

The Role Of Brand Image And Perceived Quality In Mediating Social Media Marketing On Repurchase Intention (Enjang Coffee Jepara Customer Study)

Peran Brand Image Dan Perceived Quality Dalam Memediasi Social Media Marketing Terhadap Repurchase Intention (Studi Pelanggan Enjang Coffee Jepara)

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ABSTRACT

In the rapidly evolving digital age, social media marketing platforms in particular. This encourages business owners to compete in advertising and creating engaging content in the e-commerce and digital marketing environment. The method used is quantitative with 100 samples analysed by SEM with Smart-PLS version 4.0. The test uses outer model test, inner model test, mediation test and hypothesis testing. The validity test results provide a loading factor value > 0.7 and an AVE value > 0.5 declared valid. The reliability test provides compass reliability and Cronbach's alpha > 0.7 which is considered reliable. It can be concluded that the effect of social media marketing on brand image is positive and significant, the effect of social media marketing on perceived quality is positive and significant, and the effect of brand image on repurchase intention is positive and significant. the effect of perceived quality on repurchase intention is positive and significant. The mediation test shows that repurchase intention is partially mediated by social media marketing variables which are mediated by brand image and perceived quality.

Keywords : Social Media Marketing, Brand Image, Perceived Quality, Repurchase Intention

1. Introduction

In the fast-paced digital era, social media has become an important part of modern life. Platforms such as Instagram, Facebook, Twitter, and TikTok not only serve as a means of communication and entertainment, but also serve as a marketing tool that has great potential for various types of businesses. This phenomenon has given rise to a new concept in the world of marketing known as social media marketing. In the rapid digital era, social media has become an important part of modern life. Platforms such as Instagram, Facebook, Twitter, and TikTok not only serve as a means of communication and entertainment, but also serve as a marketing tool that has great potential for various types of businesses. This phenomenon has given rise to a new concept in the world of marketing known as social media marketing.

Social media marketing includes the use of social media platforms to promote goods and services, foster customer relationships, and increase brand awareness (Appel et al., 2020). According to a Statista study (2023), the number of social media users worldwide is expected to reach 4.89 billion by 2023, and it is estimated that this number will continue to increase in the coming years. With such a far-reaching impact, it's no wonder that many companies have started to allocate a significant portion of their marketing budget to social media efforts.

The effectiveness of social media marketing in influencing consumer behaviour is a topic that has attracted the attention of many researchers. An important aspect to consider is how social media marketing can influence consumer repurchase intention. Repurchase intention is defined as the tendency of customers to repurchase goods or services from the

same brand in the future (Hellier et al., 2003). This is important for e-commerce and digital marketing because the cost of retaining existing customers is much lower than acquiring new customers.

Current research by Zhang et al. (2021) showed that social media marketing has a positive effect on repurchase intention; they found that interesting and interactive content on social media can increase customer engagement and ultimately increase the desire to buy the product again. However, the relationship between social media marketing and repurchase intention is not always direct. Several factors mediate this relationship, but the two most important are brand image and perceived quality.

Consumers' perceptions and beliefs towards a brand are called brand image, and are reflected in the brand associations that consumers have (Keller, 1993). In the context of social media marketing, brand image is becoming increasingly important as digital platforms offer opportunities for brands to build and strengthen their image through direct interaction with consumers. A study by Liu et al. (2020) shows that effective social media marketing significantly improves brand image which has a positive effect on repurchase intention.

Perceived quality, on the other hand refers to the customer's perception of the general quality or superiority of a product or service. (Zeithaml, 1988). In the digital era, consumers are often unable to touch or try products directly before buying, so perceived quality is an important factor in purchasing decisions. A study conducted by Sharma and Klein (2020) found that good social media marketing increases the perceived quality of a product or service, thus having a positive impact on repurchase intention.

Perceived quality is described as an assessment of the general superiority of a brand based on external factors (brand name) and brand, intrinsic benefits (performance and durability). Visible quality increases value for customers by giving them a reason to buy and differentiating the brand from competitors (Rifqy et al., 2024).

Previous research has shown a relationship between social media marketing, brand image, perceived quality, and repurchase intention, but it remains to be seen how these variables interact in a broader and more diverse context. Most previous studies have focused on specific industries or market segments, limiting the generalisability of the results.

In addition, technological advancements and rapidly changing consumer behaviour require constant updating of social media marketing strategies. What worked a few years ago may no longer be relevant today. For example, research by Wang et al. (2022) shows that the use of influencer marketing on social media has a significant impact on brand image and repurchase intention, which may not have been given much attention in previous studies.

The COVID-19 pandemic has dramatically changed the digital marketing landscape. Social lockdowns and restrictions have caused more consumers to turn to digital platforms to shop and find information about products. This creates new opportunities and challenges for businesses in managing their social media marketing. Research conducted by Kim and Lee (2023) found that the effectiveness of social media marketing in influencing repurchase intention increased significantly during the pandemic, especially when companies were able to show empathy and provide value to consumers through content offerings.

In social media marketing research, it is also important to consider cross-cultural aspects. A study conducted by Chen et al. (2021) shows that the effectiveness of social media marketing strategies in influencing brand image and repurchase intention can differ significantly between collectivist and individualistic cultures. These results emphasise the

importance of a locally tailored approach when implementing a global social media marketing strategy.

In addition, the emergence of new technologies such as augmented reality (AR) and virtual reality (VR) in social media marketing also brings a new dimension to this research. The study conducted by Rauschnabel et al. (2023) shows that the use of AR in social media marketing can significantly improve perceived product quality and ultimately have a positive impact on repurchase intention.

Another aspect to consider is the role of user-generated content (UGC) in social media marketing. A study conducted by Zhang and Benyoucef (2021) shows that UGC has a strong impact on brand image and perceived quality, especially among millennial and Gen Z consumers. These results show the importance of a social media marketing strategy that not only focuses on brand-generated content, but also promotes and utilises user-generated content.

Given the complexity and dynamics of the relationship between social media marketing, brand image, perceived quality, and repurchase intention, as well as the new factors created by technological developments and changes in consumer behaviour, the interaction between them is needed. Further research to determine the impact of these variables to provide a more comprehensive understanding.

This study aims to fill this gap by analysing the effect of social media marketing on repurchase intention, considering the mediating role of brand image and perceived quality. By understanding this relationship more deeply, this research will help marketers and managers develop more effective social media marketing strategies to improve brand image, perceived quality, which ultimately increases consumer repurchases.

Note : Manuscript typed with computer using Calibri font (Doc) one Column, on paper size 21 cm x 29.7 cm (A4), 1 spaced and in 11 point Times New Roman font. There should be a top and a bottom margin of 3.0 cm, with right and left margins of length 3 cm.

2. Literature Review

Social Media Marketing

Gabriella (2022) states that social media is an evolution or change in media that allows users to receive, store, enjoy and disseminate various information received to all social media users. With the presence of social media, it provides efficient benefits for business people, especially marketers, when they want to establish communication and build positive relationships and bonds with customers. Thus, social media marketing can be defined as the use of social media platforms to promote goods and services, build relationships with customers, and increase brand awareness (Appel et al., 2020).

Brand Image

The overall brand image shows how a person sees a brand, which is formed from various information about past experiences and feelings, such as beliefs and preferences. People who have a positive image of a particular brand are more likely to buy that brand, and marketing programmes can help create a positive brand image. A strong brand image in the minds of customers can influence their repurchase intention Soefhwan (2022).

Perceived Quality

Erlinda (2023) says that customers give positive value to how perceived quality and basic emotions relate. Understanding how perceived product quality factors interact with product interventions, customer satisfaction, and repurchase intentions is very important for consumer decision making because expected quality can encourage consumers to buy products again.

Repurchase Intention

Filieri and Lin (in Ilyas et al., 2020) say repurchase intention is the intention to repurchase a product more than once. In achieving a level where customers repeatedly buy products or services, business people must be able to satisfy customers with their products or services. Customers with satisfaction are more likely to repurchase than consumers with negative customer satisfaction. What is meant by ‘repurchase intention’ is the customer's desire to repurchase a product or service, even though it is a product or service whose benefits and quality have been felt before.

Indicators - indicators of variables used:

Table 1: Variable Indicators

Variabel	Indicator	Indicator
Social media marketing (X)	X1.1	For me, Enjang Coffee's Instagram social marketing media is fun
	X1.2	The content shared on enjang coffee's Instagram social media is interesting to me
	X1.3	Enjang coffee's Instagram social media allows me to share information with others
	X1.4	Instagram enjang coffee social media allows me to discuss and exchange opinions with others
	X1.5	The content displayed on enjang coffee's Instagram social media is in trend
	X1.6	The content displayed on Instagram social media is the latest content
	X1.7	I can get the information I need on enjang coffee's Instagram social media
	X1.8	Instagram enjang coffee social media provides services that are tailored to me
	X1.9	I want to convey information about enjang coffee's Instagram brand, products, or services to my friends and family
	X1.10	I want to upload content from Instagram enjang coffee social media on my facebook/Instagram
Brand image (Z1)	Z1.1	I chose enjang coffee because of the big name that enjang coffee has
	Z1.2	For me, the big name of enjang coffee makes me not worry about buying at enjang coffee
	Z1.3	In my opinion, enjang coffee is right in the position of traditional coffee
	Z1.4	In my opinion, enjang coffee has uniqueness
Perceived Quality (Z2)	Z2.1	Enjang coffee provides the best quality products to its customers

	Z2.2	Enjang coffee provides the best service available for the needs of its customers
	Z2.3	I believe the coffee sold by enjang coffee has reliable quality
	Z2.4	Coffee at enjang coffee uses quality ingredients that have been tested beforehand
	Z2.5	With cost-effective prices for enjang coffee customers
Repurchase Intention (Y)	Y1.1	I will prefer enjang coffee to make a purchase again
	Y1.2	I will invite other people to visit enjang coffee
	Y1.3	I will continue to visit enjang coffee
	Y1.4	I will continue to visit enjang coffee in the near future

The Effect of Social Media Marketing on Brand Image

Social media marketing has become a powerful tool for companies to build and strengthen their brand image. According to Godey et al. (2016), marketing activities on social media can significantly increase brand awareness and brand associations, which are important components of brand image.

Recent research by Liu et al. (2021) shows that engaging and interactive content on social media platforms can help companies create a positive perception of their brand in the minds of consumers. They found that high engagement on social media is positively correlated with improved brand image.

Furthermore, Cheung et al. (2020) revealed that the consistency of brand messages across various social media platforms contributes to the formation of a strong and coherent brand image. They emphasised the importance of an integrated content strategy in building a positive brand image through social media marketing.

Based on these findings, the first hypothesis can be formulated as follows:

H1: Social media marketing has a positive effect on brand image.

The Effect of Social Media Marketing on Perceived Quality

Perceived quality can also be influenced by social media marketing activities. According to Kim and Chao (2019), detailed and transparent product information presented through social media can improve consumer perceptions of product or service quality.

Research conducted by Wang et al. (2022) showed that user-generated content (UGC) on social media, such as customer reviews and testimonials, has a significant impact on perceived quality. They found that positive UGC can improve perceived product quality, especially for products that are difficult to evaluate before purchase.

Furthermore, a study by Zhang and Li (2023) revealed that the use of influencers in social media marketing can increase the perceived quality of products. They argue that endorsements from trusted influencers can transfer perceived quality to the promoted product.

Based on these findings, the following is the formulation of the second hypothesis:

H2: Social media marketing has a positive effect on perceived quality.

The Effect of Brand Image on Repurchase Intention

Brand image has long been recognised as an important factor influencing consumer purchasing behaviour, including repurchase intentions. Research by Saleem et al. (2021) shows that a positive brand image can increase consumer confidence in the brand, which in turn encourages repurchase intentions.

The study of Chen et al. (2020) revealed that brand image has a direct and indirect effect on repurchase intention. They found that a strong brand image not only increases customer satisfaction, but also creates an emotional bond between consumers and brands, which encourages repurchase intentions.

Research by Kim et al. (2022) shows that in the context of e-commerce, brand image plays an important role in reducing perceived risk and uncertainty, which ultimately increases repurchase intention.

Based on these findings, the third hypothesis can be formulated as follows:

H3: Brand image has a positive effect on repurchase intention.

The Effect of Perceived Quality on Repurchase Intention

Perceived quality has been shown to be a strong predictor of repurchase intention in various contexts. According to research conducted by Lee and Choi (2019), perceived quality has a direct and positive influence on customer satisfaction and repurchase intentions in the e-commerce industry.

The study by Sharma and Klein (2020) revealed that in an online environment, where consumers cannot physically inspect products before purchase, perceived quality becomes a key factor in the decision to make a repeat purchase. They found that high perceived quality can reduce uncertainty and increase consumer trust, which in turn encourages repurchase intention.

Furthermore, in a recent study by Wu et al. (2023) showed that in the context of social media marketing, perceived quality not only affects repurchase intention directly, but also through the mediation of electronic word-of-mouth (eWOM). They argue that consumers who perceive high product quality are more likely to share their positive experiences on social media, which in turn increases repurchase intentions for both themselves and other consumers.

H4 : Perceived Quality has a positive effect on repurchase intention.

The effect of Social Media Marketing on Repurchase Intention mediated by Brand Image

Consumer perception of a brand in the coffee shop industry is very important to support repurchase intention, apart from the use of social media marketing. The better the image a brand has, the better it is perceived by consumers, so that it can encourage the higher the desire or intention of consumers to reconnect or transact with the brand again (Dewi & Ekawati, 2019).

Brand image has long been recognised as an important factor influencing consumer purchasing behaviour, including repurchase intentions. Research by Saleem et al. (2021) shows that a positive brand image can increase consumer trust in the brand, which in turn encourages repurchase intentions.

When the implementation of the social media marketing strategy carried out by Enjang Coffee Jepara is getting better and the brand image that Enjang Coffee Jepara has is good in the minds of customers, customers will tend to repurchase intention for Enjang Coffee Jepara products.

Based on these findings, the fifth hypothesis can be formulated as follows:

H5: Social media marketing mediated by brand image has a positive effect on repurchase intention.

The effect of Social Media Marketing on Repurchase Intention mediated by Perceived Quality

Perceived quality is very important to make products and services have good value in the eyes of consumers. Because the information about the products and services displayed through Instagram is good, it will have a good perception of the products and services offered. So that this can provide experience to customers, this can lead to repeat purchase decisions. Kristiani & Dharmayanti (2017) on the influence of social media marketing on repeat purchases with intervening variables perceived service quality and brand image have a significant influence between social media marketing on repeat purchases. Marketing through social media instagram by providing good language and an attractive appearance will have an influence on repurchase intention. Eka Lestari (2016) on the influence of social media on brand equity and its impact on purchasing decisions has a significant influence between social media on perceived quality. With information through social media Instagram, consumers can see convincing photo displays and make consumers have the desire to decide to repurchase. With the increase in perceived quality, consumer repurchase interest will also increase. The higher the social media marketing instagram offered, the higher the perceived quality in a store.

Based on these findings, the sixth hypothesis can be formulated as follows:

H6: Social media marketing mediated by perceived quality has a positive effect on repurchase intention.

3. Research Methods

Population and Sample

1. Population

The target population in this study are customers or visitors to Enjang Coffee in Jepara, the number of which cannot be known with certainty. Therefore, the population is defined based on the frequency of visits or arrivals of guests and customers who come at least twice to visit Enjang Coffee coffee shop.

2. Sample Size

The recommended minimum sample size ranges from 30 to 100 or more than 200 samples (Abadi et al., 2020). Based on this recommendation, the researcher decided to take 100 Enjang Coffee Jepara consumers as samples. In testing the hypothesis, researchers used the SEM method with a focus on SmartPLS version 4.0 for PLS analysis. The tests carried out include outer model, inner model, mediation test, and hypothesis testing.

Analysis Model Technique

The method used in this research is quantitative method. Data collection is done through the use of questionnaires measured using a Likert scale with a range of 1 to 10 (Harpe

& Learning, 2015). In this study, there are four variables, namely social media marketing (X), brand image (Z1), Perceived Quality (Z2), and Repurchase Intention (Y) conducted on Enjang Coffee Jepara customers.

The minimum recommended sample size is between 30 and 100, or more than 200 (Abadi et al., 2020). As a result, the researcher decided to take a sample of one hundred Enjang Coffee Jepara customers. The researcher used the SEM method to test the hypothesis using the PLS SmartPLS version 4.0 analysis tool. The outer model, inner model, mediation, and hypotheses were tested.

4. Results and Discussions

Outer Model (Measurement Model)

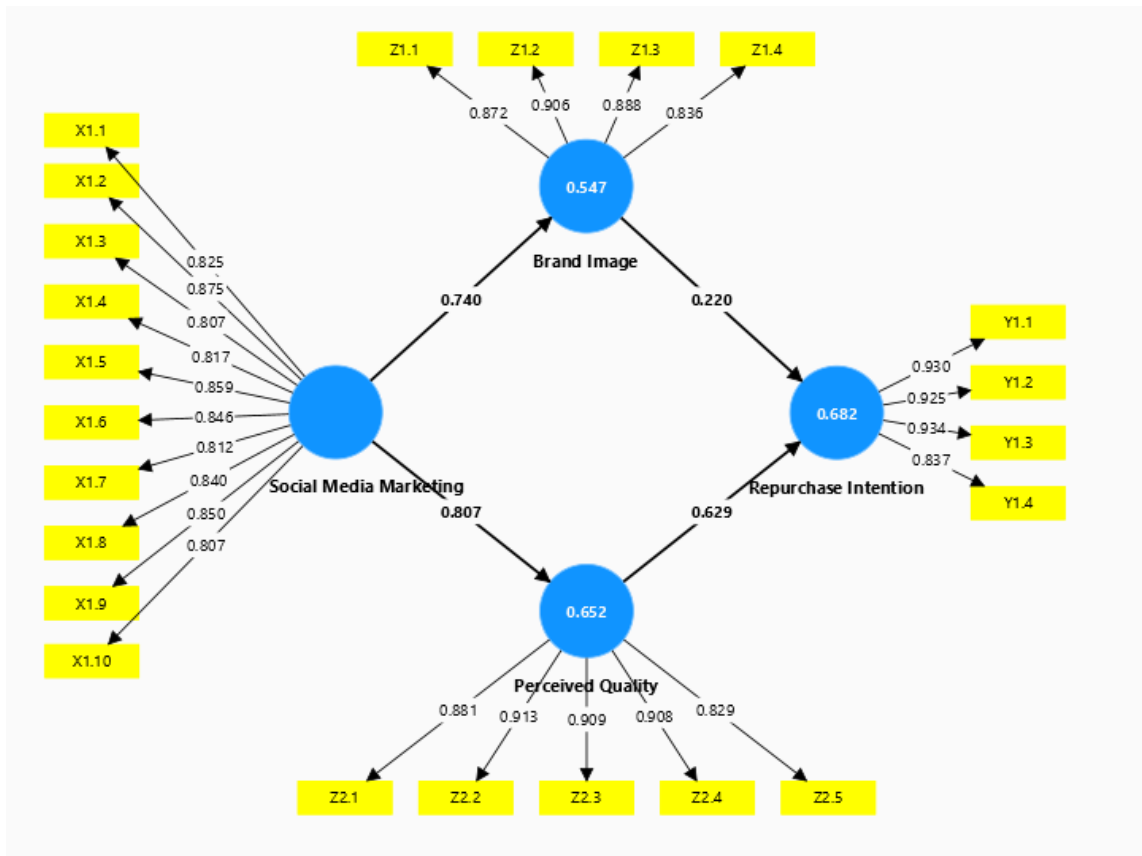


Figure 1. Measurement Model

This model includes two types of measurements, one of which is the test:

1. Convergent Validity

If the outer loading is above 0.7 and the AVE is at least 0.5, this measurement is considered valid (Ulum, Ghazali et al., 2008). Table 1 shows the results of convergent validity testing for this research model.

Table 2. Convergent Validity Test

Variable	Indicator	Outer loading	AVE	Result
Social Media Marketing (X1)	X1.1	0.825	0.696	Valid
	X1.2	0.875		
	X1.3	0.807		
	X1.4	0.817		
	X1.5	0.859		
	X1.6	0.846		
	X1.7	0.812		
	X1.8	0.840		
	X1.9	0.850		
	X1.10	0.807		
Brand Image (Z1)	Z1.1	0.872	0.767	Valid
	Z1.2	0.906		
	Z1.3	0.888		
	Z1.4	0.836		
Perceived Quality (Z2)	Z2.1	0.881	0.789	
	Z2.2	0.913		
	Z2.3	0.909		
	Z2.4	0.908		
	Z2.5	0.829		
Repurchase Intention (Y)	Y1.1	0.930	0.823	Valid
	Y1.2	0.925		
	Y1.3	0.934		
	Y1.4	0.837		

Source: Data output from SmartPLS version 4.0 (Processed)

The results show that the indicators assessing the variables of social media marketing, brand image, perceived quality, and willingness to repurchase show values above 0.7 in the convergent validity test and have an AVE above 0.5. Thus, these indicators are declared valid, with the most influential indicators for each variable being as follows:

- Social Media Marketing Variable X1.2: the content shared on Enjang Coffee's Instagram social media is interesting to me with a value of 0.875.
- Brand Image Variable Z1.2: for me the big name of Enjang Coffee makes me not worry about buying at Enjang Coffee with a value of 0.906.
- Perceived Quality Variable Z2.2: Enjang Coffee provides the best service available for the needs of its customers with a value of 0.913.
- Repurchase Intention Variable Y1.3: I will continue to visit Enjang Coffee with a value of 0.934.

From these results it can be concluded that the indicators above are the most influential indicators on each variable.

2. Reliability Test

Cronbach's Alpha shows the reliability of all indicators, with values ranging from zero to one. A Cronbach's Alpha value above 0.7 indicates that the variable is considered reliable, although this is not an absolute standard. Composite Reliability (CR) is a measure of variable reliability that shows a level of reliability above 0.7.

Table 3. Composite reliability values & Cronbach's alpha

Variable	Composite reliability	Cronbach's alpha	Description
Social Media Marketing	0.952	0.951	Reliabel
Brand Image	0.901	0.899	Reliabel
Perceived Quality	0.934	0.933	Reliabel
Repurchase Intention	0.933	0.928	Reliabel

Source: Data output from SmartPLS version 4.0 (Processed)

The reliability test results show that all variable indicators can be considered reliable because each indicator has a value above 0.7.

Inner Model (Structural Model)

Inner model is a model used to project causal relationships between latent variables, which are variables that cannot be measured directly.

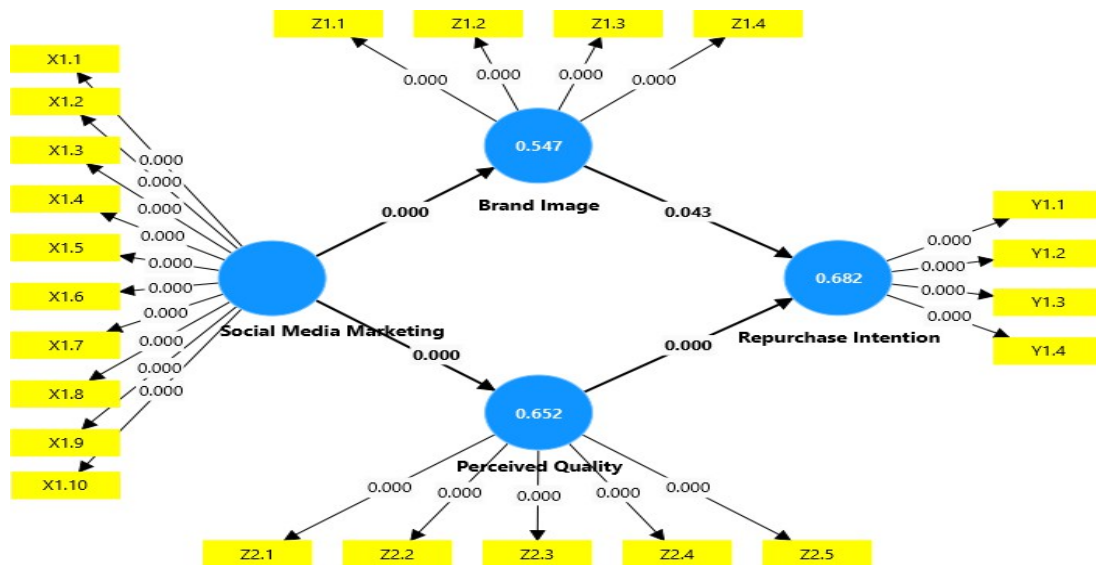


Figure 2. Structural Model

R-square

How much influence the independent variables have on the dependent variable is indicated by the R-square. While an R-square value of 0.67 indicates a strong influence, a value of 0.33 is considered moderate, and a value of 0.19 is considered weak.

Table 4. R-square

Variable	R-square	R-square adjusted
Brand Image	0.547	0.542
Perceived Quality	0.652	0.648
Repurchase Intention	0.682	0.675

Source: Data output from SmartPLS version 4.0 (Processed)

The R-square value for repurchase intention is 0.682, and the adjusted R-square value is 0.675. This shows that collectively, all exogenous constructs influence Repurchase Intention by 68.2%. This is a large influence. Additional variables and indicators not discussed in this study can be used for the last 31.8%.

Mediation Test

There are three main scenarios when it comes to mediation. Non-mediation occurs when the relationship between the independent and dependent variables is positive while their relationship is negative. Full mediation occurs when the relationship between the independent and dependent variables is negative while their relationship is positive. Third, partial mediation occurs when the relationship between the independent and dependent variables is positive while their relationship is positive. Using the bootstrapping technique with SmartPLS 4.0, the mediation test results can be analysed through indirect special effects. The P value on the special effect indicates a negative effect if the P value is > 0.05, and a positive effect if the P value is < 0.05.

Table 5. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value
Social Media Marketing -> Brand Image -> Repurchase Intention	0.162	0.161	0.0.083	1.969	0.049
Social Media Marketing -> Perceived Quality -> Repurchase Intention	0.508	0.513	0.093	5.438	0.000

Source: Data output from SmartPLS version 4.0 (Processed)

Based on the attached table 5, the conclusion is:

The effect of Social Media Marketing on Repurchase Intention mediated by Brand Image

From table 5 Specific Indirect Effect Social Media Marketing on Repurchase Intention mediated by Brand Image has a positive relationship because P value = 0.049 < 0.05.

The effect of Social Media Marketing on Repurchase Intention mediated by Perceived Quality

From table 5 Specific Indirect Effect Social Media Marketing on Repurchase Intention mediated by Perceived Quality has a positive relationship because P value = 0.000 < 0.05.

Of the two mediation test results that have the most influence, namely the perceived quality variable which has a value of 0.000.

Hypothesis Testing

To test the hypothesis, the results of T statistics and P value are used to determine the acceptance of the hypothesis. The hypothesis is accepted if the P value < 0.05. The Path Coefficient, obtained through the bootstrapping technique through the SmartPLS version 4.0 programme, contains this data.

Table 6. Path Coefficients

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value
Social Media Marketing -> Brand Image	0.740	0.741	0.060	14.068	0.000
Social Media Marketing -> Perceived Quality	0.807	0.808	0.057	12.382	0.000
Brand Image -> Repurchase Intention	0.220	0.217	0.109	2.023	0.043
Perceived Quality -> Repurchase Intention	0.629	0.634	0.099	6.354	0.000

Source: Data output from SmartPLS version 4.0 (Processed)

Table 7. Hypothesis Test Results

Hipotesis	Analisis
Social Media Marketing -> Brand Image	P value = 0.000
	T statistics = 14.068
	T-tabel = 1.660
	T statistics > T-tabel
Social Media Marketing -> Perceived Quality	P value = 0.000
	T statistics = 12.382
	T-tabel = 1.660
	T statistics > T-tabel
Brand Image -> Repurchase Intention	P value = 0.043
	T statistics = 2.023
	T-tabel = 1.660
	T statistics > T-tabel
Perceived Quality -> Repurchase Intention	P value = 0.000
	T statistics = 6.354
	T-tabel = 1.660
	T statistics > T-tabel

Source: Data output from SmartPLS version 4.0 (Processed)

Hypothesis 1: Effect of Social Media Marketing (X1) on Brand Image (Z1)

This shows that H0 is rejected and Ha1 is accepted because the T statistical value (14.068) is greater than the T table value (1.660) and the P value (0.000) < 0.05. The results indicate a significant positive relationship between brand image and social media marketing variables. The findings of this study indicate that the data processing is in line with research conducted by (Liu et al., 2020), which shows that a good brand image is enhanced by effective social media marketing, which has a significant impact on the desire to repurchase.

Hypothesis 2: The effect of Social Media Marketing (X1) on Perceived Quality (Z2)

This shows that H0 is rejected and Ha2 is accepted because the T statistics value (12.382) > T-table value (1.660) and P value (0.000) < 0.05. This shows that there is a significant positive correlation between social media marketing components and perceived quality. From the results of this study, it shows similarities with research conducted by (M. rifqy et al., 2024) showing how SMM can increase brand trust and customer engagement to improve perceived quality with the results of SMM having a significant positive effect on perceived quality. Attractive social media marketing with high quality perceived by customers, marketing through social media by providing good service such as answering consumer questions and using polite language can improve the brand image of the perceived quality of Enjang Coffee Jepara consumers.

Hypothesis 3: The effect of Brand Image (Z1) on Repurchase Intention (Y)

This shows that H0 is rejected and Ha3 is accepted because the T statistical value (2.023) is greater than the T table value (1.660) and the P value (0.043) is less than 0.05. This indicates a significant positive correlation between brand perception and repurchase intention. This finding is in line with research conducted by (Saleem et al. 2021), which found that good brand perception can increase customer trust in the brand, which in turn encourages them to repurchase, significantly increasing consumer interest in doing so. Brand image is a general picture of a brand consisting of information and past experiences associated with the brand, as well as opinions, such as beliefs and preferences. Consumers who have a positive opinion about a particular brand tend to buy the product more often. To create a positive brand image, social media marketing must be able to build strong associations with consumers, provide benefits, and make the brand look different from others. A strong brand image in the minds of customers can influence their desire to buy something.

Hypothesis 4: Effect of Perceived Quality (Z2) on Repurchase Intention (Y)

As shown, H0 is rejected and Ha4 is accepted as the T statistic value (6.354) > T-table value (1.660) and P value (0.000) < 0.05. This shows that there is a significant positive relationship between the perceived quality variable and the desire to repurchase. Therefore, the hypothesis about the effect of perceived quality on the desire to repurchase Enjang coffee shop in Jepara city can be accepted. The results of this study are in line with previous research (Lee and Choi, 2019), which shows that perceived quality has a direct and positive impact on customer satisfaction and intention to repurchase goods in the e-commerce industry, which has a significant impact on repeat purchases. Thus, if the perception of quality is high at Enjang Coffee, then this may indicate that the level of customer satisfaction will increase.

Hypothesis 5: The effect of Social Media Marketing (X) on Repurchase Intention (Y) is mediated by Brand Image (Z1)

Shows that the T statistics value (1.969) > T-table (1.660) and P value (0.049) < 0.05, so that H0 is rejected and Ha1 is accepted. This shows that there is a significant positive relationship between the Social Media Marketing variable and repurchase intention mediated by Brand Image. In other words, the better the social media marketing activities carried out by enjang coffee Jepara followed by a good brand image, the higher the customer's repurchase intention towards enjang coffee Jepara, so the fifth hypothesis is accepted. From the results of this study, there are similarities with research (gusti ayu et al., 2024) stating that brand image significantly mediates the influence of social media marketing on repurchase intention. Good social media marketing with a distinctive brand image from enjang coffee, for example by

introducing new products, creating interesting content on Instagram social media and clear information provided by the owner of Enjang Coffee Jepara.

Hypothesis 6: The effect of Social Media Marketing (X) on Repurchase Intention (Y) is mediated by Perceived Quality (Z2)

Shows that the T statistics value (5.438) > T-table (1.660) and P value (0.000) < 0.05, so H₀ is rejected and H_{a1} is accepted. This shows that there is a significant positive relationship between the Social Media Marketing variable and repurchase intention mediated by perceived quality. Attractive social media marketing with high quality perceived by customers, marketing through social media by providing good service such as answering consumer questions and using polite language can improve the brand image of perceived quality which creates consumer repurchase intentions for Enjang Coffee Jepara.

5. Conclusion

This study examines the relationship between social media marketing and repurchase intention with the mediating role of brand image and perceived quality. The results show that social media marketing can influence repurchase intention, but the effect is more significant through brand image and perceived quality. Especially, perceived quality has a greater influence with P value = 0.000 than brand image which has P value = 0.049. This research offers a new concept to increase repurchase intention at Enjang Coffee Jepara through social media marketing. The findings will help Enjang Coffee businesses in optimising brand image and perceived quality to promote their business. The results showed that brand image and perceived quality generated through Instagram have a positive and significant influence on repurchase intention at Enjang Coffee in Jepara. This finding emphasises the important role of social media marketing on Instagram, brand image, and perceived quality in influencing repurchase intention. Hypothesis testing also reveals that these three variables interact and contribute together in increasing repurchase intention. This study faces limitations, such as the number of respondents being only 100, and it is recommended that future studies involve a larger number of respondents to get a more comprehensive picture of the population.

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