Brand Image as an Economic Asset: Mediating the Effects of Online Customer Reviews, Customer Experience, and Product Quality on Repurchase Intentions of Karung Jantan Clothing Brand

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Abstract:

This study investigates brand image as an economic asset by analyzing its mediating role in the relationship between online customer reviews, customer experience, and product quality on consumers' repurchase intentions for the Karung Jantan clothing brand. Recognizing that a strong brand image can enhance customer loyalty, reduce marketing costs, and increase long-term revenue, this research adopts a quantitative approach and analyzes data using the Partial Least Squares (PLS) method with SmartPLS 4.0. The results reveal that brand image does not significantly mediate the effects of online customer reviews and customer experience on repurchase intention. However, brand image significantly mediates the relationship between product quality and repurchase intention, reinforcing its role as an intangible economic asset. Moreover, online customer reviews, customer experience, and product quality all have a positive and significant direct influence on both brand image and repurchase intention. These findings underscore the economic value of investing in brand image and product quality to drive repeat purchases and ensure sustainable business growth.

Keywords: *Brand Image, Economic Asset, Repurchase Interest, Online Customer Review*

1. Introduction

There are five categories of human needs that must be met for people to live their lives: physiological, safety, social, esteem, and self-actualization needs. The demand for clothing (fashion) falls under physiological needs. Bali's apparel industry has grown rapidly alongside the island's increasing tourist population. As a world-renowned

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travel destination, Bali has a substantial market for fashion goods, particularly apparel. In addition to its reputation for art and culture, in recent decades Bali has also gained recognition as a hub for producing high-quality apparel and accessories that reflect the uniqueness of the local lifestyle.

Many consumers choose to purchase clothing items from local brands for socioeconomic reasons, including supporting the local economy. They believe that by purchasing locally produced goods, they are helping to strengthen the local economy and expand the home industry sector. According to a study by the Ministry of Trade of the Republic of Indonesia (2022), more than half of Indonesian consumers expressed satisfaction in buying domestic goods due to their positive impact on the national economy and job creation.

Compared to imported goods, local consumers often perceive local brands as offering higher quality and more distinct designs. In terms of style, size, and price, many local companies prioritize the quality of materials and products that better cater to local market preferences. A survey by the Central Statistics Agency (2021) found that over 60% of Indonesian consumers are satisfied with the distinctive styles and high quality of domestic apparel.

Another main reason consumers choose local brands is price. Local brands often provide more competitive prices due to lower distribution and production costs compared to international brands. According to a survey by Euromonitor International (2023), more than 40% of consumers prefer local products because they are more affordable, particularly among the lower-middle-income segment.

Furthermore, advancements in technology and e-commerce have made it easier for consumers to purchase clothing from local brands. Many local brands now operate online platforms, enabling buyers to browse the latest collections and complete transactions quickly and conveniently. A survey by McKinsey & Company (2023) revealed that 58% of consumers prefer local brands with online stores or digital platforms that simplify the purchasing process—especially during the COVID-19 pandemic, which accelerated the adoption of online shopping.

One local brand that has recently gained significant attention—particularly among young people in Bali—is Karung Jantan Clothing Brand. Established in 2018, the brand was founded out of the owner's concern over many fashion brands selling products at excessively high prices. Karung Jantan offers men's apparel at very affordable prices compared to other brands in Indonesia, starting at around IDR 50,000. One of their best-selling products is the oversized T-shirt, also priced at around IDR 50,000. Despite its affordability, the quality of Karung Jantan's oversized T-shirts rivals that of other brands and can even be considered premium.

A year after its founding, Karung Jantan began expanding its product marketing through e-commerce, with Shopee being one of its main sales channels under the store name *tokokarungjantan*. As of 2024, *tokokarungjantan* has gained more than 1

million followers on the Shopee platform and offers approximately 691 products. This reflects the brand's strong popularity. Based on consumer ratings, Karung Jantan Clothing Brand has an overall score of 4.8 out of 5 stars, indicating high customer satisfaction with both product quality and service.

Table 1. Evaluation of the Karung Jantan Clothing Brand on the Shopee Platform

Star	Number of Ratings (Thousand)
1	4,5
2	4,2
3	22,4
4	97,2
5	663,6
Total Rating	**791,9**

Source: Shopee Platform (2025)

As illustrated in Table 1, a total of 791.9 thousand reviews were collected for the Karung Jantan Clothing Brand, of which approximately 83.8 percent were rated five stars. This indicates that a significant proportion of consumers express high levels of satisfaction with the brand's quality and service. Such findings present an opportunity for the Karung Jantan Clothing Brand to strengthen its strategies for encouraging repeat purchases.

The attainment of sales targets by a business entity is closely tied to consumer repurchase interest. Pratama et al. (2023) define repurchase intention as a mental statement from consumers reflecting their plan to purchase a certain number of products from a specific brand. Essentially, repurchase intention can be described as a consumer's inclination to acquire a product again. A rise in repurchase intention is likely to contribute to achieving sales targets. Therefore, it is essential for companies to identify the factors that influence consumer repurchase interest.

One such factor is online customer reviews (Salsabilla & Handayani, 2023). To stimulate high repurchase interest, companies must develop effective marketing strategies by leveraging online customer reviews. Advances in technology have made it imperative for companies to integrate digital elements into their marketing approaches, thereby making it easier for consumers to access product information. The growth of online shopping has facilitated the dissemination of product and service information, empowering consumers to make informed decisions. Online review platforms such as Google Reviews and corporate social media accounts have become important channels for consumers to share and access diverse perspectives. Positive reviews have been shown to attract potential customers and increase the likelihood of repeat purchases. Research by Manumpil et al. (2021), Soeharso (2024), Lubis & Andayani (2020), and Wiyadi (2020) confirms that online customer reviews positively and significantly impact repurchase intention. However, Aji (2021) found contradictory results, suggesting that online reviews do not influence repurchase

intentions. Similarly, Nisa & Dwijayanti (2022) and Riyanjaya & Andarini (2022) revealed that negative online reviews can discourage future purchases, as they shape consumer expectations toward unfavorable experiences.

Another factor affecting repurchase interest is customer experience (Li et al., 2020). Customer experience refers to the overall perception a customer develops based on their interactions with a company, both before and after the purchase (Hernawan & Harimurti, 2022). Every encounter, whether positive or negative, shapes a consumer's decision to return. A pleasant shopping experience can lead consumers to favor locations or brands that provide added value during and after their visit. This makes customer experience a critical focus for business managers aiming to maintain satisfaction and competitiveness. Emotional engagement during the shopping process often creates memorable impressions, fostering loyalty and repeat purchases. Studies by Maharani et al. (2023), Muthi & Utama (2022), and Li et al. (2020) have demonstrated that customer experience has a positive and significant influence on repurchase intention. However, Janah et al. (2023) suggest that while customer experience is important, repurchase intention is also shaped by the quality of the products and services received.

Service quality is also a crucial determinant of repurchase interest (Pratama, Sholihin, & Akbar, 2023). High-quality service fosters customer satisfaction, which in turn encourages repeat purchases and positive word-of-mouth (Marani et al., 2023). When a company delivers excellent service, customers are more inclined to repurchase. Research by Andari & Mathori (2023), Winda & Kusumayadi (2021), and Prabowo et al. (2020) supports the positive link between service quality and repurchase intention. Nonetheless, studies by Meilatinova (2021), Lestari & Novitaningtyas (2021), and Tarigan et al. (2024) found no significant effect, indicating the need for further exploration.

Lastly, brand image plays an important role in determining repurchase interest (Prastiwi & Iswari, 2019). Rizki et al. (2022) define brand image as a set of attributes—such as a name, symbol, or design—used to identify and distinguish a product from competitors. A positive brand image enhances consumer trust, making them more likely to choose familiar products over unfamiliar ones. Nabila et al. (2023), Prastiwi & Iswari (2019), Ardana & Rastini (2018), and Wijayajaya & Astuti (2018) all found that brand image significantly influences repurchase intention.

In summary, existing literature highlights four main factors influencing repurchase intention—online customer reviews, customer experience, service quality, and brand image—each with varying empirical support. Understanding the interplay among these variables is crucial to formulating effective marketing strategies. The purpose of this study is to analyze the influence of these four factors on consumer repurchase intention for the Karung Jantan Clothing Brand, thereby providing practical recommendations for enhancing customer loyalty and sustaining business growth.

2. Theoretical Background

The Influence of Online Customer Reviews on Brand Image

Research by Handarkho (2020) shows that positive online reviews create a positive brand image. In other words, online customer reviews can have a positive and significant impact on brand image. This indicates that consumer perceptions formed through digital platforms, especially review features, contribute to shaping how a brand is viewed in the market. Consistent with this finding, research by Yi et al. (2024) also revealed that positive online reviews significantly impact brand image. The more positive the reviews, the more likely a positive brand image is created. This relationship underscores the role of user-generated content as a marketing tool that indirectly strengthens brand positioning.

The Influence of Customer Experience on Brand Image

Customer experience significantly impacts brand image, as consumers who have positive experiences tend to have a more favorable perception of a brand. A satisfying interaction during the purchasing process—from product search, transaction, delivery, to after-sales service—helps embed a positive image in consumers' minds. This leads to an increase in the brand's positive image and can become a source of competitive advantage. Similar research by Pangestika (2023) found that customer experience positively impacts brand image. These findings suggest that the better the shopping experience consumers have, the more positive their perception of a brand will be, which will eventually lead to an improvement in brand image.

The Influence of Product Quality on Brand Image at the Karung Jantan Clothing Brand

Product quality also plays a decisive role in strengthening brand image. High-quality products, supported by consistent performance and durability, enhance consumer trust and admiration toward a brand. This relationship is evident in the case of the Karung Jantan clothing brand, where product quality positively and significantly influences brand image. Consistent with these findings, research by Asan (2024) proves that product quality significantly impacts brand image positively. These results suggest that the higher the quality of products offered to consumers, the more likely the brand's image will be enhanced.

The Influence of Online Customer Reviews on Consumer Repurchase Intention

Manumpil et al. (2021) found that online customer reviews positively and significantly impact consumer repurchase intention. Positive reviews not only build trust but also reassure potential buyers about the credibility and quality of a product or brand. These results are consistent with those of Soeharso (2024) and Lubis & Andayani (2017), who also found that online customer reviews positively impact consumers' repurchase intentions. This suggests that positive online customer reviews increase consumers' repurchase interest by serving as a form of digital word-of-mouth.

The Influence of Customer Experience on Consumer Repurchase Intent

Research by Maharani et al. (2023) revealed that a positive customer experience significantly impacts consumer repurchase intent. A satisfying customer journey—from initial brand contact to post-purchase interactions—can leave a lasting impression, encouraging customers to return. These results align with those of other studies, including those by Muthi & Utama (2022) and Li et al. (2020), which also found a positive and significant impact of customer experience on repurchase intention. The better the shopping experience, the more likely consumers are to repurchase a product or brand, making experience management a critical factor in sustaining sales.

The Influence of Product Quality on Consumer Repurchase Intention

Winda & Kusumayadi (2021) found that good product quality positively impacts consumer repurchase intention. A well-made product not only meets customer expectations but often exceeds them, creating a sense of reliability and satisfaction. Similar research was conducted by Andari & Mathori (2023) and Prabowo et al. (2020), with consistent results showing that product quality has a positive and significant impact on consumer purchase intention. This reinforces the importance of maintaining quality standards to foster loyalty.

The Influence of Brand Image on Consumer Repurchase Intention

Brand image significantly influences consumer repurchase intention. A strong and favorable brand image serves as an emotional anchor that attracts repeat customers. Consistent with these findings, research by Prastiwi & Iswari (2019), Ardana & Rastini (2018), and Wijayajaya & Astuti (2018) revealed that brand image significantly influences consumer repurchase intention. The better a product's brand image, the more it increases consumers' repurchase intention, as it reflects trustworthiness and prestige.

The Role of Brand Image in Mediating the Influence of Online Customer Reviews on Consumer Repurchase Intention

Fbtiani's (2022) research proves that brand image can mediate the influence of online customer reviews on consumers' repurchase intentions. Positive reviews enhance brand credibility and attractiveness, which in turn strengthens the intention to buy again. Consistent with this finding, research by Kurniawan (2020) and Ardana & Rastini (2019) also demonstrates that brand image mediates the influence of online customer reviews on repurchase intention, indicating that the pathway from reviews to purchase is largely shaped by the brand's perceived reputation.

The Role of Brand Image in Mediating the Influence of Customer Experience on Consumer Repurchase Intention

Pangestika's (2023) research proves that brand image significantly mediates the influence of customer experience on repurchase intention. In other words, a positive experience does not only directly influence repeat purchases but also indirectly works through the enhancement of the brand image. These results align with those of Adela
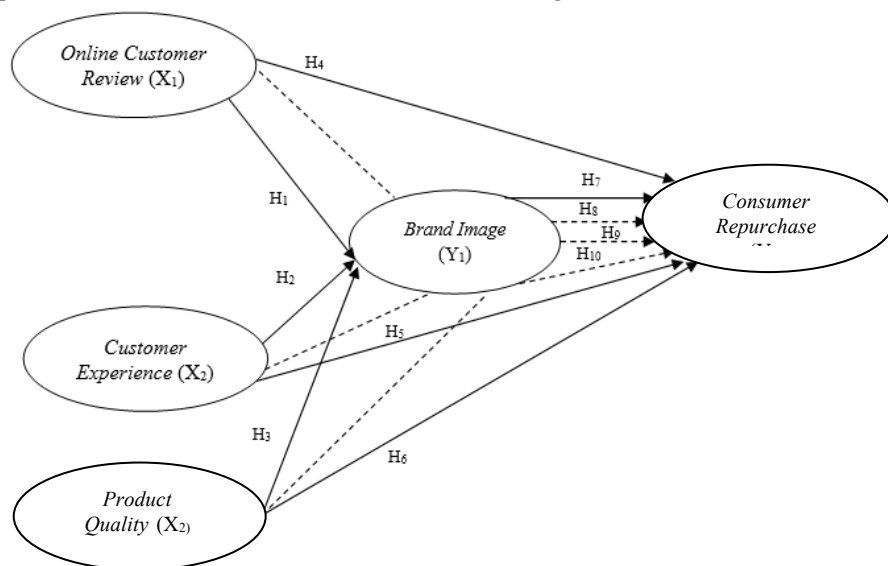
& Tuti (2024), who also found that brand image mediates the influence of customer experience on repurchase intention.

The Role of Brand Image in Mediating the Influence of Product Quality on Consumer Repurchase Intention

Putri & Sukaatmadja (2018) found that brand image mediates the influence of product quality on repurchase intention. When a product's quality meets or surpasses expectations, it shapes a stronger brand image, which in turn motivates consumers to buy again. Research by Asan (2024) also proves that brand image mediates the influence of product quality on repurchase intention, reaffirming that product quality contributes to customer loyalty both directly and indirectly through image enhancement.

Conceptual Framework

Concept is a technical terminology that constitutes the components of a theoretical framework aimed at answering and solving research problems. The following is the conceptual framework of the research as shown in Figure 1:

Figure 1. Conceptual Framework
Source: data processed by SmartPLS (2025)

Explanation:

———————▶ = Direct influence;   - - - - - - - ▶ = Indirect Influence

3. Methodology

This research was conducted on the Karung Jantan Clothing Brand. The reason the researchers used Karung Jantan Clothing Brand in their study on the role of brand image mediating the influence of online customer reviews, customer

experience, and product quality on consumer repurchase interest is that Karung Jantan Clothing Brand has become one of the most favored local brands by the community, especially in Bali.

The population in this study consists of all consumers who have ever shopped at Karung Jantan Clothing Brand, totaling 791.9 thousand consumers. The sampling technique used in this study is purposive random sampling, which is a sampling method that employs specific criteria (Sugiyono, 2019). In this study, the research sample consists of consumers who have shopped at Karung Jantan Clothing Brand. The determination of the sample size used is based on the research conducted by Muthi & Utama (2023). In the SEM method, the required sample size is at least 5 times the number of indicator variables. The number of indicators in this study is 21 indicators, so a minimum of 21 x 5 = 135 samples is needed. Based on this, the minimum number of samples used in this study is 105 respondents. In this study, 150 respondents were used.

Data analysis was conducted using the Partial Least Square (PLS) method with SmartPLS version 3 software. PLS is one of the methods for solving Structural Equation Modeling (SEM), which in this case is preferred over other SEM techniques. SEM has a higher level of flexibility in research that connects theory and data, and is capable of performing path analysis with latent variables, making it frequently used by researchers focused on social sciences. Partial Least Square (PLS) is a fairly robust analysis method because it is not based on many assumptions. Data also do not have to be normally distributed multivariately (indicators with categorical, ordinal, interval, to ratio scales can be used in the same model), and the sample does not have to be large (Ghozali, 2021). Partial Least Square (PLS) not only can confirm theories but also explain the existence or absence of relationships between latent variables.

4. Empirical Findings/Result

Testing the Measurement Model (Outer Model) Variable
Convergent Validity Test
The basis for measurement in convergent validity can be seen from the outer loading value and Average Variance Extracted (AVE). If the outer loading value > 0.7 and AVE > 0.5, then the indicators of the construct/latent variable used are valid and consistent. The results of the convergent validity test are shown in the following figure and table.
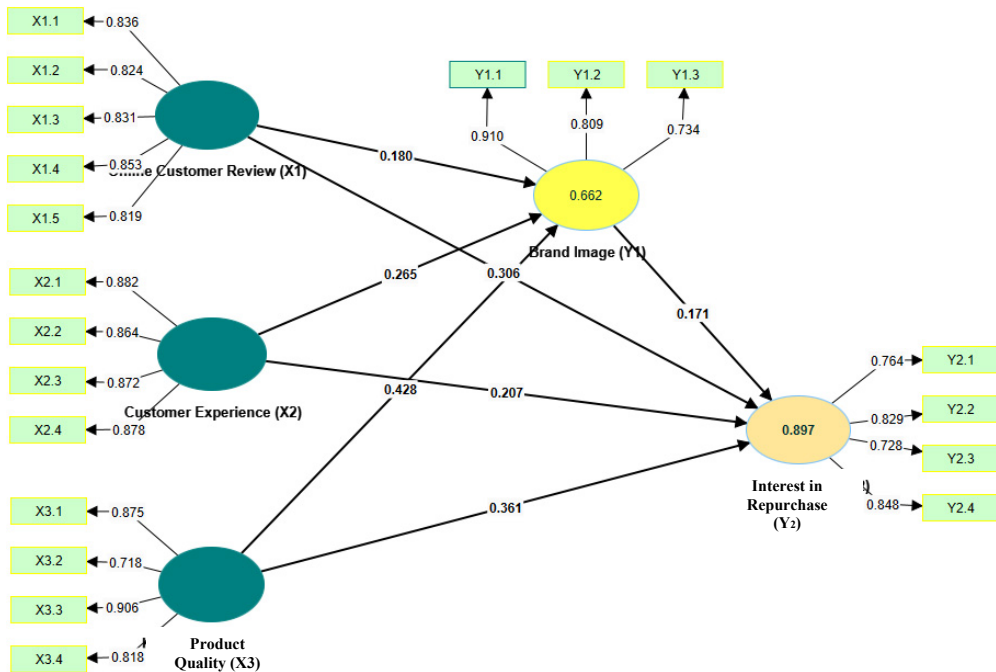
Figure 2. Outer Model Results with Smart PLS

Table 2. Results of Convergent Validity Testing

Variable Name	Item/Indicator Code	*Loading Factor*	AVE
Online Customer Review (X1)	X1.1	0.836	0.612
	X1.2	0.824	
	X1.3	0.831	
	X1.4	0.853	
	X1.5	0.819	
Customer Experience (X2)	X2.1	0.882	0.578
	X2.2	0.864	
	X2.3	0.872	
	X2.4	0.878	
Product Quality (X3)	X3.1	0.875	0.693
	X3.2	0.718	
	X3.3	0.906	
	X3.4	0.818	
Brand Image (Y1)	Y1.1	0.910	0.674
	Y1.2	0.809	
	Y1.3	0.734	
Interest in Repurchase (Y2)	Y2.1	0.764	0.578
	Y2.2	0.829	
	Y2.3	0.728	
	Y2.4	0.848	

Source: data processed by SmartPLS (2025)

Table 2 shows that the loading factor values of each indicator are greater than 0.7, thus it can be said that the reliability of each indicator has been met and the Average Variance Extracted (AVE) values of each construct are greater than 0.5. Thus, it can be concluded that the indicators used are capable of accurately measuring the construct.

Discriminant Validity Test

If the cross-loading value of the indicator on the related construct/latent variable is greater than all the cross-loading values of other constructs/latent variables, then the construct has good discriminant validity.

Table 3. Results of Construct Discriminant Validity Testing

Indicator	Brand Image (Y1)	Customer Experience (X2)	Product Quality (X3)	Interest in Repurchase (Y2)	Online Customer Review (X1)
X1.1	0.544	0.605	0.593	0.647	0.836
X1.2	0.430	0.532	0.513	0.662	0.824
X1.3	0.653	0.559	0.586	0.613	0.831
X1.4	0.531	0.556	0.580	0.636	0.853
X1.5	0.414	0.469	0.481	0.625	0.819
X2.1	0.553	0.882	0.614	0.641	0.497
X2.2	0.576	0.864	0.505	0.662	0.562
X2.3	0.579	0.872	0.741	0.668	0.559
X2.4	0.584	0.878	0.745	0.634	0.512
X3.1	0.736	0.755	0.875	0.782	0.671
X3.2	0.583	0.646	0.818	0.686	0.577
X3.3	0.739	0.786	0.906	0.794	0.621
X3.4	0.540	0.699	0.818	0.713	0.517
Y1.1	0.910	0.697	0.686	0.724	0.571
Y1.2	0.809	0.552	0.592	0.705	0.645
Y1.3	0.834	0.633	0.663	0.584	0.443
Y2.1	0.506	0.680	0.670	0.864	0.636
Y2.2	0.644	0.538	0.557	0.829	0.538
Y2.3	0.633	0.689	0.664	0.828	0.639
Y2.4	0.670	0.678	0.767	0.848	0.653

Source: data processed by SmartPLS (2025)

Table 3 shows that the cross-loading values of the indicators on the construct/variable itself are greater than the cross-loading values of other indicators, as seen in Table 3, which indicates that all indicator items have met the criterion of discriminant validity greater than 0.7.

Reliability Test

The basis of the measurement used to determine the reliability of the research variables is conducted using two methods, namely Cronbach's Alpha and Composite Reliability. If the values of Cronbach's alpha and composite reliability are greater than 0.7, but if the values are 0.6, they are still acceptable and all latent variables are considered reliable.

Table 4 Reliability Test Results

Variable	Composite reliability (rho_c)	Cronbach's alpha
Brand Image (Y1)	0.860	0.753
Customer Experience (X2)	0.842	0.739
Product Quality (X3)	0.900	0.849
Interest in Repurchase (Y2)	0.833	0.729
Online Customer Review (X1)	0.885	0.832

Source: data processed by SmartPLS (2025)

Table 4 shows that all variables have Cronbach's alpha and composite reliability values above 0.7, so it can be concluded that all constructs are reliable.

Structural Model Analysis (Inner Model)
The inner model testing is conducted to examine the relationships between constructs, significance values, and R-Square of the research model. The structural model is evaluated using R-Square for the dependent construct, t-test, and the significance of the structural path parameter coefficients. The results of the structural model (inner model) are as follows.
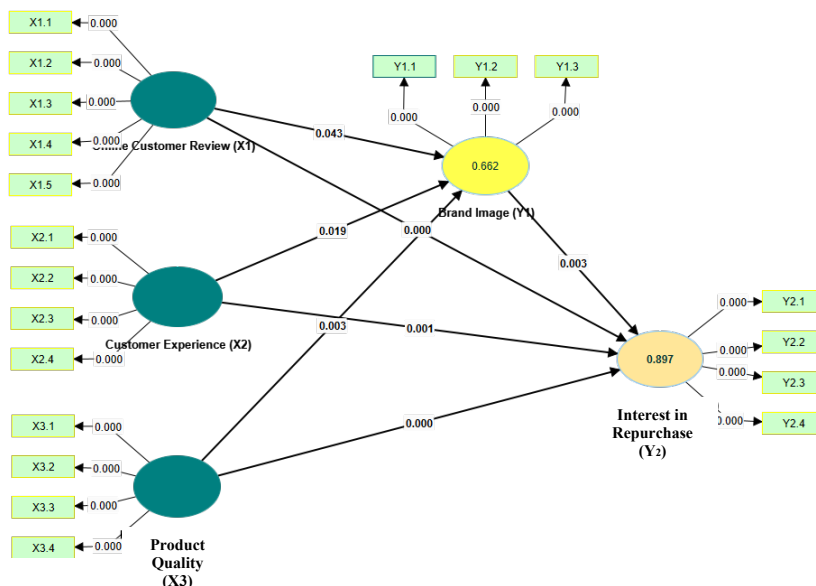
Figure 3. Model Bootstrapping Results
Source: data processed by SmartPLS (2025)

R-Square
The structural model is evaluated using R-Square for the dependent construct, t-test, and the significance of the structural path parameter coefficients. In evaluating the model with PLS, it starts by looking at the R-Square for each dependent latent variable. Table 5 presents the R-Square estimation results using SmartPLS. The R2 results of 0.67, 0.33, and 0.19 for the endogenous latent variables in the structural model indicate that the model is classified as "good," "moderate," and "weak." Table 5 presents the R-Square results using SmartPLS 4.0.

Table 5. R-Square Value

Variable	R-square	R-square adjusted
Brand Image (Y1)	0.662	0.655
Interest in Repurchase (Y2)	0.897	0.894

Source: data processed by SmartPLS (2025)

Based on Table 5, it can be seen that the R-Square value for Brand Image (Y1) is 0.662, indicating that the model is considered moderate. Meanwhile, the R-Square value for Repurchase Intention (Y2) is 0.897, which falls into the category of a good model.

F-Square
The f2 values of 0.02, 0.15, and 0.35 can be interpreted to determine whether the predictor latent variable has a weak, medium, or strong influence at the structural level. The following is Table 6, which shows the F-square results using SmartPLS 4.0.

Table 6. F-Square Values

Relationship Between Variables	F-Square	Explanation
Brand Image (Y1) -> Interest in Repurchase (Y2)	0.096	Weak
Customer Experience (X2) -> Brand Image (Y1)	0.047	Weak
Customer Experience (X2) -> Interest in Repurchase (Y2)	0.091	Weak
Product Quality (X3) -> Brand Image (Y1)	0.121	Weak
Product Quality (X3) -> Interest in Repurchase (Y2)	0.253	Medium
Online Customer Review (X1) -> Brand Image (Y1)	0.043	Weak
Online Customer Review (X1) -> Interest in Repurchase (Y2)	0.393	Strong

Source: data processed by SmartPLS (2025)

Table 6 presents the F-square values, which measure the effect size of predictor variables on endogenous variables within the structural model. According to the interpretation thresholds (0.02 = weak, 0.15 = medium, 0.35 = strong), most relationships in this study fall into the weak category, such as Brand Image on Repurchase Intention (0.096), Customer Experience on Brand Image (0.047) and Repurchase Intention (0.091), Product Quality on Brand Image (0.121), and Online

Customer Review on Brand Image (0.043). Only two relationships exceed the weak threshold: Product Quality on Repurchase Intention shows a medium effect (0.253), and Online Customer Review on Repurchase Intention demonstrates a strong effect (0.393). These results indicate that while several predictors have a statistically significant impact, their effect sizes at the structural level vary, with Online Customer Review exerting the most substantial influence on Repurchase Intention.

Hypothesis Testing (Direct Effect)
To determine whether a hypothesis is accepted or rejected, one can look at the significance values between constructs, t-statistics, and p-values. In this way, the estimation of measurements and standard errors is no longer calculated based on statistical assumptions, but rather on empirical observations. In the bootstrapping resampling method used in this study, the hypothesis is accepted if the significance value of the t-statistic is greater than 1.96 and/or the p-values are less than 0.05, then Ha is accepted and Ho is rejected, and vice versa.

Table 7. Coefficient Values, T-Statistics and P-Value

Path	Coefficients Value	T-Statistics	P-Value
Brand Image (Y1) -> Interest in Repurchase (Y2)	0.171	2.961	0.003
Customer Experience (X2) -> Brand Image (Y1)	0.265	2.348	0.019
Customer Experience (X2) -> Interest in Repurchase (Y2)	0.207	3.372	0.001
Product Quality (X3) -> Brand Image (Y1)	0.428	3.016	0.003
Product Quality (X3) -> Interest in Repurchase (Y2)	0.361	4.873	0.000
Online Customer Review (X1) -> Brand Image (Y1)	0.180	2.022	0.043
Online Customer Review (X1) -> Interest in Repurchase (Y2)	0.306	6.626	0.000

Source: data processed by SmartPLS (2025)

The results in Table 7 show that all direct effect hypotheses in this study are accepted, as indicated by t-statistic values greater than 1.96 and p-values less than 0.05 for all paths. Specifically, Brand Image has a significant positive effect on Repurchase Intention ($\beta = 0.171$, t = 2.961, p = 0.003). Customer Experience significantly influences both Brand Image ($\beta = 0.265$, t = 2.348, p = 0.019) and Repurchase Intention ($\beta = 0.207$, t = 3.372, p = 0.001). Product Quality also has a strong positive effect on Brand Image ($\beta = 0.428$, t = 3.016, p = 0.003) and an even stronger impact on Repurchase Intention ($\beta = 0.361$, t = 4.873, p = 0.000). Likewise, Online Customer Review significantly affects Brand Image ($\beta = 0.180$, t = 2.022, p = 0.043) and has the highest direct effect on Repurchase Intention ($\beta = 0.306$, t = 6.626, p = 0.000). These findings indicate that all independent variables—Online Customer Review, Customer

Experience, and Product Quality—play important roles in shaping Brand Image and driving Repurchase Intention.

Hypothesis Testing (Indirect Effect)
The influence of the independent variable on the dependent variable can be direct but can also be through a mediating variable. The criterion for accepting the hypothesis is if the P-values are less than 0.05, then it is significant (the influence is indirect), meaning the intervening variable "plays a role" in mediating the relationship between an independent variable and a dependent variable. If the P-values are greater than 0.05, then it is not significant (the effect is direct), meaning the intervening variable "does not play a role" in mediating the relationship between an independent variable and a dependent variable.

Table 8. Specific Indirect Effects

Path	Coefficients Value	T-Statistics	P-Value
Customer Experience (X2) -> Brand Image (Y1) -> Interest in Repurchase (Y2)	0.045	1.647	0.100
Product Quality (X3) -> Brand Image (Y1) -> Interest in Repurchase (Y2)	0.073	2.521	0.012
Online Customer Review (X1) -> Brand Image (Y1) -> Interest in Repurchase (Y2)	0.031	1.461	0.144

Source: data processed by SmartPLS (2025)

Table 8 shows the results of the specific indirect effects analysis, which tests whether Brand Image acts as a mediating variable between the independent variables and Repurchase Intention. The findings indicate that only the path from Product Quality → Brand Image → Repurchase Intention is significant (β = 0.073, t = 2.521, p = 0.012), meaning Brand Image plays a mediating role in this relationship. In contrast, the indirect effects of Customer Experience (β = 0.045, t = 1.647, p = 0.100) and Online Customer Review (β = 0.031, t = 1.461, p = 0.144) through Brand Image are not significant, as their p-values are greater than 0.05. This suggests that for these two variables, the influence on Repurchase Intention is primarily direct rather than mediated by Brand Image. Overall, the results highlight that Brand Image only serves as an effective mediator in the relationship between Product Quality and Repurchase Intention.

5. Discussion

The Influence of Online Customer Reviews on Brand Image
The influence of online customer reviews on brand image is positive and significant. This finding indicates that online customer reviews have a substantial impact and positively contribute to strengthening a brand's image. In other words, the better the reviews or feedback provided by customers on online platforms (such as e-commerce

sites, social media, or review websites), the more favorable the public perception of the brand will be. Research by Handarkho (2020) demonstrates that positive online customer reviews help create a positive brand image in consumers' minds. Similarly, Y et al. (2024) found that online customer reviews positively and significantly affect brand image, where more favorable reviews about a shopping experience are likely to enhance a brand's image in the eyes of consumers.

The Influence of Customer Experience on Brand Image
The influence of customer experience on brand image is positive and significant. This result highlights that the experiences customers have when interacting with a brand strongly (and significantly) shape or enhance the brand image in their minds. If customers feel satisfied because the purchasing process is seamless, the staff is friendly, and the product meets their expectations, these experiences foster a positive perception of the brand over the long term. Prasetio and Abdullah (2021) found that customer experience has a significantly positive impact on brand image—consumers with increasingly positive experiences tend to perceive a brand more favorably. Likewise, Pangestika (2023) confirmed that the better the shopping experience, the more positive the consumer perception, which in turn improves the brand's image.

The Influence of Product Quality on Brand Image
The influence of product quality on brand image is positive and significant. This means that the higher the quality of a company's products, the better its brand image will be in consumers' eyes. The positive relationship suggests that improvements in product quality directly enhance brand image. These findings align with Asan (2024), who describes brand image as a collection of beliefs, ideas, impressions, and perceptions that individuals or communities hold about a particular brand. A strong brand image can encourage consumers to purchase a product. Therefore, delivering high-quality products is key to building and maintaining a positive brand image.

The Influence of Online Customer Reviews on Consumer Repurchase Intention
The influence of online customer reviews on consumer repurchase intention is positive and significant. This indicates that favorable customer reviews significantly increase consumer interest in making repeat purchases. The better the reviews consumers see or read, the greater the likelihood they will repurchase from that brand. Manumpil et al. (2021) found that online customer reviews positively and significantly affect consumer repurchase intention. Similar findings were reported by Soeharso (2024) and Lubis & Andayani (2017), confirming that the more positive the reviews, the stronger the consumer's intent to repurchase.

The Influence of Customer Experience on Consumer Repurchase Intention
Customer experience positively and significantly influences consumers' repurchase intention. This suggests that the quality of interactions consumers have with a product or service directly impacts their desire to buy again. Put simply, the better the customer experience, the higher the likelihood of repeat purchases. Maharani et al. (2023) found that customer experience significantly affects repurchase intention. These results are consistent with Muthi & Utama (2022) and Li et al. (2020),

who also concluded that positive shopping experiences increase consumers' likelihood of making repeat purchases.

The Influence of Product Quality on Consumer Repurchase Intention

The influence of product quality on repurchase intention is positive and significant. This finding suggests that good product quality has a strong and beneficial effect on consumers' willingness to buy again. The better the quality, the more inclined consumers are to repurchase. Winda & Kusumayadi (2021) found that good product quality positively influences purchase intention. Similar conclusions were drawn by Andari & Mathori (2023) and Prabowo et al. (2020), who reported that high-quality products and services significantly increase purchase interest.

The Influence of Brand Image on Consumer Repurchase Intention

Brand image positively and significantly affects consumer repurchase intention. This suggests that the stronger and more positive the brand image, the more likely consumers are to make repeat purchases. A favorable perception of the brand leads to increased consumer loyalty and repeat buying behavior. Research by Prastiwi & Iswari (2019) and Ardana & Rastini (2018) both found that brand image has a strong positive impact on repurchase intention, indicating that enhancing a brand's image can directly boost consumer loyalty.

The Role of Brand Image in Mediating the Influence of Online Customer Reviews on Repurchase Intention

Brand image does not significantly mediate the relationship between online customer reviews and repurchase intention. This means that, while online reviews may influence repurchase behavior, the effect does not occur meaningfully through brand image. For example, a consumer might decide to repurchase because they read many positive comments about fast delivery—without forming a specific brand image. In such cases, brand image is not a critical link between reviews and repurchase decisions.

The Role of Brand Image in Mediating the Influence of Customer Experience on Repurchase Intention

Brand image does not significantly mediate the influence of customer experience on repurchase intention. While customer experience does affect repurchase behavior, this effect does not convincingly occur through brand image. For instance, a customer might decide to repurchase because they had fast, friendly service, but this satisfaction does not necessarily translate into a stronger brand image. The repurchase decision is driven directly by the positive experience rather than by a shift in brand perception.

The Role of Brand Image in Mediating the Influence of Product Quality on Repurchase Intention

Brand image significantly mediates the effect of product quality on repurchase intention. This means that high product quality enhances brand image, which in turn increases the likelihood of repeat purchases. Putri & Sukaatmadja (2018) found that brand image mediates the relationship between product quality and repurchase intention, where quality products create a positive brand image in consumers' minds,

ultimately encouraging repeat purchases. Similarly, Asan (2024) confirmed that product quality indirectly increases repurchase intention through its positive impact on brand image.

6. Conclusions

Based on the research findings and discussion, it can be concluded that online customer reviews, customer experience, and product quality each have a positive and significant influence on brand image and repurchase intention. Furthermore, brand image itself positively and significantly affects repurchase intention. In terms of mediation, brand image does not significantly mediate the effects of online customer reviews and customer experience on repurchase intention, but it plays a significant mediating role in the relationship between product quality and repurchase intention. These results highlight the direct importance of all three independent variables on repurchase intention, with product quality having both direct and indirect effects through brand image.

The findings of this study provide several practical implications for businesses, especially in the context of the Karung Jantan clothing brand. First, companies should prioritize maintaining high product quality, as it not only directly increases repurchase intention but also strengthens brand image, which further enhances customer loyalty. Second, actively managing online customer reviews—by encouraging satisfied customers to share their experiences and responding constructively to negative feedback—can effectively boost both brand image and purchase intentions. Third, delivering positive and memorable customer experiences through personalized services, efficient transactions, and emotional engagement will help sustain customer satisfaction and drive repeat purchases.

Future studies could expand the scope by including additional variables such as price perception, brand trust, and social media engagement to provide a more comprehensive understanding of factors influencing repurchase intention. Researchers could also employ longitudinal designs to observe changes in customer behavior over time, as cross-sectional designs only capture a snapshot. Furthermore, comparative studies across different industries or product categories could help determine whether the relationships found in this study hold true in broader contexts. Finally, incorporating qualitative methods, such as interviews or focus groups, may yield deeper insights into customer perceptions and motivations that are not fully captured by quantitative measures.

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