THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF ELECTRONIC WORD OF MOUTH ON REPURCHASE INTENTION IN STARBUCKS COFFEE

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Abstract: **This study aims to determine the role of brand image in mediating the influence of electronic word of mouth on repurchase intention of Starbucks Coffee in Badung Regency. The population in this study were all Starbucks Coffee customers in Badung Regency who had made purchases at Starbucks Coffee. The sample size used was 100 respondents using purposive sampling method. Data collection was carried out by distributing questionnaires online. The data obtained were analyzed using path analysis techniques. The results of the research that have been conducted show the following results: 1) electronic word of mouth has a positive and significant effect on repurchase intention. 2) electronic word of mouth has a positive and significant effect on brand image. 3) brand image has a significant positive effect on repurchase intention. 4) brand image plays a significant role in partially mediating the influence of electronic word of mouth on repurchase intention.**

Keywords: **electronic word of mouth, brand image, repurchase intention.**

1. INTRODUCTION

Electronic word of mouth (e-WOM) is one of the determinants of consumers making repurchase intention. Word of mouth (WOM) is one element of the marketing communication mix such as oral communication, written communication, and electronic communication between communities. Word of mouth (WOM) emphasizes the experience of consuming products and services. Currently, word of mouth (WOM) has developed into electronic word of mouth (e-WOM), namely marketing communication through digital media such as social media that can provide information to consumers about a product. This information is provided by people who have had the experience of using or consuming a product or service (Kotler and Keller, 2018: 174). Rapidly developing technology and the widespread spread of the internet have resulted in traditional word of mouth (WOM) having developed into a new form of marketing communication, namely electronic word of mouth (e-WOM) (Menendez et al., 2019).

The results of the study state that electronic word of mouth has a positive and significant effect on repurchase intention (Matute, 2016; Arif, 2019). The same results also found that electronic word of mouth is one of the determinants of consumers making repurchase intention. Electronic word of mouth has a positive and significant effect on repurchase intention. This means that the more positive electronic word of mouth that is created, the more repurchase intention will increase (Heryana and Yasa, 2020). Other research, electronic word of mouth has no positive and insignificant effect on repurchase intention (Kamal, 2015; Nasir, 2017; Christie and Krisjanti, 2019). Apart from electronic word of mouth (e-WOM), there are still other variables that effect repurchase intention, namely brand image.

Brand image is a consumer's trust in a particular brand so that the association regarding that brand sticks in the minds of consumers. The existence of a brand is considered a business pillar so that it can attract consumers to use these products. Brand is an individual consideration of using a product, brand strength affects repurchase intention (Randi and Heryanto, 2016). Brand image is an effort so that a brand has a strategic position in the market, so that it can become a competitive product, and can have a longer product life cycle. A positive brand image is a company asset that must be managed and built in a sustainable manner. Brand image can create a positive impression for consumers and brand image can also affect

the perception of each consumer (Maghfiroh et al., 2016). A good brand image creates a feeling of trust, confidence, security and strength. This happens because a strong brand image can convey the core value proposition of both the organization and its services in a way that is aligned with customers (Arif, 2019)

The results of the study state that brand image has a positive and significant effect on repurchase intention (Yasa, 2018; Christie and Krisjanti, 2019). Brand image is one of the determinants for consumers to repurchase intention. Brand image has a positive and significant effect on repurchase intention, if the brand image that is formed is better in the minds of consumers, the consumer's purchase intention will increase (Mandala, 2019). Other research states that brand image does not have a positive and significant effect on repurchase intention (Eze et al, 2012; Sriyanto 2016), as well as other studies that state that brand image has no significant effect on repurchase intention (Chin and Harizan, 2017).

In the first quarter of 2019, the growth of gross domestic product (GDP) in the food and beverage industry reached 6.77 percent, and is above the national industrial GDP growth of (5.07 percent). This sector also contributes 35.58 percent to the GDP of the non-oil and gas industry and 6.35 percent of the national GDP (Ministry of Industry, 2017). This increase was encouraged by the increasing trend of drinking coffee in 2019. Now coffee is no longer seen as a drink for parents, but has become a trend by making it a youth style, namely by updating the status on social media (Alfirahmi, 2019). This can be reflected in the proliferation of cafes or stalls selling drinks from brewing coffee grounds throughout Indonesia.

Drinking coffee has now become a lifestyle for Indonesian people, especially for millennial generation and is not just a sleep-relieving drink, but now it has become part of the trend to consume coffee. The buying interest of the Indonesian people is an opportunity for the food and beverage industry that is made from coffee. In 2016 the consumption of coffee in Indonesia amounted to 249 thousand tons, in 2017 the consumption of coffee in Indonesia was 276 thousand tons, in 2018 the consumption of coffee in Indonesia was 314 thousand tons, while in 2019 the consumption of coffee in Indonesia was 335 thousand tons. (Ministry of Agriculture, 2019). The data above can be seen that consumption of coffee increases every year. This reflects the very great interest of the Indonesian people in coffee.

The high public purchasing interest can be seen in the food and beverage industry, especially in coffee drink products, one of which is a product from Starbucks Coffee. Amid the proliferation of coffee shops in Indonesia, Starbucks Coffee is the most famous. Starbucks Coffee is a coffee shop that has the highest number of outlets in Bali compared to other similar coffee shops, Excelso, J.co and Coffee Bean (Putri dan Atmosphere, 2018).

The reason for conducting this study was the inconsistency of the results of previous studies. The results of previous research, namely electronic word of mouth, have a positive and significant effect on repurchase intention (Arif, 2019). However, the research that has been conducted by Christie and Krisjanti (2019) results in research that electronic word of mouth does not show positive results and does not have a significant direct impact on repurchase intention.

The results of previous research, namely electronic word of mouth, have a positive and significant effect on brand image (Ardana and Rastini, 2018). However, research that has been conducted by Aniesa (2018) results in research that electronic word of mouth has a negative and insignificant effect on brand image. The results of previous research show that brand image has a positive and significant effect on repurchase intention (Yasa, 2018). Research that has been conducted states that brand image has a significant influence on repurchase intention (Miki et al, 2018).

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Electronic word of mouth has a positive and significant effect on repurchase intention. The better electronic word of mouth, the higher one's repurchase intention of the product (Arif, 2019). The results of the study state that electronic word of mouth has a positive and significant effect on repurchase intention (Matute, 2016). Electronic word of mouth has a positive and significant effect on repurchase intention. The higher the electronic word of mouth in circulation, the higher the repurchase intention of consumers (Heryana and Yasa, 2020). Based on existing empirical studies, it can be built or arranged as follows.

H1: Electronic word of mouth has a positive and significant effect on repurchase intention

Electronic word of mouth has a positive and significant effect on brand image. This means that the better the communication of electronic word of mouth that occurs, the better the brand image that is created (Ardana and Rastini, 2018). The variable electronic word of mouth has a positive and significant effect on brand image. This proves that if the better electronic word of mouth is carried out, it will create a different brand image than other companies (Suyoga and Santika, 2018). Electronic word of mouth significantly affects the increase in organizational brand image (Rahman et al., 2020). Based on existing empirical studies, it can be built or arranged as follows

H2: Electronic word of mouth has a positive and significant effect on brand image

Brand image has a significant positive effect on repurchase intention. This means that the better the brand image provided by the company will have an effect on increasing repurchase intention (Santika and Mandala, 2019). Brand image has a positive and significant influence on repurchase intention. This shows that the better the brand image, the higher the consumer's repurchase intention (Yasa, 2018). Brand image has a significant effect on repurchase intention. An increase in a positive brand image will affect consumer repurchase intention (Christie and Krisjanti, 2019). Based on existing empirical studies, it can be built or arranged as follows.

H3: Brand image has a positive and significant effect on repurchase intention

Faza's research (2018) shows that brand image plays a significant role in mediating the effect of e-WOM on repurchase intention. This means that a good consumer brand image can strengthen the influence of e-WOM on repurchase intention. Research results from Tariq et al. (2017), state that brand image fully mediates significantly between e-WOM and repurchase intention. Based on existing empirical studies, it can be built or arranged as follows

H4: Brand image role in mediating the effect of electronic word of mouth on repurchase intention

3. METHODS

The research location is Starbucks Coffee, which is in the Badung Regency area. Badung Regency has the largest number of Starbucks Coffee outlets in Bali and is considered suitable for research purposes. Starbucks Coffee has 17 outlets spread across Badung Regency so that the people of Badung Regency can easily reach and visit Starbucks.

The population of this research is the people of Badung Regency who have ever consumed Starbucks Coffee products at Starbucks Coffee outlets in Badung Regency. In this study, using purporsive sampling technique, namely determining the sample with certain considerations. So, choosing 100 respondents means that they have met the specified criteria. The data in this study were collected through the distribution of research instruments in the form of questionnaires. The questionnaire was distributed directly by the researcher, using google form.

Path analysis is used to test the model of the relationship between variables in the form of cause and effect, where with the model of the relationship between variables there are independent (exogenous) and dependent (endogenous) variables (Sugiyono, 2019: 77). The basis for calculating the path coefficient is correlation and regression analysis. Calculations were performed using SPSS software. The relationship between the theoretical variables is formulated in the equation model as follows:

Substructure equation 1

$$Y1 = \beta1X + e1 \qquad \qquad (1)$$

Substructure equation 2

$$Y2 = \beta2X + \beta3Y1 + e2 \qquad \qquad (2)$$

Information:

X: Electronic Word of Mouh

Y1: Brand Image

Y2: Repurchase Intention

$\beta1$: The regression coefficient of the electronic word of mouh variable has a direct effect

on the repurchase intention variable

$\beta2$: The regression coefficient of the electronic word of mouh variable has a direct effect

on the repurchase intention variable

$\beta3$: Brand image variable regression coefficient has a direct effect on

repurchase intention variable

e1,2: Error of term or confounding variable.

4. RESULTS AND DISCUSSION

Respondent Description

Characteristics of respondents, namely the profiles of 100 respondents who participated in data collection through a research questionnaire. Respondent profiles display gender, age, education completed, and occupation. In more detail, the characteristics of the respondents are presented in table 1.

Table 1: Characteristics of Respondents

No.	Characteristic	Classification	Total Respondent	Percentage
1.	Gender	Male	48	48
		Female	52	52
	Total		**100**	**100**
2	Age	18-24 years	84	84
		32-38 years	4	4
		39-45 years	1	1
		≥ 46 years	1	1
	Total		**100**	**100**
3	Educational Background	Senior High School	72	72
		Diploma	8	8
		Bachelor Degree	19	19
		Master Degree	1	1
	Total		**100**	**100**
4	Job Type	Student	71	71
		Entrepreneur	4	4
		Civil	6	6
		Private	19	19
	Total		**100**	**100**

Primary Data, 2021

Based on Table 1, it can be seen that the size of the respondents in this study were 100 people. Respondents were dominated by women with a percentage of female respondents as much as 52 percent, this shows that coffee enthusiasts are not only men but more interested in women, because Starbucks Coffee as an outlet for doing assignments or relaxing is dominated by women. When viewed from age, it is dominated by respondents in the age range of 18 years to 24 years with a percentage of 84 percent, this is because Starbucks Coffee is the current coffee that is more in demand by millennials. Based on educational criteria, respondents with the last high school education level were the most respondents, namely 72 percent, this is because young people enjoy Starbucks Coffee more, not only in terms of coffee but also a place that is considered suitable for doing assignments and gathering with friends. In the occupational column that dominates is students with a percentage of 71 percent, this is because Starbucks Coffee is in demand among students to carry out activities such as meetings, work on assignments related to studies and Starbucks is indeed created as a "third place" or a third place for its customers.

Path analysis

1) Structural Regression Analysis I

Path analysis in this study using the SPSS program. The results of the path I analysis aim to determine the effect of electronic word of mouth on the brand image presented in Table 2.

Table 2: Result of Path Analysis in Structure I

	Unstandardized Coefficients		*Standardized Coefficients*	t	Sig.
	B	*Std. Error*	Beta		
(Constant)	11,197	1,495		7,487	0,000
E-WOM (X)	0,871	0,089	0,702	9,745	0,000
R^2 : 0,492					

Primary Data, 2021

The error variable value in structure I is calculated based on the R2 test in Table 4.7 to compile the regression equation and the final path diagram. The calculation of the error variable value is as follows:

$$e1 = \sqrt{1 - R1^2}$$

$$e1 = \sqrt{1 - R1^2} = \sqrt{1 - 0,492} = 0,712$$

Based on the results of the analysis of path structure 1, namely the influence of electronic word of mouth on brand image, which is presented in Table 2, the structural equation can be formulated as follows:

$Y1 = \beta1X + e1$

$Y1 = 0.702X + 0.712$

Information:

Y1 = Brand Image

X = Electronic Word of Mouth

e1 = Error

Based on Table 4.7, the variable electronic word of mouth has a coefficient value of 0.702 and a statistical t value> t table (9.745> 1.96) or a significance value of 0.000 (<0.05). Thus it can be concluded that electronic words of mouth have a positive and significant effect on brand image.

The coefficient of determination (R2) of structure 1 aims to determine how much the ability of the variable electronic words of mouth to explain the brand image variable. The results of the analysis in Table 1 show that the magnitude of the R Square is 0.492 or 49.2 percent. Thus, the variable brand image can be explained by the electronic words of mouth variable by 49.2 percent, the rest is explained by other variables outside the model.

2) Structural regression analysis 2

Path analysis in this study used the SPSS program. Pathway II analysis aims to determine the effect of electronic word of mouth and brand image on repurchase intention which is presented in Table 3.

Table 3: Result of Path Analysis in Structure II

Model	*Unstandardized Coefficients* B	Std. Error	*Standardized Coefficients* Beta	t	Sig.
(Constant)	1,498	0,928		1,615	0,110
Electronic Words of Mouth (X)	0,692	0,062	0,741	11,142	0,000
Brand Image (Y_1)	0,143	0,050	0,190	2,860	0,005
R^2 : 0,782					

Primary Data, 2021

The error variable value in structure II will be calculated based on the R2 test in Table 3 to compile the regression equation and the final path diagram. The calculation of the error variable value is as follows:

$$e2 = \sqrt{1 - R2^2}$$

$$e2 = \sqrt{1 - R2^2} = \sqrt{1 - 0,782} = 0,466$$

Based on the results of the path analysis in Table 3, the structural equation can be formulated as follows:

$Y2 = \beta2X + \beta3Y1 + e2$

$Y2 = 0.741X + 0.190Y1 + 0.466$

Information:

X = Electronic Word of Mouth

Y1 = Brand Image

Y2 = Repurchase Intention

e1 = Error

Based on Table 3, the variable electronic word of mouth has a coefficient value of 0.741 and a statistical t value> t table (11,142> 1.96) or a significance value of 0,000 (<0.05). Thus it can be concluded that electronic word of mouth has a positive and significant effect on repurchase intention. The brand image variable has a coefficient value of 0.190 and a statistical t value> t table (2.860> 1.96) or a significance value of 0.005 (<0.05). Thus, it can be concluded that brand image has a positive and significant effect on repurchase intention.

The coefficient of determination (R2) structure 2 aims to determine how much the ability of the electronic words of mouth and brand image variables to explain the repurchase intention variable. The results of the analysis in Table 4.8 show that the magnitude of the R Square is 0.782 or 78.2 percent. Thus, the variable repurchase intention can be explained by the variable electronic words of mouth and brand image by 78.2 percent, the rest is explained by other variables outside the model.

Based on the results of the calculation of e1 and e2, the results of the effect of structural error 1 (e1) are 0.712 and the effect of structural error 2 (e2) is 0.466. Furthermore, the total determination coefficient is calculated as follows:

$R^2m = 1 - (e1)^2(e2)^2$

$R^2m = 1 - (0,712)^2(0,466)^2$

$R^2m = 1 - (0,506)(0,217)$

$R^2m = 1 - 0,109$

$R^2m = 0,891$

The total coefficient of determination is 0.891, thus 89.1% of the repurchase intention variable of Starbucks Coffee in Badung Regency is influenced by electronic words of mouth and brand image, while 10.9% is influenced by other factors that are not included in the research model or outside the research model.

Direct effect, indirect effect, and total effect

The calculation of the direct effect, indirect effect and total effect of each structural equation is in Table 4.

Table 4: Direct Effect, Indirect Effect, and Total Effect

Effect	Direct	Indirect	Total
Electronic Word of Mouth > Repurchase Intention	0,702	0,140	0,842
Electronic Word of Mouth > Brand Image	0,741		
Brand Image > Repurchase Intention	0,190		

Primary Data, 2021

Table 4 shows that the direct effect of electronic words of mouth on repurchase intention is 0.702.The value is obtained from Standardized Coefficients, the results of the calculation of path analysis on the path model I, the direct effect of electronic words of mouth on brand image is 0.741.The value is obtained from Standardized Coefficients from the calculation of the analysis. path in path model II, the direct effect of brand image on repurchase intention is 0.190, the value is obtained from Standardized Coefficients from the calculation of path analysis on path model II.

The indirect effect of brand image in mediating the effect of electronic words of mouth on repurchase intention is 0.140, thus brand image is able to mediate the effect of electronic words of mouth on repurchase intention of 0.140 and the total effect of electronic words of mouth on repurchase intention is 0.842.

Sobel test

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

$$Z = \frac{(0,871)(0,143)}{\sqrt{(0,143)^2(0,089)^2 + (1,143)^2(0,050)^2 + (0,089)^2(0,050)^2}}$$

$$Z = 2,74$$

The Sobel test results show a z value of 2.47 which is greater than the z table (2.47> 1.96). Thus, H0 is rejected and H1 is accepted, so that brand image is able to mediate the effect of electronic words of mouth on repurchase intention.

The effect of electronic word of mouth on repurchase intention

The effect of electronic word of mouth on repurchase intention in this study obtained a coefficient value of 0.741 and a significance value of 0.000 (<0.05). The conclusion is that electronic word of mouth has a positive and significant effect on repurchase intention. In other words, the more Starbucks Coffee maximizes electronic word of mouth on its products, so the repurchase intention at Starbucks Coffee in Badung Regency is increasing.

Based on the descriptions of respondents, researchers found that the majority of consumers are in the age range 18-24 years and have high school education / equivalent who are classified as young people born in the digital era, where Starbucks can use electronic word of mouth to increase repurchase intention. The speed of electronic word of mouth in disseminating information has a direct and strong effect on repurchase intention. Starbucks Coffee can maximize electronic word of mouth on its products according to the indicators in this study, namely maximizing consumers to access information about Starbucks Coffee products before making purchases, consumers sharing experiences of consuming Starbucks Coffee products with other consumers, recommending consumption experiences and sharing positive experiences of consumption. Starbucks Coffee, this can be achieved by providing maximum service. Starbucks Coffee must maximize customer satisfaction so that customers can express satisfaction after consuming by meeting consumer expectations because electronic word of mouth can be used as a tool to spread satisfaction and dissatisfaction so that it has an impact on Starbucks Coffee itself.

The results of this study support the results of previous similar studies conducted by Matute (2016). This research also supports the results of research conducted by Arif (2019) and Heryana and Yasa (2020). So electronic word of mouth has a positive and significant effect on repurchase intention.

The effect of electronic word of mouth on brand image

The effect of electronic word of mouth on brand image in this study obtained a coefficient value of 0.702 and a significance value of 0.000 (<0.05). The conclusion is that electronic word of mouth has a positive and significant effect on brand image. In other words, the increasing of Starbucks Coffee maximizes electronic word of mouth on its products, so the brand image in Starbucks Coffee, Badung Regency is increasing.

Based on the descriptions of respondents, researchers found that the majority of consumers are in the age range 18-24 years and have high school education / equivalent who are classified as young people born in the digital era, where Starbucks can use electronic word of mouth to improve brand image. Electronic word of mouth can increase marketing effectiveness but can also destroy the reputation of the company's brand image that has been built, namely when there is a mismatch of activities within the organization. The discrepancy in question is the activity in the organization that does not match the expectations that consumers want. So that it raises a sense of customer dissatisfaction due to the use of these services / products. Starbucks Coffee can maximize electronic word of mouth on its products according to the indicators in this study, namely increasing consumer interest in accessing information before making purchases, sharing consumption experiences through digital media, so that later consumers can recommend positive experiences of consumption and express their satisfaction with Starbucks.

The results of this study are in line with previous research conducted by Ardana and Rastini (2018). The results of previous studies that found the same effect were research conducted by Suyoga and Santika (2018), and Rahman et al (2020).

The effect of brand image on repurchase intention

The effect of brand image on repurchase intention in this study obtained a coefficient of 0.190 and a significance value of 0.005 (<0.05). The conclusion is that brand image has a positive and significant effect on repurchase intention of Starbucks Coffee, in other words, the higher the brand image of Starbucks Coffee, the higher the repurchase intention of Starbucks Coffee.

Based on the descriptions of respondents, the researcher found that the majority of consumers were in the age range 18-24 years and had high school education / equivalent who were classified as young people. Starbucks Coffee can take advantage of this by trying to maintain a good brand image by considering the brand image indicators in this study, namely trying to improve the reputation and popularity of Starbucks in the midst of coffee shop competition. Consumers

tend to prefer to buy products from brands that are well known and have a good reputation for reducing risk. The popularity of Starbucks Coffee is also not far from the logo / symbol that differentiates it from other brands. Starbucks prioritizes the luxury that can be enjoyed by people who want to indulge in the best coffee experience available. This is in line with the brand image indicator that Starbucks Coffee can improve, namely the confidence of its consumers through the products offered. Starbucks Coffee can consider other indicators of brand image in this study, namely giving confidence in the best brand quality to consumers by providing maximum service, as well as increasing the benefits that consumers expect.

Based on the research results, it shows that brand image has a positive and significant effect on repurchase intention. Thus, the higher the brand image, the higher the repurchase intention of Starbucks Coffee in Badung Regency. The results of this study are in line with previous research conducted by Suyoga and Santika (2018). The results of previous research that found the same effect were research conducted by Yasa (2018), as well as Christie and Krisjanti (2019).

Brand image mediates the effect of electronic word of mouth on repurchase intention

The result of the calculation of the sobel test variable brand image mediates the effect of electronic word of mouth on repurchase intention with a z value of 2.47> 1.96 with a significance level of 5 percent. The results of the sobel test prove that the brand image variable (Y1) is significantly able to partially mediate the effect of electronic word of mouth (X) on repurchase intention (Y2), so that hypothesis 4 in this study can be accepted.

The brand image attached to Starbucks Coffee is the third place to escape from the real world after home and school / office. This is in line with the descriptions of respondents, the researcher found that the majority of consumers were in the age range 18-24 years with the most jobs as students which could make Starbucks Coffee the third place. Starbucks Coffee can take advantage of this by trying to maintain a good brand image by considering the indicators of brand image in this study, namely increasing reputation, popularity, maintaining logos / symbols as differentiators, consumer confidence, trusting in the quality of its best brands and providing the desired benefits. consumer. By maximizing the brand image indicator, brand image will play a role in mediating the influence of electronic word of mouth on repurchase intention.

Based on the results of the study, it shows that brand image plays a part in mediating the influence of electronic word of mouth on repurchase intention. Thus, the higher the electronic word of mouth and brand image, the higher the repurchase intention of Starbucks Coffee in Badung Regency. The results of this study are in line with previous research conducted by Tariq et al. (2017) and Faza (2018).

5. CONCLUSION

The results of this study have been able to enrich attribution theory regarding repurchase intention. Based on the research results, it was found that electronic word of mouth had a positive and significant influence on repurchase intention, electronic word of mouth on brand image, brand image on repurchase intention and brand image were able to significantly mediate the effect of electronic word of mouth on repurchase intention. This study has been able to add to empirical studies, strengthen previous research results, and confirm the role of brand image in mediating the influence of electronic word of mouth on repurchase intention. The results of this study have implications for marketing development strategies, especially for the management of Starbucks Coffee in Badung Regency to pay more attention to indicators of electronic word of mouth, brand image and repurchase intention. Based on the results of the research that has been done, to be able to increase repurchase intention related to re-purchase and to maintain repurchase intentions, electronic word of mouth and brand image strategies can be applied. The application of electronic word of mouth can be done by expressing satisfaction after consuming and recommending consumption experiences so that customers are interested in making repurchase intention. To increase the brand image can be done by creating a good brand reputation, trusting the best brand quality to consumers and providing the benefits that consumers expect

Research Limitations

Based on the research conducted, there are several limitations in this study. This limitation is that the research was only conducted in Badung district so that it cannot be generalized. The possibility of changes to the environment and trends makes it possible to change the results of the research, so it is necessary to carry out research on similar topics and relationships in the future.

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