The Influence of Product Image, Product Quality, and Promotion on Repurchase Intention: The of Brand Image as an Intervening Variable on Cimory Yogurt Products

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A R T I C L E I N F O

A B S T R A K

The purpose of this study is to investigate how product quality affects, product image, and promotion on repurchase intention, with brand image serving as a mediating variable in the context of Cimory Yogurt products. Data were gathered from 100 respondents in Solo Raya using a quantitative method, who had consumed Cimory Yogurt in the past three months. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to examine the data. According to the results, repurchase intention is directly and significantly impacted by product image and advertising, but not by product quality. However, product quality, product image, and promotion all have significant indirect effects on repurchase intention through brand image. This study highlights how important brand image is for increasing customer loyalty and implies that managing brand image well can increase the influence of marketing factors on consumer behavior.

INTRODUCTION

Cimory Yogurt, a flagship product of PT Cimory Group, has become a dominant player in Indonesia's dairy market. With a market share reaching 66.2% in 2021, the brand has demonstrated consistent consumer appeal over recent years (Azizah & Kussudyarsana, 2025). Its popularity extends across age groups, supported by a variety of flavors and health benefits, making it a preferred choice among urban populations in cities such as Jakarta, Bandung, and Surabaya (Cahyanti et al., 2016). Yogurt, as a fermented dairy product rich in probiotics, protein, calcium, and vitamins, contributes to improved digestion and immune function (Puspita & Savira, 2022).

The increasing purchasing power of consumers and their familiarity with the Cimory brand have played a critical role in sustaining the product's market performance. In marketing, consumer purchasing decisions are often influenced by three main factors: product quality, promotional strategies, and product image. These factors not only determine the initial purchase but also shape repurchase intention, which refers to a customer's willingness to buy a product again after a previous positive experience (Irianto et al., 2022).

Product quality is one of the most fundamental aspects influencing consumer decisions. High-quality products are more likely to be perceived as reliable and satisfying, prompting customers to become repeat buyers (Mari Ci & Raymond, 2021). Meanwhile, promotion serves as a communication tool that increases product visibility and encourages trial and repurchase through various tactics, including discounts and advertising (Hidayah et al., 2021). Consumers who perceive promotional value are more likely to feel satisfied and inclined to buy again (Maru et al., 2024).

Product image and brand image also play crucial roles in influencing consumer loyalty and trust. Product image refers to consumer perceptions regarding tangible and intangible attributes of the product,

while brand image reflects the overall impression of a brand in the consumer's mind (Kuswati et al., 2021). A powerful and uplifting brand image may boost customer trust, serve as a competitive advantage, and encourage repurchase behavior. In the case of Cimory Yogurt, these branding elements contribute significantly to customer retention and market strength.

However, empirical findings on the direct effects of product quality, product image, and promotion on repurchase intention are mixed. Some studies support a significant positive influence, while others suggest otherwise, raising the possibility of a mediating factor specifically, brand image. With brand image acting as a mediating variable, this study aims to investigate how product quality, promotion, and image affect repurchase intention in light of these dynamics, using Cimory Yogurt as the product context.

RESEARCH METHOD

This research uses a quantitative methodology with a descriptive framework to explain and analyze the causal relationships among variables without drawing conclusions solely from descriptive data. As described by Sugiyono (2020) To comprehend cause-and-effect linkages, quantitative research collects and analyzes numerical data between independent and dependent variables. The population of this research comprises consumers of Cimory Yogurt, using a purposive sample technique to choose participants who fit the following requirements: individuals aged 15 or older, have consumed Cimory Yogurt in the past three months, and are domiciled in the Solo Raya region. Referring to (Adnyana, 2021) The number of indicators determines the sample size used (20 indicators), with a suggested multiplier of 5 to 10, resulting in a sample size of at least fifty responders.

The study investigates five variables: product quality, promotion, product image, brand image, and repurchase intention. Product quality includes dimensions such as performance, durability, features, reliability, and perceived quality (Saputra, 2022). Promotion is assessed through advertising, sales promotions, events, interactive marketing, and word-of-mouth. Product image focuses on visual appeal and brand associations, while brand image reflects perceptions such as brand history, reliability, and prestige. Repurchase intention measures consumers' readiness to repurchase the item in the future (Rahadi, 2023). All variables are operationalized using relevant indicators, evaluated using a Likert scale with 1 denoting "strongly disagree" and 5 denoting "strongly agree".

Primary data was gathered through questionnaires distributed to selected respondents. The Partial Least Squares Structural Equation Modeling (PLS-SEM) approach using SmartPLS 3.0 was used to analyze the data. PLS-SEM is particularly suitable for small samples and complex models involving latent variables. The analysis includes outer model testing (for both discriminant and convergent validity, reliability, and multicollinearity) and inner model testing (to assess R-square, Goodness of Fit, path coefficients, and specific indirect effects). Validity is measured through AVE and loading values, while reliability uses Cronbach's Alpha and Composite Reliability. Multicollinearity is assessed via tolerance and VIF values. The structural model is evaluated through hypothesis testing using t-statistics, with a significance threshold of 1.96 at a 5% level. Brand image's function as a mediating factor is tested through specific indirect effect analysis, using p-values to determine significance (Juliandi, 2018).

RESULTS AND DISCUSSION

Considering the information gathered, respondents in this research are primarily within the productive age group. The age distribution shows that the majority (44%) are between 18–25 years old, followed by 27% aged 26–35 years, 16% aged 36–40 years, 10% under 18 years, and only 3% above 40 years. This indicates that most respondents fall within a young and economically active demographic, which is often associated with strong consumer behavior and brand responsiveness. In terms of gender, the sample is dominated by male respondents, accounting for 57% of the total, while female respondents

represent 43%. This composition suggests that the study's consumer analysis is slightly more skewed toward male perspectives in evaluating Cimory Yogurt.

Regarding occupational background, the respondents were most commonly self-employed (30%), followed by those categorized under "others" (29%), entrepreneurs (24%), and civil servants/military/police (17%). This distribution highlights a relatively diverse economic background, with a significant presence of independent earners. As for educational attainment, the largest proportion of respondents (55%) having earned a diploma, bachelor's degree, master's degree, or doctorate from an accredited university, followed by 32% who had completed high school or its equivalent, 10% junior high school, and 3% elementary school. This indicates that the majority of participants have a relatively high level of education, which may influence their purchasing decisions and brand perceptions more critically and rationally.
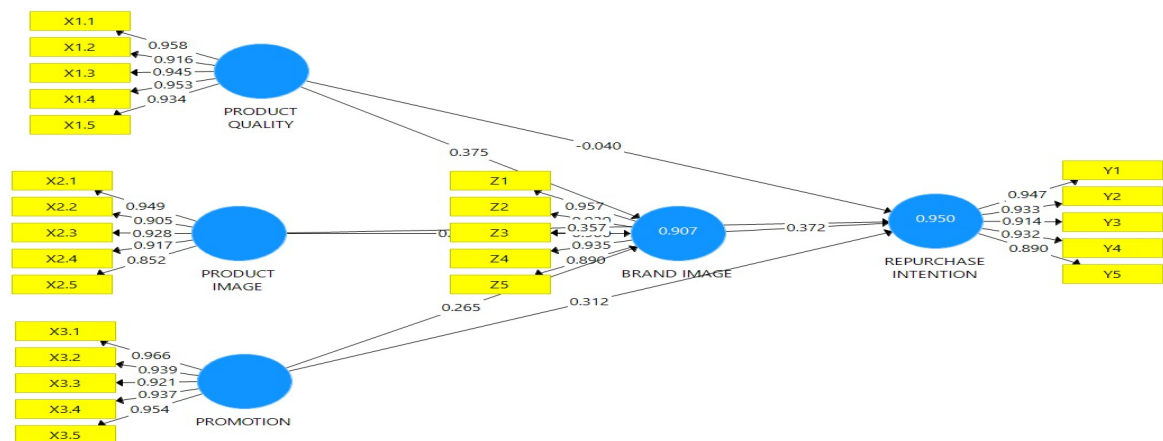
Outer Model Analysis

Figure 1. Outer Model

Outer Model Analysis
Convergent Validity

Table 1. Outer Loading Values

Variable	Indicator	*Outer Loading*
Product Quality (X1)	X1.1	0,958
	X1.2	0,916
	X1.3	0,945
	X1.4	0,953
	X1.5	0,934
Brand Image (X2)	X2.1	0,949
	X2.2	0,905
	X2.3	0,928
	X2.4	0,917
	X2.5	0,852
Promotion (X3)	X3.1	0,966
	X3.2	0,939
	X3.3	0,921
	X3.4	0,937
	X3.5	0,954
Brand Image (Z)	Z.1	0,957
	Z.2	0,939
	Z.3	0,900
	Z4	0,935

Variable	Indicator	*Outer Loading*
	Z5	0,890
Repurchase Intention (Y)	Y.1	0,947
	Y.2	0,933
	Y.3	0,914
	Y.4	0,932
	Y5	0,890

Source: Processed Primary Data (2025)

It is known from Table 1 that a large number of the study variables' indicators have outer loading values higher than 0.7. In order to satisfy the criterion for convergent validity, loading levels ranging from 0.5 to 0.6 are nevertheless regarded as appropriate. Since none of the variable indicators have an outer loading value less than 0.5, as demonstrated by the data above, all of the indicators are considered suitable or legitimate for use in the research and are available for additional investigation.

An AVE (Average Variance Extracted) value greater than 0.5 indicates that the variable is valid in terms of convergent validity. The AVE value is another tool used to evaluate convergent validity. The study's AVE values for every variable are presented below:

Table 2. Average Variance Extracted (AVE) Values

Variabel	*AVE (Average Variance Extracted)*	Description
Product Quality (X1)	0,855	Valid
Brand Image (X2)	0,830	Valid
Promotion (X3)	0,886	Valid
Brand Image (Z)	0,890	Valid
Repurchase Intention (Y)	0,852	Valid

Source: Processed Primary Data (2025)

Every variable in this study displays an AVE (Average Variance Extracted), as seen in Table 2 value greater than 0.5. The individual AVE values are: Product Quality at 0.855, Product Image at 0.830, Promotion at 0.886, Brand Image at 0.890, and Repurchase Intention at 0.852. This shows that every variable in the research is regarded as legitimate in terms of discriminant validity.

Discriminant Validity

Table 3. HTMT Values

	Product Quality	Brand Image	Promotion	Brand Image	Repurchase Intention
Product Quality (X1)					
Brand Image (X2)	0,844				
Promotion (X3)	0,730	0,705			
Brand Image (Z)	0,796	0,859	0,799		
Repurchase Intention (Y)	0,770	0,888	0,811	0,754	

Source: Processed Primary Data (2025)

The given table demonstrates that each variable has an HTMT value lower than 0.90, indicating that the constructs possess good discriminant validity, meaning they can be clearly distinguished from one another.

Reliability Test

Table 4. Composite Reliability

Variabel	*Composite Reliability*
Product Quality (X1)	0,961
Brand Image (X2)	0,975
Promotion (X3)	0,976
Brand Image (Z)	0,967
Repurchase Intention (Y)	0,961

Sumber : Data primer yang diolah (2025)

From Table 4, it is shown that the composite reliability values for all research variables are greater than 0.7. Product Quality is 0.961, Product Image is 0.975, Promotion is 0.976, Brand Image is 0.967, and The intention to repurchase is 0.961. This suggests that all variables have a high degree of dependability since each one satisfies the composite reliability requirements.

Cronbach's Alpha

Table 5. Cronbach's Alpha

Variabel	*Cronbachs Alpha*
Product Quality (X1)	0,948
Brand Image (X2)	0,968
Promotion (X3)	0,969
Brand Image (Z)	0,957
Repurchase Intention (Y)	0,948

Source: Processed Primary Data (2025)

Table 5 indicates that all of the study's variables have Cronbach's alpha values greater than 0.6, indicating that the values meet the required threshold, and therefore all constructs can be considered reliable.

Multicollinearity Test

Table 6. Collinearity Statistic (VIF)

Inner VIF Values	VIF	Description
X1 -> Y	4,776	*Non multicollinearity*
X2 -> Y	3,673	*Non multicollinearity*
X3 -> Y	3.162	*Non multicollinearity*
X1 -> Z	3,781	*Non multicollinearity*
X2 -> Z	3,554	*Non multicollinearity*
X3 -> Z	4,876	*Non multicollinearity*

Source: Processed primary data (2025)

According to Table 6's Collinearity Statistics (VIF) test findings, every variable has a cut-off value more than 0.1 or a VIF value less than 5, indicating that there is no violation of the multicollinearity test.
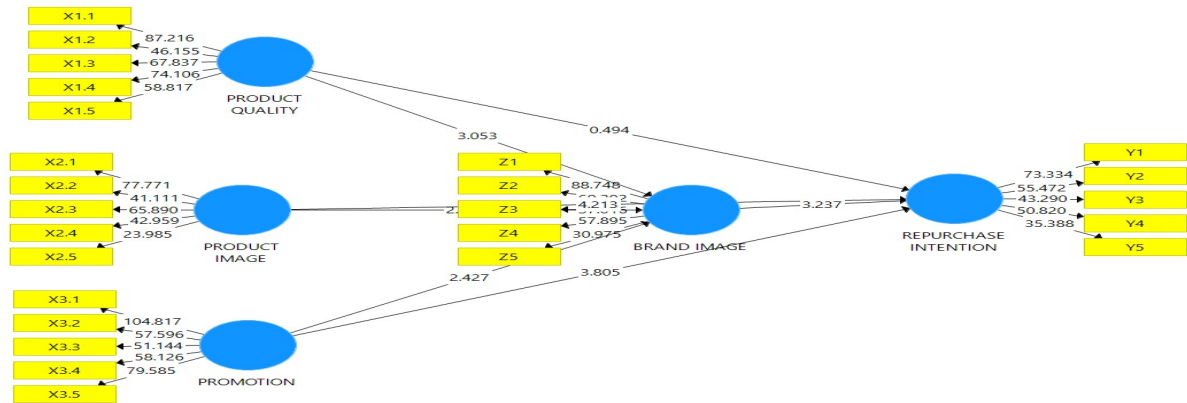
Inner Model Analysis

Figure 2. Inner Model

Model Fit Test (Goodness of Fit)

Table 7 R-Square Values

	R-Square	R-Square Adjusted
Brand Image (Z)	0,907	0,905
Repurchase Intention (Y)	0,950	0,948

Source: Processed primary data, (2025)

Table 7 shows that the R-Square, which measures how much the variables of Product Quality, Product Image, and Promotion affect Brand Image, has a value of 0.907, or 90.7%, indicating a strong relationship. Furthermore, to determine the extent of the influence of Product Quality, Product Image, Promotion, and the R-Square value for customer satisfaction on repurchase intention is 0.950, or 95%, which further suggests a robust correlation.

The Q-Square exam comes next. The Q^2 (Predictive Relevance) value is used to evaluate the Q^2 value in structural model testing. The model's and its parameter estimations' ability to produce the observed values is gauged by Q^2. The model has predictive relevance if its Q2 value is greater than zero. The model is not predictively relevant if the Q2 value is less than zero.

 The outcome of the Q-Square computation is as follows:

$$\text{Q-Square} = 1 - [(1 - R^2{}_1) \times (1 - R^2{}_2)]$$

$$= 1 - [(1 - 0.907) \times (1 - 0.950)]$$

$$= 1 - (0.093 \times 0.05)$$

$$= 1 - 0.00465$$

$$= 0.949$$

The Q-Square value, as determined by the aforementioned result, is 0.949. This figure shows that the research model accounts for 94.9% of the variation in the study data, with other factors outside the model accounting for the remaining 5.1%. Thus, this research model may be said to have a fair degree of goodness of fit based on the computation result.

Hypothesis Testing
Direct Effect

Table 8. Path Coefficient (Direct Effect)

	Hyphothesis	Original Sample	t-Statistics	P Values	Description
Product Quality -> Repurchase Intention	H4	-0,040	0,525	0,300	Not Significant
Brand Image -> Repurchase Intention	H5	0,357	4,294	0,000	Significant
Promotion -> Repurchase Intention	H6	0,312	3,861	0,000	Significant
Product Quality -> Brand Image	H1	0,375	3,068	0,001	Significant
Brand Image -> Brand Image	H2	0,347	2,749	0,003	Significant
Promotion -> Brand Image	H3	0,265	2,259	0,012	Significant
Brand Image -> Repurchase Intention	H7	0,372	3,602	0,000	Significant

Source: Processed primary data, (2025)

Table 8 shows that the results of the hypotheses' examination are not entirely consistent. A t-statistic value of 0.525 and a p-value of 0.300, both of which fall short of the necessary thresholds, show that Product Quality has a negative and negligible impact on Repurchase Intention, rejecting the first hypothesis, which suggested that Product Quality has a positive and significant impact on Repurchase Intention. With a t-statistic of 4.294 and a p-value of 0.000, the second hypothesis is supported, indicating that Product Image significantly and favorably influences Repurchase Intention. With a t-statistic of 3.861 and a p-value of 0.000, the data also supports the third hypothesis, which holds that Promotion has a positive and substantial impact on Repurchase Intention.

The t-statistics and p-values for Product Quality, Product Image, and Promotion, respectively, indicate that these factors have positive and significant influences on Brand Image. These are 3.068 (p = 0.001), 2.749 (p = 0.003), and 2.259 (p = 0.012). This demonstrates that the fourth, fifth, and sixth hypotheses are accepted. Finally, a t-statistic of 3.602 and a p-value of 0.000 confirm the seventh hypothesis, which is that Brand Image has a positive and substantial impact on Repurchase Intention. All things considered, the results highlight how important Brand Image, Promotion, and Product Image are in determining Repurchase Intention.

Uji Indirect Effect

Tabel 9. *Specific Indirect Effect*

	Hipotesis	Original Sample	t-Statistics	P Values	Description
Product Quality (X) ->Brand Image (Z) -> Repurchase Intention (Y)	H10	0,140	2,619	0,005	Significant
Brand Image (X) ->Brand Image (Z) -> Repurchase Intention (Y)	H11	0,129	2,012	0,022	Significant
Promotion (X) ->Brand Image (Z) -> Repurchase Intention (Y)	H12	0,099	1,925	0,027	Significant

Source: Processed primary data, (2025)

The findings indicate that the link between Product Quality, Product Image, and Promotion on Repurchase Intention is largely mediated by Brand Image. With t-statistics over 1.96 and p-values below 0.05, the eighth and ninth hypotheses are supported, suggesting that Repurchase Intention is favorably influenced by both Product Quality and Product Image through Brand Image. The p-value stays below 0.05 even if the tenth hypothesis's t-statistic is just around 1.96, indicating that Promotion also significantly and favorably influences Repurchase Intention indirectly through Brand Image.

Discussion

The Influence of Product Quality on Repurchase Intention

One of the most important elements in influencing customers is product quality' purchasing decisions. According to Kotler dan Keller (2021), The capacity of a product to fulfill its intended purposes, including longevity, dependability, precision, usability, and other qualities, is referred to as product quality that deliver value to consumers. Thus, consumers' perception of a product's quality significantly influences their likelihood of choosing the product again for consumption. Nonetheless, the results of this investigation show that the influence of product quality on repurchase intention for Cimory Yogurt is negative and not significant. This means that even though consumers may perceive the product to have a certain level of quality, it does not directly motivate them to make a repeat purchase.

This finding suggests that consumers might consider other aspects such as taste preference, price, product availability, or even emotional and brand-related factors when making repeat purchase decisions. Several previous studies support this result. Research by (Aini & Darmawan, 2022), which analyzed consumer behavior toward packaged beverages, concluded that product quality does not significantly affect repurchase intention because consumers are more influenced by promotional strategies and brand perception. Similarly, a study by (Hartanto and Haryanto, 2020) on fermented dairy products found that although product quality is important during the initial purchase stage, it loses its influence on repurchase intention if not supported by consistently pleasant consumption experiences. Moreover, research by (Haribowo et al., 2022) in the food and beverage industry revealed that once consumers have developed loyalty to a particular brand, product quality no longer becomes the main determinant of repurchase decisions. These findings show that in the case of Cimory Yogurt, Product quality by itself is not sufficient to trigger repurchase intention; therefore, strategies focusing on enhancing brand image and appropriate promotions should be prioritized.

The Influence of Product Image on Repurchase Intention

According to (Erida & Rangkuti, 2017), product image is the overall impression of a product in the minds of consumers, reflecting the product's quality, uniqueness, and differentiation from its competitors. A positive product image fosters consumer trust and builds a strong emotional connection, thereby encouraging consumers to repurchase the product. The study's conclusions show that Cimory Yogurt's product image significantly and favorably affects consumers' intentions to repurchase the product. This implies that customers are more likely to make repeat purchases when they have a positive perception of Cimory Yogurt.

This finding is supported by several previous studies. Research by Rejeki and Kussudyarsana (2020) in the context of healthy food products revealed that product image contributes significantly to the development of loyalty and enhancing consumers' repurchase intentions. Similarly, a study by (Ribek et al., 2024) emphasized that a strong product image creates a positive perception that directly impacts consumers' confidence to repurchase. Furthermore, (Indarto et al., 2018) in their study of the fermented beverage sector, concluded that products with a healthy, natural, and modern image tend to attract repeat buyers.

The Influence of Promotion on Repurchase Intention

According to Kotler dan Armstrong (2018), Promotion is the action a business takes to convey the advantages of its goods and influence consumers to make a purchase. Effective and engaging promotions can create positive perceptions and strengthen consumers' emotional attachment to a product. In this research, the results show that promotion significantly and favorably influences the intention to repurchase for Cimory Yogurt products. This means that the more intensive and effective the promotion, the higher the consumer's tendency to make repeat purchases.

These findings align with a number of earlier investigations. Studies conducted by (Aini & Darmawan, 2022), stated that promotions presented attractively through social media, discounts, and loyalty programs have a direct impact on increasing consumers repurchase intentions for food and beverage products. Furthermore, a study by (Aris Budiono, 2021) also showed that interactive and consistent digital promotional activities can shape positive consumer experiences, ultimately encouraging them to continue choosing the product in the future. In addition, research by Azizah dan Kussudyarsana (2025) in the FMCG (Fast-Moving Consumer Goods) industry emphasized that promotions tailored to the preferences and lifestyles of the target market are highly effective in strengthening loyalty and encouraging repurchase intention. In the case of Cimory Yogurt, promotional strategies such as the use of influencers, social media campaigns, and attractive product bundling have proven effective in increasing consumer interest to continue purchasing the product. Therefore, targeted promotional strategies are one of the keys to retaining customers and strengthening the brand's market position.

The Influence of Product Quality on Brand Image

Product quality is a fundamental factor in shaping consumers' opinions on a brand. Studies conducted by Tjiptono (2019), product quality refers to the overall characteristics and advantages of a product that can meet consumers' needs and desires. Consistent and reliable quality builds a positive brand image, because buyers frequently connect premium goods with a strong and trustworthy brand reputation. In this study, the analysis shows that product quality has a positive and significant effect on the brand image of Cimory Yogurt. This means that the higher the perceived quality whether in taste, texture, packaging, or health benefits the stronger the brand image of Cimory Yogurt in the minds of consumers. because buyers frequently connect premium goods with Prior research supports this conclusion. Studies conducted by (Ketut, 2018) found that perceptions of product quality contribute significantly to brand image, especially in healthy food and beverage products. Furthermore, Firmansyah and Amelia (2022) concluded that attributes such as freshness, natural taste, and health or halal certifications play an essential role in shaping a positive brand perception in the dairy industry. Likewise, Kusuma and Lestari (2023) confirmed that superior product quality not only enhances consumer trust but also strengthens brand identity and fosters long-term loyalty. In the context of Cimory Yogurt, the brand's success in maintaining quality taste, texture, and attractive packaging leads to the perception of Cimory as a premium, healthy, and modern product thus reinforcing its brand image in Indonesia's yogurt market.

The Influence of Product Image on Brand Image

Product image is the visual representation and consumer perception of the product's attributes, benefits, and uniqueness. According to Rangkuti (2017), product image is the impression and perception formed in the consumer's mind based on experience, communication, and associations with the product. A strong and positive product image creates a superior brand perception because consumers often equate the product's impression with the identity of the brand behind it. According to this study, Cimory Yogurt's brand image is positively and significantly impacted by its product image. In other words, the more positively consumers perceive Cimory products such as healthy, refreshing, high-quality, and aligned with a modern lifestyle the stronger the Cimory brand image as a trusted and favored yogurt brand. This aligns with recent studies. Studies conducted by Indarto et al., (2018) in the FMCG context found that product image shaped through visuals, nutritional messaging, and differentiation strengthens brand image. (Tahir et al., 2024) concluded that in the modern food and beverage industry, product image is a key determinant in shaping a competitive brand image and differentiating it from competitors. For Cimory Yogurt, its success in creating a natural, healthy product image suitable for all ages strengthens consumer perceptions of the brand as innovative, trustworthy, and quality-oriented.

The Influence of Promotion on Brand Image

Studies conducted by Kotler and Keller (2016), promotion encompasses all forms of communication intended to inform, persuade, and remind the target market of a product or brand's presence and to build a strong brand image in consumers' minds. This research reveals that promotion has a favorable and noteworthy influence on the brand image of Cimory Yogurt. The more intensive, consistent, and relevant Cimory's promotional strategies are, the stronger the brand image formed in consumers' minds. This is supported by various prior studies. Budiono (2021) found that social media promotion, influencer endorsements, and loyalty programs significantly shape positive brand perception among the younger

generation. Similarly, Kasmono et, al, (2019) stated that creative and well-targeted promotions enhance brand visibility and public perception of brand value. (Fahlia & Tuti, 2025) highlighted that communicative and emotional promotions such as brand storytelling, educational content, and engaging visuals significantly boost brand image in the food and beverage industry. In Cimory's case, campaigns via social media, collaborations with public figures, and consistent messaging about health and lifestyle benefits have succeeded in creating a fresh, healthy, and relevant brand impression for today's consumers.

The Influence of Brand Image on Repurchase Intention

Studies conducted by Keller (2016), brand image reflects consumers' beliefs, associations, and impressions of a brand, which influence their purchasing behavior and loyalty. A strong brand image creates emotional closeness, trust, and preferences toward a product or service. According to this study, Cimory Yogurt's brand image significantly and favorably influences consumers' intentions to repurchase the product. This indicates that the more Cimory is perceived as a healthy, modern, trustworthy, and high-quality brand, the higher the likelihood that consumers will repurchase it. These results align with earlier research. Fadlil (2022) showed that a positive brand image fosters brand loyalty and strengthens consumers' desire to continue buying the same product. (Santika, 2017) also found that positive brand perceptions play an essential role in building trust and reducing perceived risk, thus significantly increasing repurchase intention. (Santika, 2017) concluded that in the healthy food industry, brand image is a dominant factor driving repeat purchases, as consumers tend to choose brands they perceive as safe, emotionally and functionally valuable, and aligned with their lifestyle. For Cimory Yogurt, the brand image developed through the "fresh and healthy every day" campaign and innovations in flavors and packaging strengthens market positioning and encourages loyal repeat purchases.

The Influence of Product Quality on Repurchase Intention through Brand Image

According to this study, repurchase intention is positively and significantly impacted by product quality through brand image as a mediating variable. Although product quality may not directly influence repurchase intention significantly, when the perception of quality contributes to a strong brand image, its influence becomes significant. In other words, consumers consider not only the product's quality but also how that quality shapes their perception of the Cimory Yogurt brand. If the brand is perceived as high-quality, healthy, innovative, and consistent, consumer loyalty and repurchase intention increase. This is supported by previous research. (Mulyaningsih & Meria, 2023) discovered that the relationship between product quality and consumer loyalty is considerably mediated by brand image, particularly in the packaged food industry. (Mufashih et al., 2023) showed that superior product quality fosters positive brand perception, which in turn drives consumers to repurchase the same brand. Mulyani and Rachmad (2022) also proved in the fermented milk context that the perception of a brand is crucial in linking perceived quality to repurchase decisions. Similarly, Nurhalimah and Andriani (2024) determined that a positive brand image is created by high-quality products, which subsequently enhances repurchase intention for organic food products.

The Influence of Product Image on Repurchase Intention through Brand Image

According to this study, brand image plays a positive and significant mediating role in linking product image to repurchase intention for Cimory Yogurt. A strong and positive product picture isnt just straight boosts repurchase purpose, but also primarily by improving brand perception. Consumers who perceive Cimory Yogurt as healthy, innovative, and aligned with a healthy lifestyle tend to develop a strong brand image, which in turn drives loyalty and repeat purchases. These findings are in line with recent studies. Saputra and Handayani (2025) said that through brand image, product image significantly influences customer loyalty, particularly in healthy food products. Yuliani and Kurniawan (2017) also discovered that brand image acts as a crucial intermediary between product perception and repurchase intention, especially in fast-moving consumer goods and health drinks. Putra and Lestari (2024) emphasized that product image shaped by nutritional value, appealing packaging, and product reputation enhances brand image, thus increasing consumer trust and loyalty. Lastly, Rahmawati and Sari (2024) in the context of yogurt and other dairy products, confirmed that brand image effectively bridges the influence of product image on repeat purchases, as consumers tend to repurchase products from brands with good reputations and perceived quality.

The Influence of Promotion on Repurchase Intention through Brand Image

According to this study, the link between Cimory Yogurt's promotion and repurchase intention is highly mediated by brand image. Promotions that are planned and carried out well contribute to creating a powerful and favorable brand image in the eyes of customers. It is this brand image not merely the direct impact of promotions that drives consumers to repurchase. In other words, the success of promotional efforts in fostering customer loyalty greatly depends on how well they create a trusted and favored brand perception. Previous studies support this finding. Wicaksono and Rahman (2021) found that social media promotion and celebrity endorsements significantly enhance brand image, which in turn increases repurchase intention in food and beverage products. Nugroho and Puspitasari (2021) emphasized that promotions combining educational and interactive content build consumer trust and strengthen brand perception, leading to increased repurchase intention. Fadhila and Prasetyo (2024) also confirmed that brand image is a strong mediator between promotional activity and customer loyalty, especially in fast-food and health-related products. Yanuar (2017) added that promotions focused on storytelling and emotional value significantly enhance brand image and encourage repurchase in competitive markets.

CONCLUSION

Based on the research findings, it can be concluded that product quality does not have a direct significant effect on repurchase intention for Cimory Yogurt. However, when mediated by brand image, product quality significantly affects repurchase intention, suggesting that customer perceptions of quality boost brand image and, in turn, promote brand loyalty. Additionally, both directly and indirectly through brand image, product image significantly and favorably influences repurchase intention, highlighting the significance of favorable customer views of product features in building loyalty. Furthermore, advertising significantly and favorably influences repurchase intention, with brand image acting as a mediator. This shows how well marketing communication techniques work to improve brand perception and promote repeat business. Overall, brand image has proven to be a key variable linking product quality, product image, and promotion to repurchase intention, highlighting the importance of strong brand image management in maintaining and increasing customer loyalty in a competitive market.

This study encountered several limitations, including results that did not fully align with initial expectations. First, the research involved only 100 respondents, wwhich might not be representative of all Cimory Yogurt customers. Second, just a few variables were examined in the study; further research may consider additional factors such as price, customer satisfaction, and trust, which were not included in this study. Third, this research was limited to the Cimory Yogurt brand, so the findings may not be generalizable to other yogurt brands. Therefore, Future studies are urged to broaden the responder base to include more diverse age groups, educational backgrounds, and occupations. It is also suggested to incorporate other influential variables and include comparisons across various yogurt brands to obtain more generalizable and comparative results.

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