadap minat beli ulang, dengan loyalitas merek sebagai variabel mediasi, pada konsumen kecap Bango di Kota Surabaya. Kota Surabaya dipilih secara sengaja (purposive) sebagai lokasi penelitian, dengan fokus pada ritel modern. Metode pengambilan sampel menggunakan accidental sampling dengan total 100 responden yang diperoleh berdasarkan rumus Cochran. Analisis data menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS) melalui perangkat lunak SmartPLS 4.0. Berdasarkan analisis penelitian, hasil menunjukkan bahwa persepsi kualitas dan citra merek berpengaruh positif dan signifikan terhadap loyalitas merek. Selanjutnya, persepsi kualitas dan loyalitas merek juga berpengaruh positif dan signifikan terhadap minat beli ulang. Sementara itu, meskipun citra merek berpengaruh positif, pengaruhnya tidak signifikan. Selain itu, terdapat pula pengaruh tidak langsung antara persepsi kualitas dan citra merek terhadap minat beli ulang melalui loyalitas merek.

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INTRODUCTION

Indonesia with a population of 281.6 million based on 2024 census data has an agricultural sector that is the dominant sector in supporting the country's economy (Badan Pusat Statistik, 2024). The sector plays a strategic role by contributing to GDP, providing export revenues, and creating employment opportunities for millions of people (Afriyanti et al., 2023). Agricultural products are highly perishable, have a short storage life and are easily damaged during post-harvest, shipping and processing (Pandiselvam et al., 2020). The perishable characteristics of agricultural products require product processing to extend shelf life and increase selling value. Soybeans are one of the agricultural products that can be processed into soy sauce.

Soy sauce, known in Indonesia as "Kecap", is a popular seasoning in Nusantara. The term "Kecap" comes from the Hokkien language, which was originally referred to as Chiap, Kicap, and Kitjap. The two most popular types of soy sauce used in Indonesian cuisine are sweet soy sauce and salty soy sauce (Irawan and Dellyana, 2023). Sweet soy sauce in Indonesia is not only used as a complementary seasoning for household consumption, but also used by businesses in the culinary field. Consumer demand for sweet soy sauce is high, which is indicated by the high consumption of soy sauce in Indonesia.

Consumption of soy sauce in Indonesia has increased from 0.784 kg/capita in 2021 to 0.836 kg/capita in 2023 (Pusat Data dan Sistem Informasi Pertanian, 2023). According to Hikam et al. (2022), the percentage of soy sauce consumption that has increased significantly is due to the large market for consumer products in Indonesia, in which soy sauce is favorite by the Indonesian people as a complementary seasoning for cooking. The high average consumption of soy sauce in Indonesia causes high competitiveness among soy sauce producers. There are many soy sauce manufacturers in Indonesia, from small-scale to large-scale industries. Bango Soy Sauce is one of the most popular soy sauce brands and has been awarded the Top Brand Award in Indonesia for its authentic taste and high quality products. Top Brand Award is an award given to the best product brands in Indonesia based on consumer surveys. The measurement uses the basis of the Top Brand Index (TBI)
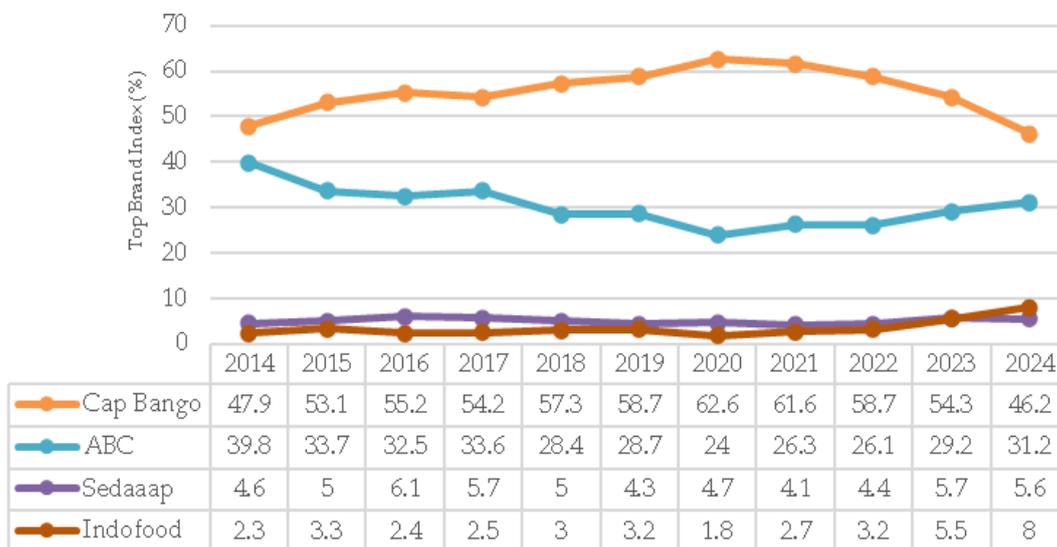
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Cap Bango	47.9	53.1	55.2	54.2	57.3	58.7	62.6	61.6	58.7	54.3	46.2
ABC	39.8	33.7	32.5	33.6	28.4	28.7	24	26.3	26.1	29.2	31.2
Sedaaap	4.6	5	6.1	5.7	5	4.3	4.7	4.1	4.4	5.7	5.6
Indofood	2.3	3.3	2.4	2.5	3	3.2	1.8	2.7	3.2	5.5	8

Figure 1. Comparison of Sweet Soy Sauce Brands in Indonesia 2014-2024

value, with three key factors, which are mind share, market share, and commitment share.

Based on Top Brand Award (2024), Bango soy sauce from 2014-2020 has an increase in the percentage of TBI value, but in 2021-2024 there was a decrease in the percentage of TBI value. In 2020, the percentage value of Bango soy sauce TBI was 62.6%, decreased in 2021 to 61.6% and continued to decline until 2024 at 46.2%. Meanwhile, its competitors continue to experience an increase in the percentage of TBI value from 2021-2024. The decrease that occurred in the percentage of TBI value reflects the commitment share which indicates that repurchase interest in Bango soy sauce products has decreased. The decline in repurchase of Bango soy sauce can be caused by various factors, including consumer perceptions of the brand. Repurchase Intention is consumer behavior when purchasing products repeatedly with a certain time allocation based on previous experience (Kartikasari and Oentario, 2024).

Companies must have a focus on building positive experiences for consumers by building perceived quality and a good brand image to strengthen their brand reputation and trust, thus increasing consumer repurchase intention. Perceived quality is the thought or evaluation of consumers about the overall quality of a product or service subjectively (Koharyanto, 2020). Perceived quality gives consumers a reason to make purchases and can select product brands with competing brands. This is in line with the research of Aquinia et al. (2021) which states that the perceived quality variable has a positive and significant effect on repurchase intention. Meanwhile, brand image exposes consumer thoughts regarding product brands and shows consumer perceptions, which are seen in the memories or thoughts consumers have (Leijerholt et al., 2022). It is important for companies or producers to be able to improve brand image to build consumer

confidence in their products compared to their competitors' products (Gunawan and Keni, 2022). This is in line with research Nugroho and Dirgantara (2022) that the brand image variable has a positive and significant influence on repurchase intention.

Thus, companies can increase consumer repurchase intention and strengthen their position in the market. This effort will be more effective if supported with building and maintaining strong brand loyalty. Brand loyalty is a description of the deep and developed commitment of consumers to a particular brand, which will lead to consistent preferences and repurchases of that brand despite situational influences and marketing efforts from competitors (Wardhana, 2024). This is in line with the research of Pranata and Permana (2021), Yurindera (2022), dan Safutra et al. (2023) which states that brand loyalty can be a good mediating variable for the repurchase intention variable.

That way, this research focuses on the efforts made by the company or retail management to be able to increase the repurchase intention of Bango soy sauce consumers supported or strengthened by brand loyalty through optimizing perceived product quality and brand image. This research aims to analyze the role of brand loyalty as a mediator of the relationship between perceived quality and brand image on repurchase intention for Cap Bango Soy Sauce Products.

METHODS

Purposive location determination is in Surabaya City because Surabaya is the second largest metropolitan city in Indonesia which has a large population and has a diversity of socioeconomic backgrounds. Thus, it can describe consumer behavior and perceptions widely. The sampling location is focused on modern retailers in five geographical regions of Sura-

baya, which are West Surabaya, East Surabaya, North Surabaya, South Surabaya, and Central Surabaya. The selection of this type of retail is based on the consideration that modern retail has wider access to consumers with various backgrounds, thus allowing a representative sample to be obtained by researchers.

The accidental sampling technique was used in this research with sample conditions, namely (1) consumers of Bango soy sauce with domicile in Surabaya City, (2) have an age of more than 17 years, and (3) consumers have purchased and consumed Bango soy sauce at least twice in the last three months. In this research, the total population is unknown, so the number of samples used in the study can be determined using the Cochran formula (Sugiyono, 2017).

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2} = 96,04$$

Description:
n = Total sample required
Z^2 = 5% deviation from the normal curve
p = Chance of True 50%
q = Chance of False 50%
e = sampling error 10%

The total sample obtained was 96.04 and rounded up to 100 samples in consideration of efforts to minimize potential errors during data collection. This research uses a data collection method, a questionnaire. Data analysis was conducted using Partial Least Square-based Structural Equation Modeling (PLS-SEM) using SmartPLS software version 4.0. In this research, exogenous latent variables are used, perceived quality (X1) and brand image (X2). The intervening latent variable is brand loyalty (M) and the endogenous latent variable is repurchase intention (Y).

Table 1. Operational Variable

| Research Variable	Indicator	Measurement Scale
Perceived Quality (X1)	1. Product Quality 2. Product Reputation 3. Product Characteristic 4. Product Performance (Durianto, 2011)	Likert Scale 1-5
Brand Image (X2)	1. Superiority of Brand Associations 2. Strength of Brand Associations 3. Uniqueness of Brand Associations (Kotler and Keller, 2012)	Likert Scale 1-5
Brand Loyalty (M)	1. Behavior 2. Product Price 3. Satisfaction 4. Favorability 5. Commitment (Aaker, 1991)	Likert Scale 1-5
Repurchase Intention (Y)	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest (Ferdinand, 2002)	Likert Scale 1-5

Source: Data Analyzed, 2025
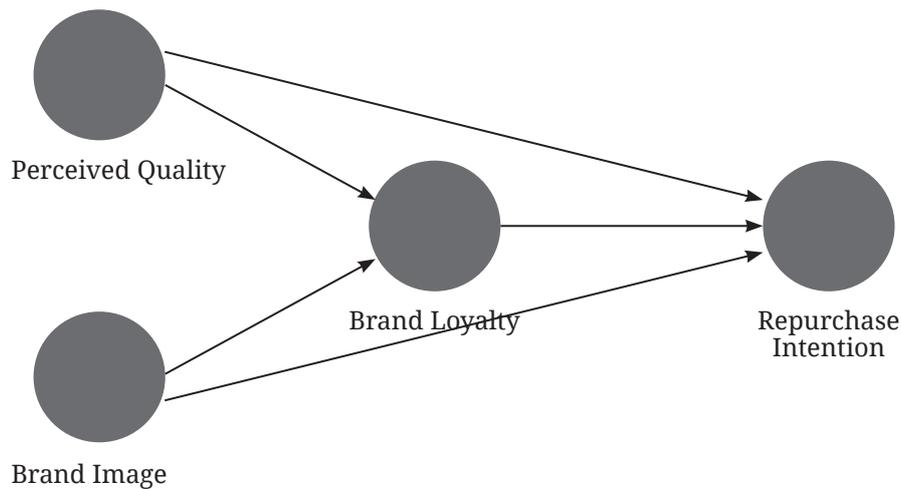
Figure 2. Structural Conceptualization of the Model

Based on Figure 2, the following are hypotheses that originate from the structural conceptualization of the model:

H1 : Perceived quality (X1) has a positive and significant effect on brand loyalty (M).

H2 : Brand image (X2) has a positive and significant effect on brand loyalty (M).

H3 : Perceived quality (X1) has a positive and significant effect on repurchase intention (Y).

H4 : Brand image (X2) has a positive and significant effect on repurchase intention (Y).

H5 : Brand loyalty (M) has a positive and significant effect on repurchase intention (Y).

H6 : Perceived quality (X1) as mediated with brand loyalty (M) has a positive and significant effect on repurchase intention (Y).

H7 : Brand image (X2) as mediated with brand loyalty (M) has a positive and significant effect on repurchase intention (Y).

RESULTS AND DISCUSSION

Two evaluation approaches are used in Partial Least Square-based Structural Equation Modeling Analysis (PLS-SEM), including meas-urement model evaluation (outer model) and structural model evaluation (inner model). The outer model evaluation has three test criteria, including convergent validity test through loading factor measurement and Average Variance Extracted (AVE), discriminant validity test through cross loading measurement, and composite reliability test through Cronbach's Alpha and Composite Reliability measurements. Meanwhile, the inner model evaluation has three test criteria, including the coefficient of determination (R-Square), predictive relevance test (Q2), and path coefficient test (hypothesis testing). Finally, a mediation test was conducted to determine the indirect effect of the brand loyalty variable used in this research.

1. Measurement Model Evaluation (Outer Model)

Evaluation of the measurement model is to determine the relationship between latent variables and manifest variables or indicators. This evaluation is an assessment of validity and reliability which has the purpose of determining the validity and reliability of the indicators used in explaining the latent variable.
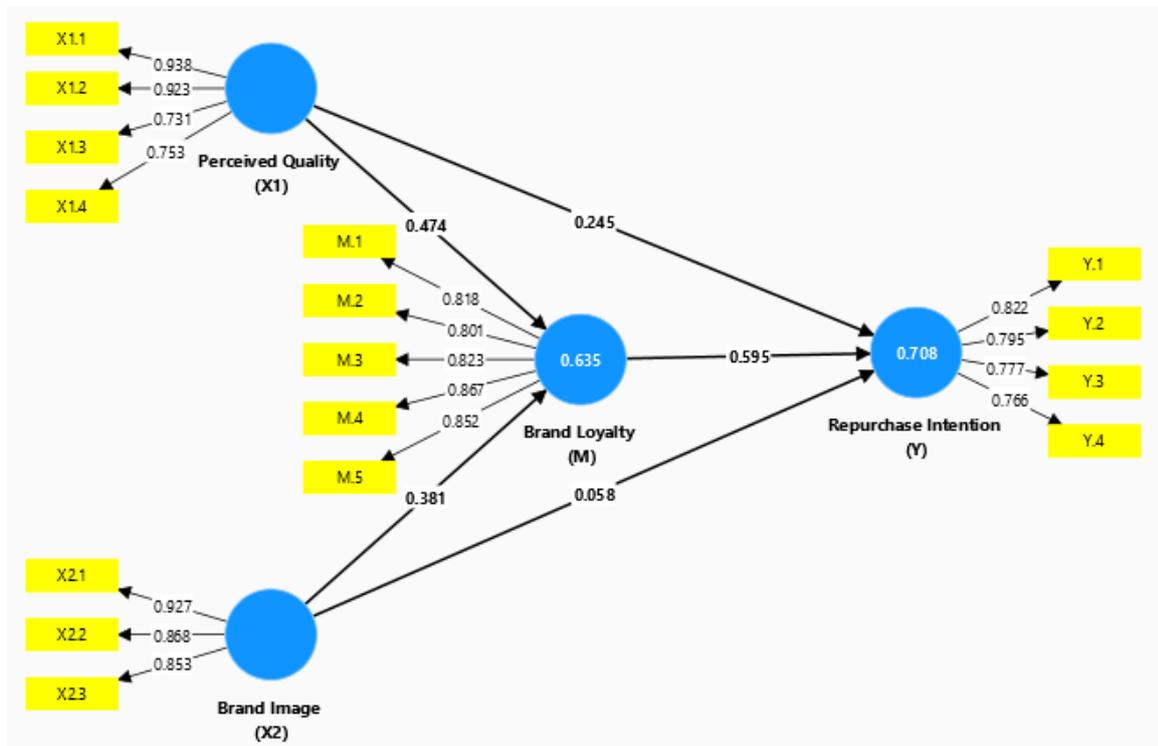
Figure 3. Initial Path Model Diagram

a. Convergent Validity Test

Convergent validity test is a type of validity test that has the principle that indicators of a latent variable should be highly correlated. Convergent validity can be measured through a loading factor whose value must be> 0.7 and Average Variance Extracted (AVE) whose value must be> 0.5.

Factor loading is a measure of the amount of contribution of an indicator to the latent variable it represents. In accordance with the criteria of Hair et al. (2021) the loading factor value will be better if it is> 0.7, although it has a limit of 0.5 to be declared valid provided that the reliability test value and Average Variance Extracted (AVE) have been met. The loading factor output obtained from each indicator is in Table 2.

Based on Table 2, it is found that each latent variable indicator in the research has an outer loading value> 0.7. So, it can be concluded that all indicators used are valid in determining the

latent variable. The higher the loading factor value produced, the more contribution an indicator makes in reflecting its variable. That way, it can be explained that the indicators used in measuring perceived quality (X1), brand image (X2), brand loyalty (M), and repurchase intention (Y) in Bango soy sauce consumers in Surabaya City have been able to describe these variables accurately or validly.

The Average Variance Extracted (AVE) output obtained from each latent variable is in Table 3.

Average Variance Extracted (AVE) has the purpose of ensuring that the indicators in one latent variable can truly represent the latent variable consistently and accurately. An AVE value of> 0.5 explains that the latent variable can describe more than half of the variance of its indicators (Hair et al., 2019). Based on Table 3, it is concluded that each latent variable, perceived quality (X1), brand image (X2), brand loyalty (M), and repurchase intention (Y) in

Table 2. Outer Loading Value

Latent Variable	Indicator	Loading Factor	Description
Perceived Quality (X1)	X1.1	0,938	Valid
	X1.2	0,923	Valid
	X1.3	0,731	Valid
	X1.4	0,753	Valid
Brand Image (X2)	X2.1	0,927	Valid
	X2.2	0,868	Valid
	X2.3	0,853	Valid
Brand Loyalty (M)	M1.1	0,818	Valid
	M1.2	0,801	Valid
	M1.3	0,823	Valid
	M1.4	0,867	Valid
	M1.5	0,852	Valid
Repurchase Intention (Y)	Y1.1	0,822	Valid
	Y1.2	0,795	Valid
	Y1.3	0,777	Valid
	Y1.4	0,766	Valid

Source: Data Analyzed, 2025

Table 3. Average Variance Extracted (AVE) Value

Latent Variable	AVE	Description
Perceived Quality (X1)	0,709	Valid
Brand Image (X2)	0,780	Valid
Brand Loyalty (M)	0,693	Valid
Repurchase Intention (Y)	0,624	Valid

Source: Data Analyzed, 2025

the research has a valid Average Variance Extracted (AVE) value because the value is> 0.5. So, it can be concluded that all indicators in the latent variables used can explain these latent variables consistently and accurately.

b. Discriminant Validity Test
Discriminant validity test is to measure performance of indicators in contributing to the appropriate latent variable. Discriminant validity is measured using the cross loading value. The cross loading criteria for each

indicator that measures a latent variable must be greater with its own latent variable than with other latent variables.

According to Hair et al. (2021) discriminant validity is a test that shows the difference in the size of latent variables from each other in a measurement model, which can explain the extent to which latent variables that should be different do not overlap or have a high correlation. Based on Table 4, it is found that the cross loading value of each indicator on its

Table 4. Cross Loading Value

Indicator	Perceived Quality (X1)	Brand Image (X2)	Brand Loyalty (M)	Repurchase Intention (Y)
X1.1	**0,939**	0,633	0,704	0,705
X1.2	**0,923**	0,630	0,692	0,699
X1.3	**0,731**	0,593	0,509	0,529
X1.4	**0,753**	0,626	0,619	0,523
X2.1	0,676	**0,927**	0,689	0,610
X2.2	0,620	**0,868**	0,609	0,566
X2.3	0,647	**0,853**	0,629	0,602
M1.1	0,591	0,642	**0,818**	0,623
M1.2	0,535	0,544	**0,801**	0,690
M1.3	0,644	0,618	**0,823**	0,674
M1.4	0,719	0,678	**0,867**	0,718
M1.5	0,641	0,547	**0,852**	0,714
Y1.1	0,562	0,505	0,715	**0,822**
Y1.2	0,698	0,587	0,651	**0,795**
Y1.3	0,499	0,516	0,643	**0,777**
Y1.4	0,559	0,513	0,581	**0,766**

Source: Data Analyzed, 2025

variable shows a larger or higher number than the cross loading value of other variables. So, it can be concluded that the size of the indicator on a latent variable is different from other latent variables.

c. Reliability Test

Reliability test is a test method for measuring the accuracy, consistency and accuracy of indicators on each latent variable. Reliability can be measured using two measurements, Cronbach's alpha and composite reliability, the value of which must be more than the threshold of 0.7 to be declared reliable. In accordance with the criteria by Hair et al. (2019), a good composite reliability value must be> 0.7 because it can explain that the indicators used provide consistent and reliable measurements. Meanwhile, a good Cronbach's alpha value must also be> 0.7 to get good reliability results.

Based on Table 5, it is obtained that each latent variable, perceived quality (X1), brand

Table 5. Cronbach's Alpha and Composite Reliability Value

Latent Variable	Cronbach's Alpha	Composite Reability	Description
Perceived Quality (X1)	0,859	0,906	Reliabel
Brand Image (X2)	0,858	0,914	Reliabel
Brand Loyalty (M)	0,889	0,919	Reliabel
Repurchase Intention (Y)	0,799	0,869	Reliabel

Source: Data Analyzed, 2025

image (X2), brand loyalty (M), and repurchase intention (Y) in the research has a Cronbach's alpha value and composite reliability of more than 0.7. So, it can be concluded that each indicator used in this research can be said to be reliable, which has accuracy and consistency in measuring latent variables.

2. Structural Model Evaluation (Inner Model)

Evaluation of the structural model (inner model) has the purpose of conducting tests in measuring the relationship between latent variables, which are perceived quality, brand image, brand loyalty, and repurchase intention. Structural model evaluation is carried out in three tests, including as follows.

a. Coefficient of Determination Test

The coefficient of determination test or also called R-Square is carried out to determine the substantive effect between exogenous latent variables on endogenous latent variables. The Coefficient of Determination (R^2) is used to measure the extent to which the structural model used can explain well the variation in endogenous latent variables (Sofyani, 2025). The assessment criteria are $R^2 > 0.67$ strong model, R^2 0.33 - 0.67 moderate / moderate model, and $R^2 < 0.33$ weak model.

Based on Table 6, it shows that the endogenous latent variable brand loyalty (M) can be explained well by the exogenous latent variables perceived quality (X1) and brand image (X2) as much as 63.5% which indicates a moderate or moderate influence. While the remaining 36.5% is explained by other factors outside the research. Furthermore, the endogenous latent variable repurchase intention (Y) can be explained well by the exogenous latent variables perceived quality (X1), brand image (X2), and brand loyalty (M) with 70.8% which shows a strong influence. While the remaining 29.2% is explained by other factors outside the research.

b. Predictive Relevance Test

The predictive relevance test or also called Q^2 is a test conducted to measure the accuracy of a model's predictions. This value is obtained with a blindfolding procedure. A value of $Q^2 > 0$ means that the structural value fits the data and has predictive relevance. A value of $Q^2 < 0$ means that the structural value does not fit the data and doesn't have predictive relevance.

Table 6. R-Square Value

Endogenous Latent Variables	R-Square (R^2)	Description
Brand Loyalty (M)	0,635	Moderate Model
Repurchase Intention (Y)	0,708	Strong Model

Source: Data Analyzed, 2025

Table 7. Q^2 Value with Bilndfolding Procedure

Endogenous Latent Variables	SSO	SSE	Q^2 (1 - $\frac{SSE}{SSO}$)	Description
Brand Loyalty (M)	500,000	293,143	0,414	Fit
Repurchase Intention (Y)	400,000	265,804	0,335	Fit

Source: Data Analyzed, 2025

Based on table 7, the Q2 value for the brand loyalty variable (M) is 0.414> 0. The model fits the data and has good model relevance prediction capabilities. This means that the model built is able to predict the brand loyalty variable correctly based on the exogenous latent variables used, which are perceived quality and brand image. Furthermore, the repurchase intention (Y) variable has a Q2 value of 0.335> 0. The model formed is also in accordance or fit with the data and has good model relevance prediction capability. This means that the model has good predictive relevance to the repurchase intention variable based on the exogenous latent variables used, which are perceived quality, brand image, and brand loyalty. This is in accordance with the criteria by Sofyani (2025) which states that a Q² value > 0 will explain that the structural model has good predictive relevance. Overall, the Q² values for the two endogenous variables in this research indicate that the structural model used is good at explaining and predicting consumer behavior towards Bango soy sauce.

Path Coefficient Test (Hypothesis Test) is a test conducted to determine the relationship between exogenous latent variables and endogenous latent variables. According to Sofyani (2025) hypothesis testing or path significance is used to explain the significance of the path coefficient between the latent variables used. This test is measured through the T-Statistics and P-Value values after the bootstrapping procedure. The alpha value or significance level used is 5% so that the P-Value <0.05 is declared significant and the P-Value> 0.05 is declared insignificant. Meanwhile, the T-Statistics value> 1.64 (one tailed test) is declared significant and the T-Statistics value < 1.64 is declared insignificant.
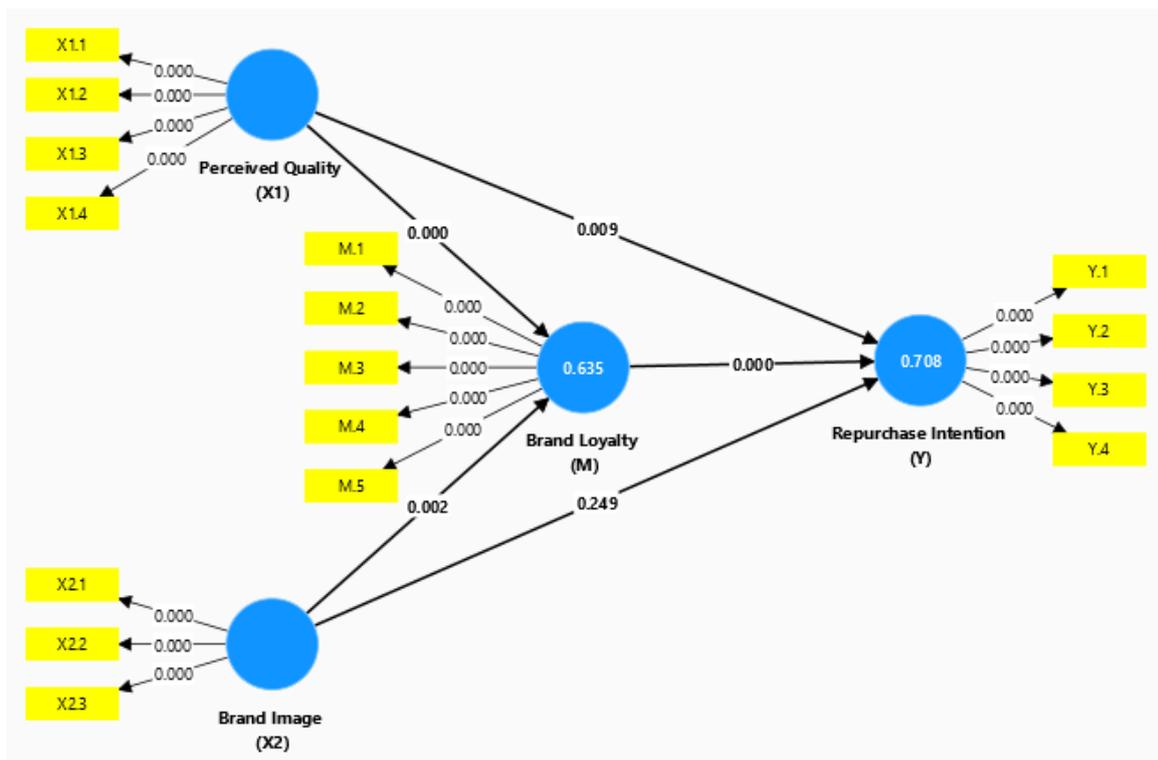

Figure 4. Final Path Model Diagram

Table 8. Hypothesis Test Value

Latent Variable	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value	Description
X1 → M	0,474	0,487	0,113	4,207	0,000	Positive and significant
X2 → M	0,381	0,368	0,128	2,963	0,002	Positive and significant
X1 → Y	0,245	0,254	0,104	2,359	0,009	Positive and significant
X2 → Y	0,058	0,058	0,086	0,679	0,249	Positive and not significant
M → Y	0,595	0,586	0,093	6,409	0,000	Positive and significant

Source: Data Analyzed, 2025

Notes: X1 = Perceived Quality   M = Brand Loyalty
          X2 = Brand Image   Y = Repurchase Intention

Based on Table 8, it is known that the perceived quality variable (X1) on the brand loyalty variable (M) has a positive effect because the original sample value is 0.474> 0, and has a significant effect because the T-Statistics value is 4.207> 1.64 and the P-Value value is 0.000 <0.05 so that hypothesis one (H1) is accepted. This is in accordance with the research of Susilowati and Sari (2020); Sinta et al. (2023) which in their research states that perceived quality has a positive and significant correlation with brand loyalty. This indicates that good perceived quality has a strong direct positive effect on brand loyalty. So, the more consumers think Bango soy sauce products are of good quality, the more consumers are loyal to the brand.

The brand image variable (X2) on the brand loyalty variable (M) has a positive effect because the original sample value is 0.381> 0, and has a significant effect because the T-Statistics value is 2.963> 1.64 and the P-Value value is 0.002 <0.05 so that hypothesis two (H2) is accepted. This is in accordance with the research of ÇELİK (2022); Hokky and Bernarto (2021) in their research which explains that brand image has a positive and significant effect on brand loyalty, which means that the

better the brand image of Bango soy sauce, the more consumer loyalty to the brand will increase.

The perceived quality variable (X1) on the repurchase intention variable (Y) has a positive effect because the original sample value is 0.245> 0, and has a significant effect because the T-Statistics value is 2.359> 1.64 and the P-Value value is 0.009 <0.05 so that hypothesis three (H3) is accepted. This is in accordance with the research of Pratiwi et al. (2020); Gultom et al. (2021) which shows that the perceived quality of consumers has a positive and significant effect on repurchase interest. Thus, it can be said that the higher the quality perception of consumers towards Bango soy sauce, the greater their desire to make repeat purchases.

The brand image variable (X2) on the repurchase intention variable (Y) has a positive effect because the original sample value is 0.058> 0, but has no significant effect because the T-Statistics value is 0.679 < 1.64 and the P-Value is 0.249> 0.05 so that hypothesis four (H4) is rejected. These results indicate that consumers' assessment of the Bango soy sauce brand image is not enough to influence their

decision to have repurchase intentions. This is in accordance with research by Purwoko and Fikri (2024); Praja and Haryono (2022); Iskandar et al. (2024); Gultom et al. (2024) which states that brand image has no influence on repurchase intention.

The brand loyalty variable (M) on the repurchase intention variable (Y) has a positive effect because the original sample value is 0.595> 0, and has a significant effect because the T-Statistics value is 6.409> 1.64 and the P-Value value is 0.000 <0.05 so that hypothesis five (H5) is accepted. This is in accordance with the research of Nugroho and Indriani (2021); Sukmawati and Toto (2022) state that brand loyalty also has a positive and significant correlation with repurchase intention. This shows that brand loyalty has a strong positive effect on repurchase intentions. So, the more consumers are loyal to the Bango soy sauce brand, the more consumers have the intention to repurchase the Bango soy sauce product brand.

3. Mediation Test
Mediation test is conducted to determine the existence of an indirect relationship (indirect effect). This test is obtained based on the specific indirect effect value in the bootstrapping procedure.

Based on Table 9, it is obtained that the perceived quality variable (X1) on the repurchase intention variable (Y) through the brand loyalty variable (M) has an original sample value of 0.282> 0, a T-Statistics value of 4.066> 1.64 and a P-Value of 0.000 <0.05, which means that hypothesis six (H6) is accepted. Thus, it can be concluded that there is a positive and significant indirect effect. This is in accordance with the research of Tuinesia et al. (2022) which states that brand loyalty has a mediating influence on perceived quality on repurchase intention. The quality of the products offered Bango soy sauce has an influence on increasing brand loyalty and repurchase intention because it offers good quality Bango soy sauce products.

Furthermore, the brand image variable (X2) on the repurchase intention variable (Y) through the brand loyalty variable (M) has an original sample value of 0.226> 0, a T-Statistics value of 2.475> 1.64 and a P-Value of 0.007 <0.05, which means hypothesis seven (H7) is accepted. Thus, it can be concluded that there is a positive and significant indirect effect. This is in line with research by Yumas (2022) which explains that brand loyalty is able to mediate successfully between brand image and repurchase intention. This shows that the

Table 9. Specific Indirect Effect Value

Latent Variable	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value	Description
X1 → M → Y	0,282	0,282	0,069	4,066	0,000	Positive and significant
X2 → M → Y	0,226	0,219	0,091	2,475	0,007	Positive and significant

Source: Data Analyzed, 2025

Notes: X1 = Perceived Quality   M = Brand Loyalty
            X2 = Brand Image   Y = Repurchase Intention

strong Bango soy sauce brand image is able to increase repurchase intention supported with brand loyalty.

MANAGERIAL IMPLICATION

Based on the results, it is recommended that companies use these results as a guide in designing a more consumer-oriented brand strategy, specifically to build perceived quality and a positive brand image that can strengthen loyalty and encourage repeat purchases. In addition, cooperation between retail management and manufacturers in the design of point-of-sale promotional strategies is highly recommended, which highlights product quality and strong brand identity to contribute increased loyalty and repurchase intentions.

CONCLUSION

The conclusions obtained based on the results of the research that has been conducted, are perceived quality and brand image have a positive and significant effect on brand loyalty for Bango soy sauce consumers in Surabaya City. In addition, perceived quality and brand loyalty are proven to have a positive and significant effect on repurchase intention, while brand image, although it has a positive effect, has no significant effect on repurchase intention. This result also indicates an indirect effect between perceived quality and brand image on repurchase intention through brand loyalty, confirming that brand loyalty is a key element in bridging consumers' initial perceptions with sustainable repurchase decisions.

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