

**THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON REPURCHASE  
INTENTION MEDIATED BY CONSUMER SATISFACTION  
STUDY AT UNIQLO IN SOLO**

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**Abstract:** *The purpose of this study was to examine and analyze the effect of brand image and product quality on repurchase intention mediated by consumer satisfaction at Uniqlo in the city of Solo. The data/sample collection method used a questionnaire, with a sample of 200 consumers who had purchased Uniqlo products at least once. Data analysis in this study used PLS-SEM analysis. Based on the data and research results, it is known that there is a positive but not significant effect between brand image on repurchase intention. Meanwhile, product quality has a positive and significant effect on repurchase intention. Brand image and product quality have a positive and significant effect on the mediating variable of consumer satisfaction. And consumer satisfaction has a positive and significant effect on repurchase intention. The results showed that the mediating variable of consumer satisfaction had a positive and significant effect in mediating the relationship between brand image and product quality on repurchase intention.*

**Keywords:** *Brand Image, Product Quality, Repurchase Intention, Consumer Satisfaction.*

## **1. Introduction**

The fashion industry is currently growing rapidly throughout the world, including in Indonesia. This is indicated by the many local and international fashion brands that were born and developed because there is still a good market open in Indonesia. In the midst of the current booming fashion industry, several fashion brands with foreign brands have started to enter Indonesia through their own distributors and branch stores. This condition will certainly trigger competition between brands both with local brands and with foreign brands (Mariadi and Aima, 2014).

One of the fashion brands that is developing in Indonesia is Uniqlo. Uniqlo is a Japanese company brand that is engaged in fashion and produces various types of casual clothing. Uniqlo was founded in 1984 and is a premium fashion brand that is quite well known in Indonesia, especially among young people. Products marketed by Uniqlo in Indonesia include clothes, t-shirts, pants, jackets, sweaters, and so on. In its business, Uniqlo targets the market share of middle-upper consumers, where the majority of the enthusiasts are young people. Uniqlo already has 46 stores spread across Indonesia, and one of them is in the city of Solo.

In marketing, Uniqlo emphasizes on introducing their brand as a clothing brand with good quality with the concept of Life Wear. The concept is a clothing concept that is constantly updated, lighter, provides warmth, with better designs, and is comfortable for people's lives. With the Life Wear concept, Uniqlo hopes to become a strong and big brand in the minds and hearts of consumers, and which in the end will make them interested in buying products from the Uniqlo brand. To place a brand image based on the Life Wear concept in the city of Solo, Uniqlo must

make consumers feel comfortable with the product after they buy it, which will then lead to a sense of satisfaction and eventually lead to a feeling or intention to buy again because they are satisfied with the quality of the product from the Uniqlo brand.

A brand is not just a name but a value, concept, characteristic, and image of a product. Brand image is generally defined as everything related to the brand that is in the minds of consumers' memories. Brand image represents the overall consumer perception that is formed due to information and consumer experience of a brand (Suryani, 2008). Product quality is the consumer's perception of the product it receives. Consumers always evaluate the performance of a product, this can be seen from the ability of the product to create product quality with all its specifications so that it can attract consumers to make purchases of these products.

A study states that producers are required to place consumer satisfaction as a top priority, where the level of interest and consumer expectations as well as performance in serving consumers is in accordance with what should be given (Zikra and Yusra, 2016). Research by Kotler and Keller (2009) states that repurchase intention is a desire and an action from consumers to repurchase a product because of the satisfaction received by the product.

This study uses consumer satisfaction as a mediating variable that mediates brand image and product quality on repurchase intention. Consumer satisfaction was chosen as the mediating variable because consumer satisfaction can arise from the influence of brand image. Brand image allows consumers to identify needs that satisfy the brand and to differentiate the brand from its competitors, and consequently brand image increases the likelihood that consumers will buy the brand which in turn creates and affects consumer satisfaction (Cuong, 2020).

Consumer satisfaction can also arise from the influence of product quality. In the research of North et al. (2004) who say that product quality is defined as the ability of a product to meet consumer needs and their demands, and also as a collection of attributes that contribute to consumer satisfaction and expectations of clothing.

Comprehensively, this study emphasizes the factor of customer satisfaction as a determinant of consumer loyalty and repurchase intention. Mensah et al. (2018) conducted a study to examine the effect of service quality and customer satisfaction on repurchase intentions, with the results showing that four factors accounted for 50% of the variance in service quality perceptions, also both service quality and customer satisfaction had a significant effect on repurchase intentions. From the results of this study, researchers made the basis for bringing up consumer satisfaction medical variables.

This study uses a cognitive approach theory as the basis which explains that the process of buying behavior starts from thinking (cognitive), which is then followed by feelings (affective), and ends in action (conative) (Verbeke, 2001; Cook et al., 2002; Haryanto et al., 2015). There are two independent variables in this study which are categorized as cognitive structures, namely brand image and product quality. These two variables are basically individual perceptions of marketing stimuli, which then will affect the affective structure, namely consumer satisfaction, and the end of this process is a conative structure, namely repurchase intention for Uniqlo brand products.

This study aims to examine the effect of the variables that affect the repurchase intention of consumers at Uniqlo. The variables to be tested in this study include brand image, product quality, and consumer satisfaction as mediating variables on repurchase intention.

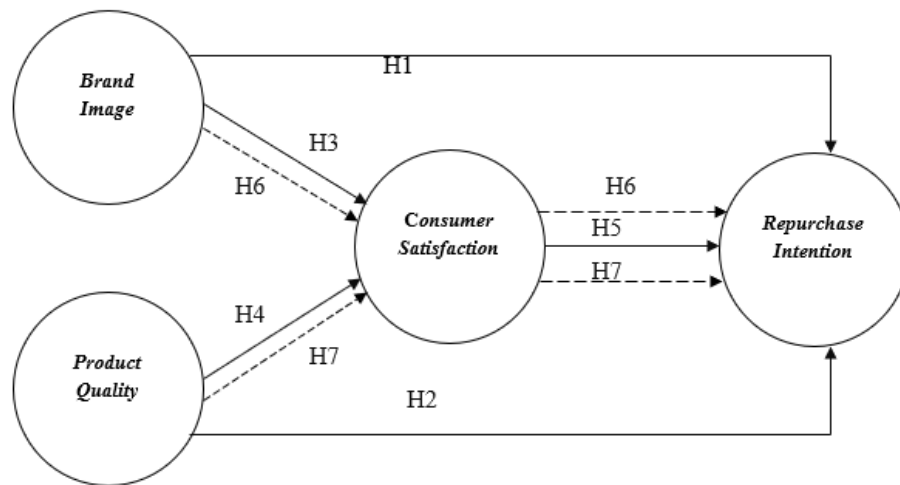


Figure 1. Research Framework (this research framework is inspired by research conducted by Razak *et al.*, 2016)

## 2. Method

This type of research is quantitative research because the data in this study are in the form of numbers and analysis using statistics and the research was conducted in the city of Solo. This study uses variables that include brand image, product quality, consumer satisfaction, and repurchase intention. Figure 1. shows a research framework inspired by Razak *et al.* (2016) research.

Based on temporary allegations, Brand Image has an effect on Repurchase Intention (Huang *et al.*, 2019; Tunjungsari *et al.*, 2020; Pradini, 2012). Brand Image has an effect on Consumer Satisfaction (Paramananda *et al.*, 2018; Setyowati and Wiyadi, 2016; Cuong and Long, 2020). Product Quality has an effect on Repurchase Intention (Ika and Pebrianto, 2020; Ristiono, 2013; Devi and Sugiharto, 2017). Product Quality has an effect on Consumer Satisfaction (Rydin *et al.*, 2018; North *et al.*, 2003; Solomon and Rabolt, 2009) Consumer Satisfaction has an effect on Repurchase Intention (Kitapci *et al.*, 2014; Ilyas *et al.*, 2020; Mensah *et al.*, 2018). Brand Image has an effect on Repurchase Intention mediated by Consumer Satisfaction (Paramananda *et al.*, 2018; Mensah *et al.*, 2018). Product Quality has an effect on Repurchase Intention mediated by Consumer Satisfaction (Devi and Sugiharto, 2017; Kitapci *et al.*, 2014) Then the hypothesis in this study:

- H1: Brand image has a significant effect on repurchase intention.
- H2: Brand image has a significant effect on consumer satisfaction.
- H3: Product quality has a significant effect on repurchase intention.
- H4: Product quality has a significant effect on consumer satisfaction.
- H5: Consumer satisfaction has a significant effect on repurchase intention.
- H6: Brand image has a significant effect on repurchase intentions mediated by consumer satisfaction.
- H7: Product quality has a significant effect on repurchase intentions mediated by consumer satisfaction.

In this study, the determination of the sample used 10 times the number of indicators, namely 20 indicators, so that the number of indicators obtained was 200 samples. The type of sample used by the researcher is a non-probability sampling method and the sampling technique is purposive convenience sampling. This technique was chosen because the information is needed to answer research questions and achieve the objectives of research in a particular sample group (Ferdinand 2005). The sample criteria in this study were several customers who had purchased products at Uniqlo at least once. The sample criteria are as follows: (1) consumers who make purchases at Uniqlo (2) consumers are decision makers to purchase clothes at Uniqlo (3) consumers who have made purchases at least 2-3 times.

Data collection in this study used a questionnaire by distributing questionnaires and accompanied by alternative answers using a Likert scale. The next testing stage is the Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE) test, and the Reliability Test. Convergent Validity is the value of a latent variable loading factor that uses its indicators with an expected value of  $> 0.7$ . According to Chin, (1998) the initial stage in the study of 0.5 - 0.6 is considered sufficient. The loading factor limit used in this study is 0.5. Discriminant Validity is the value of the cross loading factor used to determine whether a variable has an adequate discriminant, meaning by comparing the value of the intended loading variable. In other words, the value must be greater than the loading variable value.

In the Average Variance Extracted test, there are two types of validity in the PLS-SEM test, namely convergent and discriminant. Convergent validity itself has the meaning of a set of indicators that will represent one of the latent variables, and will also be the basis of the latent variable. Convergent validity can also be illustrated by means of the unidimensionality shown by using the value of the extracted mean variance (AVE). In this study, the expected AVE is  $> 0.5$ .

The reliability test is a measure related to an internal consistency of the indicators of a construct that shows the degree of each indicator indicating a general latent construct. That is, how these specific things will help each other in terms of explaining general phenomena. Hulland et al, (1996) and Hair et al, (1998) explain to assess the reliability of the accepted value limit is 0.07. In the research of Hair et al, (1998) and Sekaran, (1999) explaining the reliability of internal consistency used for the test results of each construct with a Cronbach's alpha coefficient that meets the requirements of the rules of thumb, namely  $\geq 0.7$ . This can be said to be reliable if the composite reliability value is 0.7.

### **3. Results And Discussion**

#### **Test Outer Model**

##### **1. Convergent Validity Test**

In the convergent validity test that has been carried out, the results show that all indicators in this study there is 1 indicator that does not meet the limit  $> 0.7$ , so it will be eliminated. Thus, all indicators have been declared to meet the criteria of convergent validity.

##### **2. Discriminant Validity Test**

The results of the research conducted showed that the Composite Reliability value was above 0.5. Therefore, the conclusion that can be drawn is that all indicators are said to be reliable and reliable for use in research. And with a composite reliability value above

0.5, it shows that the construct in the model is estimated to meet the discriminant validity criteria.

3. Average Variance Extracted (AVE)

The results of the AVE test that have been carried out show that the overall value shows a value > 0.5. These results are in line with the researchers' expectations.

4. Reliability test/reliability test

The results obtained in the Reliability Test are that the value of Cronbach's Alpha > 0.7, so that it can be concluded that the study has fulfilled the rules of thumb.

**Table 1. Cross Loading Results**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Brand Image</b>	<b>0.920</b>	<b>0.926</b>	<b>0.936</b>	<b>0.675</b>
<b>Consumer Satisfaction</b>	<b>0.916</b>	<b>0.921</b>	<b>0.935</b>	<b>0.708</b>
<b>Product Quality</b>	<b>0.919</b>	<b>0.919</b>	<b>0.937</b>	<b>0.712</b>
<b>Repurchase Intention</b>	<b>0.893</b>	<b>0.895</b>	<b>0.921</b>	<b>0.702</b>

**Inner Model Test**

**1. R<sup>2</sup> value**

R Square is used to see the ability of the exogenous variable as an explanation of the endogenous variable. Brand image (X1) and Product Quality (X2) in explaining Consumer satisfaction (Z) are 81.1% and 18.9% are explained by other variables outside the study. Consumer satisfaction (Z) in explaining repurchase intention (Y) is 78.8% and 21.2% is explained by other variables from the study.

**Table 2. R Square value**

<b>Variable</b>	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Consumer satisfaction (Z)</b>	<b>0.813</b>	<b>0.811</b>
<b>Repurchase intention (Y)</b>	<b>0.792</b>	<b>0.788</b>

**2. Q<sup>2</sup> value**

The value of Q2 has a value equivalent to the coefficient of total determination in the path analysis. The researcher uses the formula (Ghozali, 2016) namely the Stone-Geisser Q Square Test to determine the value of Q2, where the formula is as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_{12})(1 - R^2_{22}) \\
 Q^2 &= 1 - (1 - 0.811)(1 - 0.788) \\
 &= 1 - (0.189)(0.212) \\
 &= 1 - 0.040
 \end{aligned}$$



= 0.96

Based on the results of these calculations, the value of Q2 has a value of 0.96 where the vulnerability is  $0 < 0.95 < 1$  where the closer to the value 1 the model is said to be better. The conclusion obtained by the model is said to be very good.

### **Test of Influence and Significance**

- a) The effect of brand image on repurchase intention.

Table 3 shows the positive results of the original sample coefficient of 0.072. This shows that the direction of the influence of brand image on repurchase intention is positive. Furthermore, the P Value of 0.384 is greater than the level of significance, namely 5% / 0.05. The conclusion is that there is a positive influence but there is no significant effect of brand image on repurchase intention.

- b) The effect of brand image on consumer satisfaction.

Table 3 shows a positive result on the original sample coefficient of 0.637. This shows that the direction of the influence of brand image with consumer satisfaction is positive. Furthermore, the P Value of 0.000 is smaller than the level of significance, namely 5% / 0.05. The conclusion that can be drawn is that there is a positive and significant influence of brand image on consumer satisfaction.

- c) The effect of product quality on repurchase intention.

Table 3 shows a positive result on the original sample coefficient of 0.280. This shows that the direction of the influence of product quality with repurchase intention is positive. Furthermore, the P Value of 0.000 is smaller than the level of significance, namely 5% / 0.05. The conclusion that can be drawn is that there is a positive and significant influence of product quality on repurchase intention.

- d) The effect of product quality on consumer satisfaction.

Table 3 shows a positive result on the original sample coefficient of 0.322. This shows that the direction of the influence of product quality with consumer satisfaction is positive. Furthermore, the P Value of 0.000 is smaller than the level of significance, namely 5% / 0.05. The conclusion that can be drawn is that there is a positive and significant effect of product quality on consumer satisfaction.

- e) The effect of consumer satisfaction on repurchase intention.

Table 3 shows positive results on the original sample coefficient of 0.586. This shows that the direction of the influence of consumer satisfaction with repurchase intention is positive. Furthermore, the P Value of 0.000 is smaller than the level of significance, namely 5% / 0.05. The conclusion that can be drawn is that there is a positive and significant influence on consumer satisfaction on repurchase intention.

- f) The effect of brand image on repurchase intention mediated by consumer satisfaction.

Table 3 shows a positive result on the original sample coefficient of 0.373. This shows that the direction of the influence of brand image on repurchase intention through the mediation of consumer satisfaction is positive. Furthermore, the P Value of 0.000 is smaller than the level of significance, namely 5% / 0.05. The conclusion is that there is a positive and significant influence of brand image on repurchase intention through the mediating variable of consumer satisfaction.

- g) The effect of product quality on repurchase intention mediated by consumer satisfaction.

Table 3 shows a positive result on the original sample coefficient of 0.189. This shows that the direction of the influence of product quality on repurchase intention through the mediation of consumer satisfaction is positive. Furthermore, the P Value of 0.000 is smaller

than the level of significance, namely 5% / 0.05. The conclusion is that there is a positive and significant effect of product quality on repurchase intention through the mediating variable of consumer satisfaction.

### Testing Direct Effects-Indirect Effects

From the test results, there is a direct effect of exogenous variables on endogenous variables, namely Brand Image on Repurchase Intention of 0.072, which means that the effect of exogenous and endogenous variables is positive and significant. Product Quality Variable on Repurchase Intention of 0.322, which means that the effect of exogenous and endogenous variables is positive and significant.

The indirect or indirect effect through the mediating variable Brand Image on Repurchase Intention is 0.373, which means that the effect of exogenous and endogenous variables is positive and significant. Product Quality variable on Repurchase Intention through the mediation variable of consumer satisfaction is 0.189, which means that the influence of exogenous and endogenous variables is positive and significant.

**Table 3. Test the effect**

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Brand Image -&gt; Consumer Satisfaction</b>	0.637	0.626	0.068	9.317	0.000
<b>Brand Image -&gt; Repurchase Intention</b>	0.072	0.079	0.083	0.872	0.384
<b>Consumer Satisfaction -&gt; Repurchase Intention</b>	0.586	0.569	0.092	6.387	0.000
<b>Product Quality -&gt; Consumer Satisfaction</b>	0.322	0.335	0.071	4.553	0.000
<b>Product Quality -&gt; Repurchase Intention</b>	0.280	0.290	0.076	3.688	0.000
<b>Brand Image -&gt; Consumer Satisfaction -&gt; Repurchase Intention</b>	0.373	0.358	0.079	4.742	0.000
<b>Product Quality -&gt; Consumer Satisfaction -&gt; Repurchase Intention</b>	0.189	0.189	0.044	4.344	0.000

### GoF (Goodness of Fit)

In contrast to CBSEM/Covariance-Based Structural Equation Modeling, GOF values in PLS-SEM are done manually through the formula below.

$$GoF = \sqrt{AVE \times \bar{R}}$$

$$GoF = \sqrt{0,699 \times 0,799}$$

$$GoF = 0,746$$

(source: Tenenhaus, 2004)

Tenenhaus (2004), said  $GoF_{small} = 0.1$ ,  $GoF_{medium} = 0.25$  and  $GoF_{large} = 0.38$ . Based on the results of the above calculation, the GOF value in the study was 0.746 or 74.9%, this shows the level of feasibility of the high/large model.

### **Mediation Effect Test**

The results of the mediation effect test of the independent variable brand image on the dependent variable of repurchase intention through the mediation variable of consumer satisfaction shows the original coefficient value of 0.373, it shows that the direction of the influence is positive while the value of the t statistic is  $4.742 \geq 1.96$  so that the consumer satisfaction variable mediates the effect of brand image on the dependent variable of repurchase intention.

While the independent variable product quality on the dependent variable repurchase intention through the mediation variable of consumer satisfaction shows the original coefficient value of 0.189, this shows that the direction of the influence is positive while the value of the t statistic is  $4.344 \geq 1.96$  so that the consumer satisfaction variable mediates the influence of the brand. image of the dependent variable repurchase intention.

Based on the results of the mediation test, the following conclusions can be drawn: (1) The independent variable brand image on the independent variable repurchase intention directly has a P-Value value  $>$  level of significance 5%/0.05, which is 0.384. Meanwhile, through the mediating variable the P-Value value  $<$  level of significance 5%/0.05, which is 0.000, so it can be concluded that the mediation model on this variable is full mediating. This shows that the independent variable cannot affect the dependent variable without going through the mediating variable. (2) The independent variable Product Quality on the independent variable repurchase intention directly has a P-Value value  $<$  level of significance 5%/0.05, which is 0.000. Meanwhile, through the mediating variable, the P-Value value  $<$  level of significance 5%/0.05, which is 0.000, so it can be concluded that the mediation model on this variable is partial mediating. This shows that the independent variable can affect the dependent variable directly without going through the mediating variable.

### **4. Conclusion**

From the results of research that has been done, there is a positive but not significant effect between brand image on repurchase intention. There is a positive and significant influence between brand image on consumer satisfaction. There is a positive and significant effect between product quality on repurchase intention. There is a positive and significant influence between product quality on customer satisfaction. There is a positive and significant influence between consumer satisfaction on repurchase intention. There is a positive and significant influence between brand image on repurchase intention through the mediating variable of consumer satisfaction. And finally, there is a positive and significant effect between product quality on repurchase intention through the mediating variable of consumer satisfaction.

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- International Journal of Economics, Bussiness and Accounting Research (**IJEBAR**) Page 1230



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