



The Influence Of Brand Image And Lifestyle On Repurchase Intention Through Customer Satisfaction Buttonsscarves In Pekanbaru City

Nadia Karima¹, Zulkarnain², Gatot Wijayanto³

^{1,2,3}Program Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Riau

Abstract

Influencing factors include Brand Image, Lifestyle, product price and quality, product design and customer satisfaction. The purpose of this study is to examine the influence of brand image and lifestyle on Repurchase Intention through Customer Satisfaction Buttonsscarves. The study population was Buttonsscarves consumers and a sample of 217. The data collection technique uses questionnaires and interviews. Data analysis uses Structural Equation Modelling (SEM). The results of the study show that Brand Image and lifestyle have a significant effect on Customer Satisfaction. A positive brand image and a well-aligned lifestyle have a strong influence on customer satisfaction. Brand Image and lifestyle have a significant influence on Repurchase Intention: Brand image and lifestyle that match the product have a significant influence on customers to make repeat purchases. Customer satisfaction, brand image and lifestyle mediate a significant influence on Repurchase Intention. Customer satisfaction, brand image and lifestyle significantly increase their intention to buy again.

Keywords: Brand Image, Lifestyle, Repurchase Intention, and Customer Satisfaction Buttonsscarves.

1. Introduction

The advantages of Buttonsscarves products compared to other competitors are unique and unmarketable designs, premium materials, and for hijab products using materials that are easy to shape, comfortable to wear, not easy to wrinkle, not transparent, and the Buttonsscarves logo embedded in each product (Irianto, 2019). The quality and exclusivity of each Buttonsscarves product makes it popular with women from all backgrounds, especially the upper-middle class, from career women to housewives. Buttonsscarves is one of the local brands that is very loved by its fans. Although the price of the product is quite high, Buttonsscarves is able to attract consumer interest through the quality assurance of its products. Buttonsscarves also has a unique characteristic, namely the distinctive aroma found in each of its stores in various cities, which makes customers feel comfortable and at home lingering in the store. In addition, the packaging of Buttonsscarves products is also very considered, with products wrapped in white paper, then put into a box wrapped with black ribbon. This good packaging is designed to captivate the hearts of customers. The various uniqueness and characteristics offered by Buttonsscarves have succeeded in captivating the hearts of customers, so that this brand is able to compete with various other Muslim fashion brands. Currently, Buttonsscarves has expanded into the Accommodation business in the form of uniquely designed villas in several regions in Indonesia. The development of the glorious Buttonsscarves brand, in addition to management factors, advertising spending, product quality, and sincere intention and effort, of course, cannot be separated from the support of the Buttonsscarves loving community

itself. Repurchase intention in the context of Buttonsscarves is closely linked to customer satisfaction, lifestyle and the strong brand image that the brand has built. When consumers are satisfied with the products and services from Buttonsscarves, they are more likely to make a repeat purchase. Customer satisfaction at Buttonsscarves is not only related to the high quality of products and unique designs, but also to the all-round experience they get.

The lifestyle carried out by Buttonsscarves also plays an important role in attracting consumers to return to shopping. Customer Satisfaction according to Kotler and Keller (2016) is a feeling of happiness or disappointment that arises after comparing the performance (results) of the thought product against the expected performance. Customer satisfaction is an important asset for the company's sustainability because it can be used as an indicator of the company's quality and profits in the future. The results of Eugene W. Anderson, Claes Fornell and Donald R. Lehmann's research on Costume Satisfaction, Market Share, and Profitability: Findings from Sweden (1994:3) shows that if customers are satisfied with the quality of the products provided, customer satisfaction will arise so as to encourage customer interest in re-purchase. Customer satisfaction which can be interpreted as the result of customer perception of the value received in the transaction or. It is an important component of a business strategy, reflecting a brand's general evaluation of meeting customer needs and expectations (Mehmood, 2015).

Repurchase intent reflects the subjective probability that customers will continue to buy from the same supplier (Polat & Seyrek, 2022). It signifies an

individual's judgment about repurchasing the designated services from the same company, taking into account the current situation and circumstances. Customer satisfaction plays a crucial role in improving retention, long-term growth, and purchase intent. Companies need to prioritize this aspect, encouraging repurchase of products or services (Handoyo & Mani, 2021). Increased satisfaction often leads to increased repurchase intent and expected future revenue from current customers. Furthermore, satisfied customers are more likely to buy back from the same company, thus reducing costs.

Repurchase interest is a planned determination of a person to carry out a repurchase of certain products and services, by estimating the conditions or experiences that occur after shopping (Heller, 2003). To influence the process of customer repurchase interest, the company must produce products according to the will of customer needs, the company must also be able to connect its products to potential customers, because no matter how good or bad a product is if the customer does not know it, the customer will not appreciate or be interested in buying the product (Suwanto, 2013). Brand is something important to display the value of the product to the market (Khasanah, 2014). The number of sales of Buttons-carves products in 2023 every month is 428 pcs to 648 pcs. Sales from January to May experienced a steady increase. However, there was a decline from June to December. The decline in sales can be caused by external factors such as changes in fashion trends and unstable economic conditions.

Despite the decline in sales, there are still strong indications that Buttons-carves still has a strong fan base in Pekanbaru, such as an increase in BS Lady community members and high enthusiasm at the time of product launch. Despite the challenges in sales, the brand still has the potential to attract and retain a large portion of its customer base. Brand image, according to Keller (2016), is the way people perceive or think about a company or its products. Brand image is a customer's perception and belief that can lead customers to talk about and recommend the product to others. A good brand image on a product can have an impact on customers to talk about and recommend the product to other customers (Rageh Ismail & Spinelli, 2012). The image of a brand has a major role in influencing customers to make a purchase. Customers who have a good image for a brand or a product from that brand tend to choose the brand to choose (Tjiptono, 2017). Brand image is positively related to a customer's repurchase intention (Arifin, 2016).

Brand Image is one of the factors that affect purchase decisions. (Sahara, 2018) (Maulana et al,

2023). When buying an item, customers will usually consider Brand Image in determining their choice from the various options of goods available, because of the buyer's wisdom that if they use an item with a good Brand Image, it can build a feeling of comfort and confidence in themselves. Customers' emotional feelings are influenced by a positive Brand Image, which creates feelings of positivity and confidence when interacting with a certain product brand, resulting in a sense of satisfaction. (Dewi & Ekawati, 2019). Brand image has emotional value in the purchase process by Indonesian customers (Fonda & Antonio, 2021). This means that Brand Image has an effect on emotional value. Purchase decisions are influenced by brand image and emotional value, meaning that the more famous the brand image, the more it increases the emotional value that has an impact on purchase decisions. The following is pre-survey data from Buttons-carves customers (Shabbir et al., 2017).

Lifestyle is a lifestyle that describes the activities, interests and opinions of individuals who interact with the surrounding environment and how to measure them using psychographics. (Kotler 2016). Psychographics are an instrument for measuring lifestyle, which uses qualitative measurements and is usually used to analyze very large amounts of data, Psychographics is usually used to look at market segments. Lifestyle is a very important concept in analyzing the lifestyle behavior of the target market. Lifestyle begins with identifying behaviors about the interests, desires, and opinions of the target market. Kasalli (2015:225) states that "Lifestyle will affect a person's desire to behave and ultimately determine a person's consumption choices.

The grand theory in this study is that the purchase decision making made by consumers describes how far marketers go in trying to market a product to consumers. The relationship between planned behavior theory and this study is that people are more likely to behave well rationally and systematically using the information available when deciding to act, considering the implications before deciding to take action or not to act. If the wrong decision to buy goods or services can reduce customer dissatisfaction repurchase intention, therefore brand image and Life Style are needed to increase repurchase intention (Jeffrey, 2016).

Brand image has a significant positive influence on customer satisfaction and repurchase intention (Novita and Handayani, 2019; Winarto, 2021; Gita and Nurlinda, 2023; Assegaf, 2023). Another study concluded that Brand Image has a positive influence on customer satisfaction. (Susanto, Dewi, 2016; Bashir, et al, 2016; Santi Rimadiaz, et all, 2023). Meanwhile, research (Angkasa and Asyhari,

2022; Handayani, 2019; Almirah, 2022; Astinib, 2021; Guritno, 2021; and Mardhotillah, 2021) concluded that lifestyle has a significantly positive influence on customer satisfaction and repurchase intention.

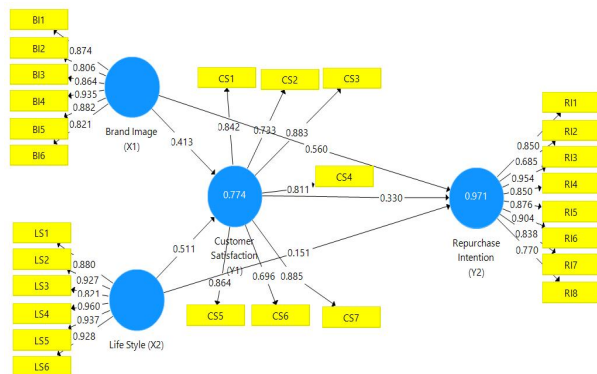
According to Fernandes, Solimu (2016), said lifestyle has a significant effect on customer satisfaction. Other studies concluded that lifestyle has a significant effect on repurchase intention with customer satisfaction as a mediator (Berry, 2012). Contrary to research conducted by Fahmi (2023) and Fernando (2018) where lifestyle and price have no effect on repurchase intention, customer satisfaction assessments are still not satisfied. In line with research conducted by Bardi (2016), price and lifestyle have no partial effect on repurchase intention with customer satisfaction as an intervening variable. This research aims to test the Influence of Brand Image and Lifestyle on Repurchase Intention through Customer Satisfaction Buttonscarves in Pekanbaru City.

2. Research Methods

The place of this research was carried out at Store Buttonscarves Living World Pekanbaru, Jl. Soekarno - Hatta Pekanbaru. The time of the study is in 2024. Buttonscarves consumer research population. Using non-probability techniques because the number of population is unknown. The number of representative samples depends on (number of indicators + number of variables) x number of hypotheses. The number of samples used in this study is 217 samples (Ferdinand, 2016). The data collection technique uses questionnaires and interviews. Data analysis uses Structural Equation Modelling (SEM).

3. Results and Discussions

Results of Partial Least Squares (PLS) Analysis There are three criteria in the use of data analysis techniques using SmartPLS to assess the measurement model (outer model), namely Convergent Validity, Discriminant Validity and ComPOSITE Reliability, in figure 1.



The outer model value or correlation between the construct and the variable initially indicates that the convergent validity has been met, because these indicators have a loading factor value of more than 0.60. The criteria for convergent validity of a measurement model with reflective indicators can be described as follows:

Convergent Validity

In this study, the minimum limit of the loading factor used is 0.60 which is considered to meet the convergent validity standard. This shows that the indicators used in the measurement model are consistently correlated with the measured construct, ensuring that the measuring tool is valid in measuring the desired dimensions

Direct Influence Path Coefficient Testing and Hypothesis Testing

Testing hypothesis 1 (H1), that brand image has a significant effect on customer satisfaction. The value of the path coefficient (original sample estimate) is 0.413 ($p < \alpha = 0.05$). The first hypothesis is acceptable. Hypothesis 2 (H2) testing, that life style has a significant effect on customer satisfaction. The value of the path coefficient (original sample estimate) was 0.511 ($p < \alpha = 0.05$). The second hypothesis is acceptable. Hypothesis 3 (H3) testing, that brand image has a significant effect on repurchase intention. The value of the path coefficient (original sample estimate) was 0.560 ($p < \alpha = 0.05$). The third hypothesis is acceptable. Testing hypothesis 4 (H4), that life style has a significant effect on repurchase intention. The value of the path coefficient (original sample estimate) was 0.151 ($p < \alpha = 0.05$). The fourth hypothesis is acceptable. Testing hypothesis 5 (H5), that customer satisfaction has a significant effect on repurchase intention. The value of the path coefficient (original sample estimate) was 0.330 ($p < \alpha = 0.05$). The fifth hypothesis is acceptable. Testing hypothesis 6 (H6), that customer satisfaction mediates the influence of brand image on repurchase intention. The value of the path coefficient (original sample estimate) is 0.863 ($p < \alpha = 0.05$). The sixth hypothesis is acceptable. Testing hypothesis 7 (H7), that customer satisfaction mediates the influence of life style on repurchase intention. The value of the path coefficient (original sample estimate) was 0.646 ($p < \alpha = 0.05$). The seventh hypothesis is acceptable.

Discussion

Overall, Buttonscarves' brand image has managed to create a strong emotional connection with its customers, where confidence, exclusivity, and pride are the main elements that influence customer satisfaction. Despite some challenges related to the physical quality of the product, a strong brand image remains a key factor that maintains customer

satisfaction and encourages them to continue making purchases in the future. Buttonscarves not only provides products that are in line with trends, but also manages to meet the lifestyle needs of customers in a personalized way. Lifestyles driven by activity, interest, and consumer opinion have proven to be important factors in shaping repurchase intention. In the context of Buttonscarves, products designed to meet the needs of a modern, dynamic and elegant lifestyle have succeeded in creating customer loyalty. The suitability of the product to the lifestyle not only provides satisfaction, but also builds a long-term relationship between the customer and the brand. Customers who feel that Buttonscarves are part of their identity and lifestyle will be more likely to continue buying products from this brand in the future. Customer satisfaction obtained from positive customer experiences with Buttonscarves products has proven to have a significant influence on repurchase intention. When customers are satisfied with the products they buy, both in terms of quality and service, they will be more likely to make a purchase again. This satisfaction creates a strong foundation for customer loyalty and motivates them to continue choosing Buttonscarves in the future, ultimately supporting the brand's growth and sustainability in a competitive market.

The results of this study are in line with various findings from previous studies that show that customer satisfaction plays a role as the main driver of repurchase intention. In the case of Buttonscarves, satisfaction with products and services is a strong foundation that encourages customers to continue to make repeat purchases, as has been explained by previous studies. This research confirms that customer satisfaction is a key mediator that strengthens the relationship between brand image and repurchase intention. High customer satisfaction not only strengthens a positive brand image but also increases the likelihood that customers will make a repeat purchase.

4. Conclusions and Suggestions

The conclusion of the study is as follows, Brand Image and lifestyle have a significant effect on Customer Satisfaction. A positive brand image and a well-aligned lifestyle have a strong influence on customer satisfaction. Brand Image and lifestyle have a significant influence on Repurchase Intention: Brand image and lifestyle that match the product have a significant influence on customers to make repeat purchases. Customer satisfaction, brand image and lifestyle mediate a significant influence on Repurchase Intention. Customer satisfaction, brand image and lifestyle significantly increase their intention to buy again.

Buttonscarves is advised to maintain the relevance of its products to the lifestyle of their target market. By doing so, they can maintain customer loyalty and continue to drive high repurchase intent, ensuring that customers are not only satisfied with their initial purchase, but also feel compelled to continue choosing Buttonscarves as the primary brand in their fashion needs.

Reference

- Aaker, D. A. 2014. *Aaker on Branding: 20 Principles that Drive Success*. New York: Morgan James Publishing.
- Ali Hasan. 2008. *Marketing*. Media Utama. Yogyakarta.
- Angella Jiyounng Kim. 2013. *Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention*. *Jurnal*.
- Arikunto, Suharsimi, 2008, *Prosedur Penelitian Suatu Pendekatan Praktis*, Edisi Revisi Enam, Cetakan Ketigabelas, Jakarta :Rineka Cipta.
- Budi. Tjatmiko. 2013. *Pengaruh Customer Relationship Marketing Terhadap Loyalitas Nasabah (Studi Pada Nasabah BRI Unit Sudirman - Bandung)*. *Jurnal*.
- Chen, H., & Chen, Y. 2024. *Evaluating Repurchase Intention: Satisfaction, Loyalty, and Trust*. *Journal of Business & Psychology*, 39(1), 98-115.
- Dian Indah Sari. 2015. *Pengaruh Brand Loyalty dan Perceived Quality Terhadap Minat Beli Pelanggan KFC Bekasi*. *Jurnal*.
- Durianto, Darmadi, Sugiarto, Tony Sitinjak, 2008, *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Ferdinand. 2016. *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*, Undip.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. 25. Badan Penerbit Universitas Diponegoro
- Hadi, Sutrisno, 2009, *Teknik Riset dan Peramalan Penjualan*, Yogyakarta : Andi Offset.
- Hendri, Ma'ruf. 2008. *Pemasaran Ritel*. Jakarta : PT. Gramedia Pustaka Utama.
- Kapferer, J.-N. 2012. *The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th ed.)*. London: Kogan Page.
- Keller, K. L. 2013. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th ed.)*. Boston: Pearson.
- Kotler, P., & Keller, K. L. 2016. *Marketing Management (15th ed.)*. Boston: Pearson.
- Kotler, Philip. 2014 *Manajemen Pemasaran*, Jilid 1 dan 2. Jakarta: PT. IndeksKelompok Gramedia.
- Kotler, Philip. 2016. *Manajemen Pemasaran: Jilid 1*. Edisi Milenium. Jakarta. Prehallindo.
- Kotler, Philip., 2016, *Manajemen Pemasaran*, Edisi Bahasa Indonesia, Jilid 1, (Terjemahan : Teguh, Hendra dan Rusli, Ronny), Prenhallindo, Jakarta.
- Lee, S., & Lee, J. 2023. *Understanding Repurchase Intention: The Impact of Satisfaction and Product Perception*. *International Journal of Consumer Studies*, 47(1), 45-60.
- Park, C. W., MacInnis, D. J., & Priester, J. 2016. *Brand Admiration: Building a Business People Love*. Hoboken: Wiley.
- Peter, J. Paul, dan Olson, J.C, 2009, *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*, Edisi Keempat, Jilid 2, (Terjemahan : Sihombing, Damos), Jakarta : Erlangga.
- Prasetyo Hadi. 2014. *Pentingnya Brand Loyalty Terhadap Minat Beli Ulang*. *Jurnal*.
- Rangkuti, F. 2009. *The Power of Brands*. Jakarta: Gramedia Pustaka Utama.
- Rangkuti, Freddy, 2010, *The Power of Brands: Teknik Mengelola Brand Equity dan Strategi Pengembangan*

- Merek, Jakarta : Gramedia Pustaka Utama.
- Rizqa Janati Adnin. 2013. Pengaruh Customer Relationship Management Terhadap Loyalitas Pelanggan PT. Nasmoco Pemuda Semarang. Jurnal.
- Rosyida. Rahma. Izzati. 2016. Pengaruh Perceived Quality, Brand Image, Kepuasan Konsumen dan Brand Trust Terhadap Brand Loyalty Produk Kosmetik Merk Wardah. Jurnal.
- Saverius. Dwi. Kurniawan. 2014. Analisis Pengaruh Brand Loyalty, Brand Image, Iklan Dan Perceived Quality Terhadap Minat Beli Konsumen Xl Prabayar di Kota Surabaya. Jurnal.
- Schiffman, Leon G. & Leslie L. Kanuk. 2014. Consumer Behavior: Fifth Edition. New Jersey. Prentice-Hall Inc.
- Setiadi, Nugroho J. 2008. Perilaku Konsumen. Kencana. Jakarta.
- Swasta, Basu dan Handoko, T. Hani, 2010, Manajemen pemasaran : Analisis Perilaku Konsumen, Yogyakarta : Liberty.
- Swasta, Basu dan Irawan, 2008, Manajemen pemasaran Modern, Edisi Kedua, Cetakan Kesepuluh, Yogyakarta : Liberty.
- Swastha, Basu & Handoko, Hani.2011. Manajemen Pemasaran-Analisis Perilaku Konsumen.Yogyakarta.BPFE.
- Tasnuba. 2014. Influence Of Brand Name On Consumer Decision Making Process- An Empirical Study On Car Buyers. Jurnal.
- Tjiptono, Fandy, 2017, Strategi Pemasaran, Edisi Kedua, Cetakan Pertama, Yogyakarta : Andi Offset.
- Triyani Rahmadeni. 2016. Pengaruh CRM dan Customer Experience Terhadap Keputusan Pembeian Ulang Melalui Brand Trust Pada PT. Nasmoco Pemuda. Jurnal.
- Wijayanto, G. 2015. Brand Personality and Consumer Behavior: Understanding and Influencing Consumer Perception and Behavior. Jakarta: Pustaka Harapan.
- Zhang, X., Liu, Y., & Wang, Z. 2022. Consumer Repurchase Intention: The Role of Positive Experience. Journal of Marketing Research, 59(2), 124-139.