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Converse: Brand Image & Product Quality Effect through Customer Satisfaction toward Repurchase Intention

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ABSTRACT

The Aim of this research is to identify the effect of brand image and product quality toward repurchase intention of Converse Shoes in Pontianak City with customer satisfaction as intervening variable. Method used in this research is associative. Sample used in this research are 100 persons with decided criteria such as the customers used the shoes or they had bought the Converse shoes. The data analysis technique in this research are conducted with Structural Equation Model (SEM) assisted by SmartPLS. 3.0 software. Based on the finding, the direct effect among brand image, product quality and customer satisfaction resulted positively significant toward repurchase intention. Yet, brand image did not affect customer satisfaction significantly, moreover product quality successfully affected toward customer satisfaction positive and significantly. The indirect effect of brand image intervened by customer satisfaction toward repurchase intention resulted insignificantly yet positive, lastly, the indirect effect of product quality intervened by customer satisfaction toward repurchase intention resulted positively significant. Further study is needed as the coverage of samples is limited. Converse as the corporate needs to improve the quality of their produced shoes rather than their brand image.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh brand image dan kualitas produk terhadap minat beli ulang sepatu Converse di Kota Pontianak dengan kepuasan konsumen sebagai variabel intervensi. Metode yang digunakan dalam penelitian ini adalah asosiatif, jumlah responden di dalam penelitian ini sebanyak 100 orang dan yang menjadi responden adalah konsumen yang menggunakan dan pernah membeli sepatu Converse. Teknik analisis data yang digunakan adalah permodelan persamaan struktural (SEM) dengan software SmartPLS. 3.0. Berdasarkan hasil penelitian, dapat diketahui bahwa pengaruh langsung antara brand image, kualitas produk dan kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang, sedangkan pengaruh brand image terhadap kepuasan konsumen adalah positif tetapi tidak signifikan serta pengaruh dari kualitas produk terhadap kepuasan konsumen adalah positif dan signifikan. Dari hasil pengujian hipotesis terhadap variabel yang menjadi intervensi, diketahui bahwa brand image yang mengintervensi kepuasan terhadap minat beli ulang adalah positif tetapi tidak signifikan dan hasil lainnya adalah kualitas produk yang dimediasi oleh kepuasan konsumen terhadap minat beli ulang berpengaruh positif dan signifikan. Converse sebagai Perusahaan juga harus focus dengan kualitas dari sepatu yang mereka produksi dibandingkan dengan citra mereknya.



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INTRODUCTION

Fashion's Industry has been through a lot nowadays. It can be seen by the variety of fashion products that people chose as their lifestyle. Each people tend to have their own choice of fashion's product, one of the items they chose are shoes. For some people, Shoes are being considered as complimentary for their daily activities but for some other people, they have their own perception that shoes are unmissable fashion items for their lifestyle. Favorite and collectible shoes brands are picked as Indonesians believed that it complements them, the variety of the shoes that they picked are from local and international.

Many brands are competing and launching their products in fashion industry, the create their competitive products to affect customer's decision. One of these shoes brand is CONVERSE. For the well-known brand such as CONVERSE, brand image and product quality are considered important among competitors. CONVERSE produces quality shoes in order to have good image and attracts customer to buy their products.

Brand Image and Product Quality are needed to every brand in order to bring satisfaction and intention to repurchase products or services. Firmansyah (2019) concludes that brand image is a perception that goes inside the mind of customer to recall one specific brand among products. Building a brand image is very important, because creating a brand image of a particular product will be very beneficial for customers, which in turn will greatly affect consumer perceptions and evaluations of the brand choices they face (Purwandani & Widodo, 2022). The stronger the brand image in customers' minds, the stronger the customer's confidence to remain loyal or loyal to the products they buy, so this can lead a company to continue to benefit from time to time (Dirwan & Firman, 2023). CONVERSE produces and sells shoes with simplicity of the design and elegant looks; the versatility of usage is also considered for customer to choose CONVERSE as their daily shoes. Hypothetically, there is a connection between CONVERSE and their effort of brand image they built from time to time.

Product Quality is another important aspect in order to process affecting customer to repurchase a product and also to make customer feel satisfied toward a product. Based on Kotler & Keller (2016) they defined that Product Quality is product's capabilities to operate its functions, the abilities are consisted of durability, reliability, and accuracy earned by product as a whole. A lot of efforts by producers to ensure customers to repurchase their product, to build customer satisfaction is one of the ways to do so. The importance of customer's satisfaction toward the purchase of a product made corporations or organizations to give customer's satisfaction through selling quality and good image which suitable to customer's expectations.

The better image from a product and good quality they hold will affect costumer's satisfaction, happy customer has intention to repurchase the product. Based on research conducted by Sugiyanto & Maryanto (2021) shows that Brand Image affected positively and significantly toward costumer's satisfaction. It has been proven that with good image of a product will enhance the satisfaction level of customers. on top of that, Product quality will create satisfaction to the customers. If a product has good quality and fulfill the

expectations of customers, they will be satisfied of that product. Research conducted by Prasetyo & Wibowo (2023) stated that Product Quality has positively and significantly affects toward customer's satisfaction.

Customer who felt satisfied with the image and quality of a product surely repurchase the product. Based on research held by Saputri & Tjahjaningsih (2022) defined that Customer's Satisfaction affects positive and significant toward Repurchase Intention. Repurchase intention refers to the desire to purchase something based on prior purchasing experience. Repurchase intention is a strong indicator of customer satisfaction with a product at the time of adoption (Widodo & Utami 2021). Brand Image and Good Product Quality will affect customers repurchase intention. It has been proven by research conducted by Oceani & Sutopo (2017) that stated Brand Image has positive and significant effect toward Customer Repurchase Intention. Good Product Quality will also impacted repurchase intention from a customer toward product. As stated from Sputra, *et al* (2023) Product Quality has positive and significant impact toward Repurchase Intention. This research is needed because there were not many researches in this field of study in Pontianak especially Converse's retail stores. This research expectedly can provide an explanation about brand image, product quality through customer satisfaction toward repurchase intention of Converse Shoes in Pontianak store, the recommendation based on the finding will be useful for future plan of their marketing campaign.

RESEARCH METHODS

According to Sugiyono (2017), "A sample is a portion of the quantity and characteristics possessed by the population." In this study, the exact number of the population is unknown. Therefore, to determine the sample size, the Purba formula (1996) as cited in Sujarweni (2015) is employed, outlined as follows:

$$n = Z^2 / 4(\text{moe})^2$$

Explanation:

N= Sample Quantity

Z= The level of normal distribution at a significance level of 5%. = 1,96

Moe= *Margin of error max*, it refers to the maximum acceptable level of sampling error or the desired level that can be tolerated.

By employing a maximum margin of error of 10%, the minimum sample size that can be taken is:

$$n = 1,96 / 4 (0,10)^2$$

$$n = 96$$

Based on the calculated results, the minimum required sample size is 96 respondents. The author has set the number of respondents to be 100. The purpose of establishing a sample size of 100 respondents is to facilitate the data calculation process in the research. Sampling in this research is done using non-probability sampling with a purposive sampling approach. According to Sugiyono (2017), "Purposive Sampling is a technique for determining samples based on specific considerations". The population for this study consists of customers who have previously purchased and used CONVERSE shoes. Furthermore, The criteria for selecting samples in this research are as follows: (1)

Respondents must be at least 18 years old; (2) Customers who have made a minimum of 2 purchases of CONVERSE shoes; (3) The data collection technique in this study involves primary data using a questionnaire provided to the respondents. A Likert scale is used as a measuring tool. The data analysis technique employed in this research is Structural Equation Modeling (SEM) using the Partial Least Square (PLS) approach with SmartPLS 3.0 software.

RESULTS and DISCUSSION

Results

Convergent Validity Test

Convergent validity testing can be conducted by examining the loading factor values for each construct indicator. High loading factor values indicate that each indicator of the construct converges at one point. These loading factor values will indicate the extent of the correlation between the indicators and the latent variable. The expected loading factor value is > 0.7 . The results of the convergent validity test in this study can be seen in the following table:

Table 1 Convergent Validity

Research Variables	Indicator	Loading Factor	Result
<i>Brand Image (X1)</i>	BI 1	0,783	VALID
	BI 2	0,872	
	BI 3	0,847	
<i>Product Quality (X2)</i>	KP 1	0,809	VALID
	KP 2	0,780	
	KP 3	0,744	
	KP 4	0,723	
	KP 5	0,728	
	KP 6	0,745	
	KP 7	0,840	
<i>Customer Satisfaction (Y1)</i>	KK 1	0,808	VALID
	KK 2	0,811	
	KK 3	0,827	
<i>Repurchase Intention (Y2)</i>	MBU 1	0,790	VALID
	MBU 2	0,809	
	MBU 3	0,763	
	MBU 4	0,743	

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

The results of the convergent validity test indicate that the loading factors observed in the original sampling produce all construct indicators for each variable, namely Brand Image, Product Quality, Customer Satisfaction, and Repurchase Intent, with loading factors greater than 0.7. Therefore, each variable's indicators can be considered valid as measures of their latent variables.

Discriminant Validity

Discriminant validity is assessed based on cross-loading values with the constructs, which is useful in determining whether the constructs have adequate discrimination. The

cross-loading values on the intended constructs should be greater than the values of other latent constructs. If the correlation of a construct with its measurement item is greater than that of other constructs, it indicates that the latent construct has a better block size than the other constructs. The results of the discriminant validity test in this study can be seen in the following table:

Table 2 Discriminant Validity

Indicator	Brand Image (X1)	Product Quality (X2)	Customer Satisfaction (Y1)	Repurchase Intention (Y2)
BI 1	0,783	0,540	0,369	0,486
BI 2	0,872	0,541	0,334	0,537
BI 3	0,847	0,568	0,447	0,510
KP 1	0,469	0,809	0,468	0,548
KP 2	0,415	0,780	0,367	0,491
KP 3	0,399	0,744	0,372	0,431
KP 4	0,719	0,723	0,392	0,501
KP 5	0,476	0,728	0,331	0,458
KP 6	0,469	0,745	0,541	0,600
KP 7	0,584	0,840	0,481	0,637
KK 1	0,405	0,490	0,808	0,594
KK 2	0,361	0,449	0,811	0,671
KK 3	0,361	0,429	0,827	0,583
MBU 1	0,608	0,636	0,546	0,790
MBU 2	0,523	0,589	0,525	0,809
MBU 3	0,352	0,532	0,606	0,763
MBU 4	0,407	0,386	0,679	0,743

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

In Table 2, it can be observed that each indicator has a cross-loading greater than other dimensions of the measured variables. Therefore, these indicators can be considered valid for measuring the respective dimensions or variables, given that the cross-loading is < 0.70 . When the correlation value of each indicator is higher with its own construct compared to the correlation of the indicator with other constructs, it can be concluded that the latent construct predicts the indicator within its own dimension better than with other indicators.

Average Variance Extracted (AVE)

AVE is one of the testing steps to assess the validity of a construct. A construct is considered valid if it has an AVE value > 0.5 (Sholihin & Ratmono, 2013). The values of AVE in this study can be observed in the following table:

Table 3 Average Variance Extracted (AVE) Test Result

CONSTRUCT	AVE
Brand Image (X1)	0,697
Product Quality (X2)	0,590
Customer Satisfaction (Y1)	0,665
Repurchase Intention (Y2)	0,603

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

Based on Table 3, it is indicated that the AVE values for all variables exceed 0.5. Therefore, all constructs meet the criteria for discriminant validity testing, and it can be concluded that the indicators used in this study have met the validity criteria.

Composite Reliability Test

The Composite Reliability Test in the measurement model aims to assess the reliability of a construct. The expected value for composite reliability is < 0.7 . Composite reliability with a value < 0.7 is considered to have high reliability. Additionally, another criterion to determine the reliability of a construct and reinforce its results can be seen in the value of Cronbach's alpha, where the expected value of Cronbach's alpha is < 0.7 . The results of the reliability test in this study can be seen in the following table:

Table 4 Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Brand Image (X1)	0,873	0,782
Product Quality (X2)	0,856	0,884
Customer Satisfaction (Y1)	0,909	0,749
Repurchase Intention (Y2)	0,859	0,780

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

In Table 4, it can be observed that for all estimated constructs in the model, they meet the reliability criteria as each construct has a composite reliability value above 0.7 and a Cronbach's Alpha value above 0.7. Therefore, it can be stated that the measurement items for each variable are considered reliable and can be further used in the study.

R-Square Test

The Coefficient of Determination (R-Square) is a test to determine the extent of the influence of endogenous constructs explained through exogenous constructs. A good R-Square value falls between 0 and 1. R-Square is considered strong if it is at 0.67, moderate at 0.33, and weak at 0.19 (Chin, 1998 cited in Ghozali and Latan, 2015). The R-Square values from the calculations can be seen in the table below:

Table 5 R-Square Value

Endogen Variables	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0,328	0,315
Repurchase Intention (Y2)	0,699	0,689

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

Based on Table 5, it can be observed that the Adjusted R-Square value for the Customer Satisfaction variable (Y1) is 0.315. This means that the Customer Satisfaction variable (Y1) is simultaneously defined by the Brand Image (X1) and Product Quality (X2) variables by 31.5%, while the remaining 68.5% is defined by other variables outside the scope of this research model. It can be concluded that exogenous variables which are Brand Image (X1) and Product Quality (X2) capabilities to define on Customer Satisfaction (Y1) is weak.

The Adjusted R-Square value for the Repurchase Intent variable (Y2) is 0.689, indicating that the Repurchase Intent variable (Y2) is simultaneously influenced by the Brand Image (X1), Product Quality (X2), and Customer Satisfaction (Y1) variables by 68.9%, while the

remaining 31.1% is influenced by other variables outside the scope of this research. It can be concluded that the exogenous variables which are Brand Image (X1), Product Quality (X2), and Customer Satisfaction (Y1) capabilities to define on Repurchase Intent (Y2) is strong.

Hypothesis Testing

Hypothesis testing in this research can be examined based on the results of direct effects and indirect effects. The testing results for direct effects in this study can be seen in the table 6:

Table 6 Direct Effect

Hypothesis	Variable Relationships	Original Sample Estimate	T Statistic	P Value	Result
H1	Brand Image → Customer Satisfaction	0,163	1,471	0,142	Not Significant
H2	Product Quality → Customer Satisfaction	0,453	4,694	0,000	Significant
H3	Customer Satisfaction → Repurchase Intention	0,512	7,030	0,000	Significant
H4	Brand Image → Repurchase Intention	0,193	2,171	0,030	Significant
H5	Product Quality → Repurchase Intention	0,279	2,964	0,003	Significant

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

Based on Table 6, it can be observed that the testing results for the direct effects between brand image, product quality, and customer satisfaction on repurchase intention have a p-value < 0.05, indicating a positive and significant influence. However, the direct relationship between brand image and customer satisfaction has a p-value exceeding 0.05, indicating insignificance. The direct relationship between product quality and repurchase intention has a p-value < 0.05, indicating a positive and significant influence.

The results of the indirect effect testing can be seen in the table below:

Table 7 Indirect Effect

Hypothesis	Variable Relationship	Original Sample Estimate	T Statistic	P Value	Result
H6	Brand Image → Customer Satisfaction → Repurchase Intention	0,083	1,442	0,150	Not Significant
H7	Product Quality → Customer Satisfaction → Repurchase Intention	0,232	4,102	0,000	Significant

Source: Research Findings, Data Processed with SmartPLS 3.0, 2024

Based on Table 7, it can be observed that the indirect effect between brand image and repurchase intention mediated by customer satisfaction has a p-value of 0.150, exceeding the significance level of 0.05, indicating insignificance. On the other hand, the indirect effect of product quality on repurchase intention mediated by customer satisfaction has a p-value less than 0.05, indicating significance.

Discussion

The results of the direct effect analysis of Brand Image on Customer Satisfaction

The result earned a t-statistic of 1.471 with a p-value of 0.142. This suggests that there is no significant direct influence of Brand Image on Customer Satisfaction. The obtained p-value indicates a positive relationship between the two variables. Thus, it can be concluded that H1, which posits that Brand Image has a positive and significant effect on Customer Satisfaction, is rejected. It can be concluded from the sample data of this research that most of the respondents do not agree about Brand Image effect toward Customer Satisfaction, we speculate that because Converse's image is matured among its costumers so that they do not really take it for granted. This finding contradicts the study conducted by Ramadhan & Santosa (2017) demonstrated that brand image has a significant influence on customer satisfaction.

The direct effect analysis of Product Quality on Customer Satisfaction

Result yields a t-statistic of 4.694, with a significance level greater than 1.96 and a p-value of 0.000, indicating a positive and significant effect. This suggests a positive influence of Product Quality on Customer Satisfaction. Product Quality of Converse is eminently fine, so that customers feel satisfied about their quality. Thus, H2, which proposes a positive and significant effect of Product Quality on Customer Satisfaction, is accepted. This result is consistent with the studies conducted by Indrawati (2018) and Nyarmiati & Astuti (2021), which indicate a positive and significant impact of Product Quality on Customer Satisfaction.

The direct effect analysis of Customer Satisfaction on Repurchase Intention

It is shows that from the study resulted to t-statistic of 7.030, with a significance level greater than 1.96 and a p-value of 0.000, indicating a positive and significant influence. This suggests a positive impact of Customer Satisfaction on Repurchase Intention. As the customer satisfaction arises, so that the repurchase intention of Converse's customer will be expected. Therefore, H3, which posits a positive and significant effect of Customer Satisfaction on Repurchase Intention, is accepted. This result is supported by prior research conducted by Setyawan & Setiawan (2023), Yusuf et al. (2021), and Sugiyanto & Maryanto (2021), demonstrating a positive and significant impact of Customer Satisfaction on Repurchase Intention.

The direct effect analysis of Brand Image on Repurchase Intention

Result yields a t-statistic of 2.171, with a significance level greater than 1.96 and a p-value of 0.030, indicating a positive and significant influence. Thus, it can be concluded that H4, suggesting a positive effect of Brand Image on Repurchase Intention, is accepted. Brand Image of Converse is versatile, so that the customer would like to repurchase another shoe. This finding is supported by previous research conducted by Saputra et al. (2021), Aziz et

al. (2023), and Azmi (2021), demonstrating a positive and significant impact of Brand Image on Repurchase Intention.

The direct effect analysis of Product Quality on Repurchase Intention

The Study results in a t-statistic of 2.964, with a significance level greater than 1.96 and a p-value of 0.003, indicating a positive and significant influence. Therefore, H5, positing a positive effect of Product Quality on Repurchase Intention, is accepted. Product Quality of Converse is eminently durable, it can last for 4-5 years. It encourages Customers to repurchase another variant. This result is supported by research conducted by Hidayah & Apriliani (2019), Mirandi & Rimiyati (2023), and Fuadi et al. (2021), demonstrating a positive impact of Product Quality on Repurchase Intention.

The indirect effect analysis of Brand Image on Repurchase Intention mediated by Customer Satisfaction

Result yields a t-statistic of 1.442, with a significance level greater than 1.96 and a p-value of 0.150, indicating a nonsignificant influence. Thus, H6, proposing an effect of Brand Image on Repurchase Intention mediated by Customer Satisfaction, is rejected. Based on above result on Brand image toward Customer Satisfaction, it clearly shown that brand image cannot affected customer satisfaction, as shoes brand are enormous. This result is in line with the research by Sugiyanto & Maryanto (2021), showing that Customer Satisfaction does not successfully mediate the relationship between Brand Image and Repurchase Intention.

The indirect effect analysis of Product Quality on Repurchase Intention mediated by Customer Satisfaction

The study results in a t-statistic of 4.102, with a significance level greater than 1.96 and a p-value of 0.000, indicating a positive and significant impact. Therefore, H7, positing an effect of Product Quality on Repurchase Intention mediated by Customer Satisfaction, is accepted. Product quality encourages customers to repurchase another variant of Converse, Customer Satisfaction enhances these arguments. This finding is supported by research conducted by Praja (2023), Fuadi et al. (2021), and Herawati et al. (2023), demonstrating that Customer Satisfaction successfully mediates the relationship between Product Quality and Repurchase Intention.

CONCLUSIONS

Based on the above research findings, it can be concluded that product quality holds important factor toward repurchase intention and customer satisfaction. Case in Converse product, customer are aware of functional benefits rather than goodwill of a brand. Many shoes brand is aiming the quality of the product, because their marketing campaign are enough to boost the purchase of their products as well as Converse.

Recommendation is given to Converse to enhance the quality of the developed products to ensure customer satisfaction and stimulate repeated purchases of Converse products. Researcher of this study is aware that there are limitations on this study, such as respondents' sample, location of the study and method used in data calculation. Further

study are expected to be done with another variable such as Brand Equity and Marketing mix.

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