

Enhancing Repurchase Intention Through Customer Satisfaction: the Role of Brand Image and After-Sales Service

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Abstract

The skincare industry in Indonesia has experienced rapid growth, marked by increased competition among local and global brands. This study investigates the influence of brand image and after-sales service on repurchase intention, with customer satisfaction as a mediating variable. Using a quantitative explanatory approach, data were collected through questionnaires from 220 consumers of DDBeauty skincare products by PT. Kiara BeautyMed. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 3.0.

The results indicate that both brand image and after-sales service significantly influence customer satisfaction but do not directly impact repurchase intention. Customer satisfaction, however, has a strong and significant effect on repurchase intention and fully mediates the relationships between brand image and repurchase intention, as well as between after-sales service and repurchase intention. The coefficient of determination (R^2) reveals that the model explains 93.5% of the variance in customer satisfaction and 89.2% in repurchase intention.

These findings highlight the critical role of satisfaction as a psychological bridge connecting brand perception and service quality with actual buying behavior. The study contributes to marketing theory by validating the mediating effect of satisfaction and offers practical insights for skincare companies to strengthen branding and service strategies to foster consumer loyalty.

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1. Introduction

The skincare and cosmetics industry in Indonesia has shown significant growth in recent years, particularly driven by increasing consumer awareness of the importance of skincare products for daily use. Women, in particular, have become more conscious of maintaining healthy and youthful skin, which has contributed to the rapid expansion of the industry. According to Euromonitor International (2022), sales in the beauty and personal care sector have grown across all categories, with skin care showing the highest growth rate at 29.6%. This surge in demand has resulted in a competitive market, where both domestic and international brands strive to meet consumer needs and preferences.

In Indonesia, small and medium-sized enterprises (SMEs) dominate the cosmetic sector, accounting for 83% of market participants. This reflects the enormous potential and opportunities in the beauty industry, which continues to attract new businesses and entrepreneurs. As the demand for skincare products increases, competition in the market intensifies, necessitating effective strategies for companies to differentiate themselves and maintain consumer loyalty (Sulistiyari & Yoestini, 2012). The competitive landscape is further complicated by the rise of numerous skincare brands, each trying to capture a share of the market by offering unique products and services.

One such company, PT. Kiara BeautyMed, has been a key player in the Indonesian cosmetics industry since 1999. Initially operating as a home industry, the company has expanded its production and distribution of skincare products. Today, PT. Kiara BeautyMed offers a range of skincare products, including night creams, face mists, and body lotions. Despite its strong reputation and long-standing presence in the industry, PT. Kiara BeautyMed faces significant challenges in maintaining consumer interest, especially for its flagship product, DDBeauty. The company has observed a decline in sales, partly due to fierce competition and the relatively weak brand image of DDBeauty in the market.

Brand image plays a crucial role in shaping consumer purchasing decisions, especially in highly competitive markets like skincare. According to Kotler and Armstrong (2018), brand image refers to the perceptions and associations that consumers have with a particular brand, which can significantly influence their purchase intentions. A positive brand image not only helps in attracting new customers but also fosters repeat purchases, which are essential for long-term business sustainability (Priansa, 2017). In the case of PT. Kiara BeautyMed, enhancing the brand image of DDBeauty is vital to boosting consumer trust and encouraging repeat purchases.

Another factor influencing consumer loyalty and repeat purchases is after-sales service. High-quality after-sales services, such as product warranties, consultations, and customer support, are crucial for enhancing customer satisfaction and fostering long-term relationships with consumers. Tjiptono and Chandra (2016) highlight that after-sales service contributes to customer loyalty by addressing post-purchase concerns and ensuring that consumers have a positive experience with the product. PT. Kiara BeautyMed has made efforts to improve its after-sales service, offering loyalty programs and personalized consultations to build stronger connections with customers. However, the effectiveness of these strategies in driving repeat purchases remains unclear.

Customer satisfaction is closely linked to both brand image and after-sales service, as it reflects how well a product or service meets or exceeds consumer expectations. Minh and Huu (2016) argue that customer satisfaction positively affects repeat purchase intentions, as satisfied customers are more likely to repurchase and recommend the product to others. In the context of PT. Kiara BeautyMed, ensuring high customer satisfaction is essential for converting first-time buyers into loyal customers who continue to purchase DDBeauty products.

Given the competitive pressures in the Indonesian skincare market and the challenges faced by PT. Kiara BeautyMed, this study aims to examine the factors influencing repeat purchase intentions for DDBeauty products. Specifically, the study will explore the impact of brand image, after-sales service, and customer satisfaction on repeat purchases. Additionally, it will investigate how customer satisfaction mediates the relationship between brand image

and repeat purchases, as well as between after-sales service and repeat purchases.

This research seeks to contribute to the field of marketing management by providing empirical evidence on the role of brand image, after-sales service, and customer satisfaction in shaping consumer behavior in the skincare industry. Furthermore, the findings will offer practical insights for PT. Kiara BeautyMed to refine its marketing strategies, enhance customer loyalty, and improve sales performance.

Hypothesis Development

The Relationship between Brand Image and Repurchase Intention

Brand image plays a pivotal role in influencing consumer perception and behavior. It reflects how customers view a brand based on accumulated experiences, associations, and brand reputation (Aaker & Biel, 1993). A strong brand image not only facilitates consumer recognition but also fosters trust and loyalty, ultimately encouraging repeat purchases. As noted by Phuong and Trang (2018), repurchase intention refers to the level of commitment a consumer has to buy a product again. Therefore, a positive brand image can enhance perceived value, reduce perceived risk, and increase the likelihood of customer retention.

Empirical studies support this assertion. Yaprakli and Mutlu (2024), Hasanah and Aziz (2021), and Sindarto et al. (2023) found a significant and positive correlation between brand image and repurchase intention. Accordingly, the first hypothesis is proposed:

H1 : Brand image positively influences repurchase intention of DDBeauty skincare products at PT. Kiara BeautyMed.

The Relationship between Brand Image and Customer Satisfaction

Brand image also significantly affects customer satisfaction. When consumers perceive a brand as reputable, credible, and consistent with their personal values, they are more likely to be satisfied with its offerings (Kotler & Keller, 2016). A positive brand image helps consumers set favorable expectations and can influence the emotional experience of product usage (Tjiptono, 2019). Saeed et al. (2013) found that a favorable brand image contributes to customer satisfaction by aligning brand identity with consumer expectations.

Research conducted by Praja and Haryono (2022), Maftuchach and Kusnuranti (2021), and Bukti and Ketut (2021) confirmed a significant relationship between brand image and satisfaction. Hence, the second hypothesis is:

H2 : Brand image positively influences customer satisfaction with DDBeauty skincare products at PT. Kiara BeautyMed.

The Relationship between After-Sales Service and Repurchase Intention

After-sales service refers to all post-purchase support provided by a company, including warranty, consultation, maintenance, and other service enhancements. Effective after-sales service strengthens customer experience, reduces complaints, and increases the likelihood of continued patronage. According to Noel (2009), after-sales service is a critical component of customer behavior, capable of reinforcing repeat purchasing decisions.

Studies by Darmaningsih et al. (2023), Huang (2019), and Andini (2021) demonstrated that robust after-sales service has a significant positive impact on repurchase intention. Based on this, the third hypothesis is stated as:

H3 : After-sales service positively influences repurchase intention of DDBeauty skincare products at PT. Kiara BeautyMed.

The Relationship between After-Sales Service and Customer Satisfaction

High-quality after-sales service ensures consumers receive continued support, which reinforces satisfaction and builds trust. Tjiptono and Chandra (2016) explain that companies offering effective post-purchase care often outperform competitors in customer retention. Furthermore, customer satisfaction with after-sales service can significantly enhance their overall perception of the company.

This view is supported by empirical findings from Javed et al. (2020), Nasir et al. (2021), and Fadhilah (2014), who confirm the significant role of after-sales service in enhancing customer satisfaction. Therefore, the following hypothesis is proposed:

H4 : After-sales service positively influences customer satisfaction with DDBeauty skincare products at PT. Kiara BeautyMed.

The Relationship between Customer Satisfaction and Repurchase Intention

Customer satisfaction is a post-purchase evaluation that influences future behavioral intentions, such as brand loyalty and repurchase intention. Satisfied customers are more likely to continue buying the product and recommend it to others (Kotler & Keller, 2016). According to Kitchathorn (2009), retaining satisfied customers is less costly than acquiring new ones, making satisfaction a critical business asset.

Multiple studies, including those by Harmawati and Dewanti (2023), Putri and Yasa (2022), and Chatzoglou et al. (2022), affirm that customer satisfaction has a strong and significant impact on repurchase intention. Thus, the fifth hypothesis is formulated:

H5 : Customer satisfaction positively influences repurchase intention of DDBeauty skincare products at PT. Kiara BeautyMed.

The Mediating Role of Customer Satisfaction between Brand Image and Repurchase Intention

While brand image has a direct effect on repurchase intention, it may also exert an indirect influence through customer satisfaction. Consumers who form a favorable brand image are more likely to experience higher satisfaction, which in turn increases their likelihood to repurchase. This mediating relationship suggests that brand image contributes to satisfaction, which ultimately drives repeat purchases (Winarto & Widyastuti, 2021; Pratiwi & Yasa, 2019).

Prior studies by Praja and Haryono (2022) and Sindarto et al. (2023) confirm that customer satisfaction mediates the relationship between brand image and repurchase intention. Thus, the sixth hypothesis is proposed:

H6 : Customer satisfaction mediates the relationship between brand image and repurchase intention of DDBeauty skincare products at PT. Kiara BeautyMed.

The Mediating Role of Customer Satisfaction between After-Sales Service and Repurchase Intention

Similarly, after-sales service can enhance customer satisfaction, which then positively affects repurchase intention. Effective service after purchase makes customers feel valued, thereby increasing their trust and commitment to the brand (Ghassani, 2017). This indirect effect is essential for long-term customer loyalty.

Research by Wijaya (2019), Andini (2021), and Fadhillah (2014) affirms that customer satisfaction plays a mediating role between after-sales service and repurchase intention. Hence, the final hypothesis is:

H7 : Customer satisfaction mediates the relationship between after-sales service and repurchase intention of DDBeauty skincare products at PT. Kiara BeautyMed.

2. Methods

Research Design

This study adopts a quantitative explanatory research design aimed at testing hypotheses and examining causal relationships among variables. The study specifically investigates the effects of brand image and after-sales service on customer satisfaction and their subsequent influence on repurchase intention. Customer satisfaction is also examined as a mediating variable. According to Sekaran and Bougie (2017), this type of research is useful for understanding how specific variables influence other variables within a defined context.

Population and Sample

The population of this study consists of consumers who have purchased DDBeauty skincare products from PT. Kiara BeautyMed, located in Piyungan, Yogyakarta. The sampling technique used is purposive sampling, which targets respondents who have made a repeat purchase of DDBeauty products and are knowledgeable about the brand. The minimum sample size was determined using the formula for structural equation modeling (SEM), where the number of respondents should be at least 5–10 times the number of observed indicators (Hair et al., 2010). Given the 44 indicators used in this study, a minimum of 220 respondents was targeted.

Variable Operationalization

Four variables were analyzed in this study:

1. **Brand Image (X1):** Refers to the consumer perception of the brand, including manufacturer image, user image, and product image. Indicators were adapted from Aaker & Biel (1993).
2. **After-Sales Service (X2):** Refers to services provided after a product is sold, including warranty, accessory availability, maintenance service, and facility support, based on Kotler & Keller (2016).
3. **Customer Satisfaction (Z):** Defined as the emotional response resulting from product experience. This variable is assessed through product quality, service quality, emotional benefit, price, and ease of access, using indicators from Kotler & Keller (2016).
4. **Repurchase Intention (Y):** Describes a consumer's intention to buy a product again. Indicators include transactional, referential, preferential, and exploratory intentions, based on Kotler & Armstrong (2018).

Each construct was measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection

Primary data were collected using an online and offline questionnaire distributed to DDBeauty customers. The instrument was pre-tested for validity and reliability before large-scale distribution. The survey included demographic information as well as statements related to the variables of interest. Data collection was carried out over a one-month period.

Data Analysis Technique

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), utilizing SmartPLS 3.0 software. PLS-SEM is considered suitable for predictive modeling and hypothesis testing in studies with complex models and small to medium sample sizes (Hair et al., 2017). The analysis involved two main stages:

1. **Measurement Model Evaluation:** This included testing for convergent validity (Average Variance Extracted > 0.50), discriminant validity (Fornell-Larcker Criterion), and internal consistency reliability (Composite Reliability > 0.70 and Cronbach's Alpha > 0.60) as suggested by Hair et al. (2017).
2. **Structural Model Evaluation:** The hypotheses were tested by examining the path coefficients (β values), t-statistics, and p-values. Bootstrapping with 5000 subsamples was used to assess the significance of direct, indirect, and mediating effects.

Validity and Reliability Testing

Before performing structural model analysis, the validity and reliability of the questionnaire items were tested using SmartPLS. Convergent validity was verified through loading factors above 0.70 and AVE values above 0.50. Discriminant validity was tested using the Fornell-Larcker criterion. Reliability was assessed using Cronbach's Alpha and Composite Reliability, both of which must exceed 0.70 to indicate acceptable consistency (Hair et al., 2017).

3. Result and Discussion

This section presents the findings of the structural model analysis conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The goal is to test the proposed hypotheses regarding the relationships among Brand Image, After-Sales Service, Customer Satisfaction, and Repurchase Intention for the DDBeauty skincare product by PT. Kiara BeautyMed.

1. Model Evaluation

The evaluation of the structural model was conducted in two stages: assessing the measurement model and then testing the structural paths. The outer loadings for all indicators exceeded 0.70, and AVE values for all constructs were above 0.50, indicating good convergent validity (Hair et al., 2017). Composite reliability and Cronbach's Alpha values also exceeded 0.70 for all latent variables, affirming internal consistency.

For the structural model, bootstrapping with 5,000 subsamples was used to generate the path coefficients, standard errors, t-statistics, and p-values. The results are presented in the table and visual below:

2. Structural Path Analysis

- a. Brand Image → Customer Satisfaction

The path coefficient from Brand Image to Customer Satisfaction is **0.201** with a **p-value of 0.033**, indicating a statistically significant positive relationship. This finding supports **H2**, affirming that a strong and favorable brand image increases customer satisfaction. This result is consistent with previous studies such as Saeed et al. (2013), Kotler & Keller (2016), and Tjiptono (2019), which highlighted that consumers' perception of a brand—shaped by its identity, values, and promises—directly affects how they evaluate product performance.

b. Brand Image → Repurchase Intention

The path from Brand Image to Repurchase Intention has a coefficient of **0.047** with a **p-value of 0.407**, which is not statistically significant. Thus, **H1 is not supported**. While customers may acknowledge a brand's strength, this alone does not automatically lead to a repurchase decision. This reinforces the argument made by Oliver (1980) and Minh & Huu (2016) that repurchase intention is more strongly driven by post-consumption satisfaction than by pre-consumption perception.

c. Customer Satisfaction → Repurchase Intention

Customer Satisfaction exhibits the strongest and most significant direct effect on Repurchase Intention with a path coefficient of **0.935** and a **p-value of 0.000**. This supports **H5**. The finding echoes the conclusions of Yoon & Uysal (2005), Tjiptono (2019), and Harmawati & Dewanti (2023), who asserted that satisfied customers are more likely to remain loyal, recommend the product, and re-engage in future purchases. In the cosmetics industry, where product effectiveness and emotional resonance matter greatly, customer satisfaction acts as a critical anchor for loyalty.

d. After-Sales Service → Customer Satisfaction

The path coefficient from After-Sales Service to Customer Satisfaction is **0.771**, with a **p-value of 0.000**, indicating a highly significant relationship. **H4 is supported**. This highlights the importance of ongoing service support, warranty, consultation responsiveness, and ease of access to service channels. As shown by Javed et al. (2020), Nasir et al. (2021), and Fadhilah (2014), after-sales services function not only as operational necessities but also as relational mechanisms that foster long-term customer engagement.

e. After-Sales Service → Repurchase Intention

The direct path from After-Sales Service to Repurchase Intention, however, is not statistically significant (coefficient = **0.097**, p = **0.149**), which means **H3 is not supported**. This again reflects the critical mediating role of satisfaction. Although after-sales service enhances the customer experience, it does not directly motivate repeat purchases unless customers feel personally satisfied with the overall experience.

Path	Coefficient	P-Value
Brand Image → Customer Satisfaction	0.201	0.033
Brand Image → Repurchase Intention	0.047	0.407
Customer Satisfaction → Repurchase Intention	0.935	0.000
After-Sales Service → Customer Satisfaction	0.771	0.000
After-Sales Service → Repurchase Intention	0.097	0.149

Figure 1 Path Coefficients and P-Values of Structural Model

3. Mediation Analysis

The specific indirect effects provide further insight into the mediating role of customer

satisfaction:

- a. Brand Image → Satisfaction → Repurchase Intention
Indirect coefficient = 0.188, $p = 0.036$ → **Significant**
This supports H6, confirming that customer satisfaction fully mediates the influence of brand image on repurchase intention.
- b. After-Sales Service → Satisfaction → Repurchase Intention
Indirect coefficient = 0.721, $p = 0.000$ → **Significant**
This supports H7, suggesting full mediation by satisfaction.

These results are consistent with the findings of Sindarto et al. (2023) and Wijaya (2019), who demonstrated that brand and service performance affect loyalty only when customer expectations are exceeded. Satisfaction is not merely an outcome but a gateway to loyalty.

4. Coefficient of Determination (R^2)

R^2 for Customer Satisfaction = 0.935

R^2 for Repurchase Intention = 0.892

These high R^2 values indicate that the constructs of brand image and after-sales service explain 93.5% of the variance in satisfaction and that satisfaction, in turn, explains 89.2% of the variance in repurchase intention. According to Hair et al. (2017), R^2 values above 0.70 are considered substantial, reflecting the robustness of the model.

5. Practical Implications

The empirical findings offer several managerial implications for PT. Kiara BeautyMed:

- a. Invest in Experience-Based Branding
While brand image alone does not guarantee loyalty, it plays a vital upstream role by influencing customer expectations. Marketing efforts should shift from promoting features to narrating user stories, testimonials, and real results to align with consumer values.
- b. Strengthen After-Sales Service as a Strategic Asset
The high significance of after-sales service in fostering satisfaction suggests a need for long-term investment in post-purchase care. Initiatives such as online consultation, reward points, and return-friendly policies can drive user comfort and trust.
- c. Monitor and Measure Satisfaction Metrics
PT. Kiara BeautyMed should develop a consistent system to track satisfaction through regular surveys, feedback forms, and Net Promoter Scores. This feedback can be used to inform improvements across marketing, R&D, and customer support.
- d. Promote Emotional Engagement
The emotional elements of satisfaction—feeling understood, valued, and confident—should be part of every interaction. This includes social media personalization, community engagement, and using influencer content to build a sense of belonging.

6. Theoretical Contributions

The study adds value to the theoretical discourse on consumer behavior in emerging markets, particularly in personal care products. It confirms that:

- a. Perceived brand value must be translated into experiential value.
- b. Satisfaction serves as both a psychological and behavioral bridge.
- c. Loyalty is not an automatic result of branding or service excellence but an outcome of how well these elements satisfy consumer expectations.

These findings refine the model proposed by Oliver (1980) and validate the integrated approach combining expectancy-disconfirmation theory with service quality frameworks (Parasuraman et al., 1988).

4. Conclusion and Recommendations

4.1 Conclusion

This study was conducted to examine the effects of brand image and after-sales service on customer satisfaction and their implications for repurchase intention of DDBeauty

skincare products at PT. Kiara BeautyMed in Yogyakarta. Based on the findings, the following conclusions can be drawn:

1. **Brand image has a positive but not significant effect on repurchase intention.** Although consumers may perceive DDBeauty as a reputable brand, this perception alone does not significantly influence their decision to repurchase.
2. **Brand image has a positive and significant effect on customer satisfaction.** When customers perceive the brand to be trustworthy, safe, and beneficial for their skin, their satisfaction increases significantly. This includes perceptions of product safety, effectiveness, and social acceptability.
3. **After-sales service has a positive but not significant effect on repurchase intention.** Even though the company provides support services such as consultation and warranty, these efforts do not significantly drive customers to repeat their purchases directly.
4. **After-sales service has a positive and significant effect on customer satisfaction.** High-quality services, including accessibility of accessories, home services, and responsiveness to complaints, contribute positively to customers' experience and satisfaction.
5. **Customer satisfaction has a strong and significant effect on repurchase intention.** This relationship is the most influential in the model, indicating that satisfied customers are more likely to become loyal and engage in repeat purchases.
6. **Customer satisfaction fully mediates the relationship between brand image and repurchase intention.** This means that brand image influences repurchase behavior only when it first contributes to increasing customer satisfaction.
7. **Customer satisfaction also fully mediates the relationship between after-sales service and repurchase intention.** Similar to brand image, the quality of service after purchase only contributes to repurchase behavior through the enhancement of satisfaction.

These findings highlight the critical role of customer satisfaction as a bridge between brand experience and actual purchase behavior. Therefore, customer satisfaction must be a central focus of all branding and service strategies in the skincare industry.

4.2 Recommendations

Theoretical Implications

This study reinforces the theoretical framework which posits customer satisfaction as a full mediator between brand perception and behavioral intention. The findings align with previous literature (e.g., Kotler & Keller, 2016; Tse & Wilton, 2004), which emphasizes that consumers compare their expectations with perceived performance. If the performance meets or exceeds expectations, satisfaction is achieved, and future behavior such as repurchase is more likely to follow.

This study contributes to the body of knowledge by empirically validating the mediating role of satisfaction in a competitive, image-sensitive market such as cosmetics and skincare.

For PT. Kiara BeautyMed, the results offer strategic guidance for improving business outcomes:

1. **Prioritize customer satisfaction** through quality improvements in both products and services. This includes maintaining BPOM certification, Halal labeling, and ensuring consistent product quality.
2. **Improve brand positioning** by focusing on attributes that build emotional and functional associations—such as product efficacy, brand reliability, and social proof.
3. **Enhance after-sales service**, especially in areas with the lowest response scores: warranty responsiveness, service promises, and consultation support. Continuous training of customer service personnel may be necessary to meet expectations.
4. **Monitor customer experience** through feedback loops. Use customer feedback to identify dissatisfaction points early and apply corrective actions systematically.

5. **Build loyalty programs** that incentivize repeat purchases and engage consumers with personalized offers, member benefits, and value-added services.

This study is not without limitations. Time constraints, respondent interpretation of questionnaires, and the exclusive focus on only three variables (brand image, after-sales service, and satisfaction) limit the scope of generalizability. Therefore, future research should consider:

1. Expanding the number of influencing variables (e.g., trust, perceived value, customer engagement).
2. Using longitudinal methods to observe consumer behavior over time.
3. Employing mixed-methods approaches to gain richer, qualitative insights into the customer journey.
4. Conducting comparative studies across brands, product types, or regions.

Moreover, further attention should be given to refining the weakest-performing indicators identified in this study—such as product popularity, visual appeal, and exploratory purchase motivations—so that the company can better align its offerings with customer expectations.

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