

The Influence of Brand Equity, Perceived Quality, and Emotional Attachment on Repurchase Intention of Local Coffee Products in Ambon

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ABSTRACT

This study investigates the influence of brand equity, perceived quality, and emotional bonding on repurchase intention for local coffee products in Ambon, Indonesia. Using a quantitative research approach, data were collected from 155 respondents who had previously purchased local coffee products. The research instrument employed a five-point Likert scale, and data analysis was conducted using SPSS version 25, including validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results show that brand equity, perceived quality, and emotional bonding all have positive and significant effects on repurchase intention, with emotional bonding being the most dominant factor. This suggests that consumers' emotional connection to local coffee brands strongly influences their loyalty and repeat purchasing behavior. The findings highlight the importance of integrating brand identity, product consistency, and emotional engagement in marketing strategies to strengthen customer relationships and sustain the local coffee market in Ambon. The study contributes to both theoretical understanding and practical marketing applications by demonstrating how emotional and cognitive factors jointly shape consumer loyalty in local product contexts.

Keywords: Brand Equity, Perceived Quality, Emotional Bonding, Repurchase Intention, Local Coffee, Ambon.

1. INTRODUCTION

In recent years, Indonesia has witnessed a significant rise in coffee consumption and production, driven by the country's growing coffee culture and the proliferation of local brands. Ambon, as one of the emerging coffee markets in Eastern Indonesia, has shown remarkable growth in local coffee entrepreneurship and consumer engagement. The increasing number of coffee shops, local roasters, and specialty coffee producers reflects not only a lifestyle shift but also an economic opportunity for regional branding [1], [2]. However, the sustainability of this growth depends largely on consumers' willingness to repurchase local coffee products, which in turn is influenced by key marketing constructs such as brand equity, perceived quality, and emotional bonding. Understanding these factors is crucial for local coffee businesses aiming to compete effectively in an increasingly competitive and experience-driven market.

Brand equity represents the added value a brand gives to a product beyond its functional attributes. It encompasses consumer perceptions, associations, and loyalty that make a brand distinctive and desirable [3], [4]. In the context of local coffee brands, strong brand equity can enhance consumers' confidence in product quality, encourage repeat purchases, and differentiate local products from both national and international competitors. Moreover, brand equity contributes to long-term customer relationships and can influence consumers' repurchase decisions through trust, familiarity, and brand reputation. For emerging coffee brands in Ambon, establishing strong brand equity is a strategic imperative for achieving sustainable growth and customer loyalty.

Meanwhile, perceived quality refers to a consumer's subjective judgment about a product's overall excellence or superiority [5]. Unlike objective measures of product quality, perceived quality captures the consumer's personal evaluation shaped by prior experiences, brand image, and

marketing communication. In the coffee industry, perceived quality includes sensory aspects such as aroma, taste, freshness, and packaging, as well as service quality at the point of sale. Higher perceived quality enhances customer satisfaction and strengthens their intention to repurchase. For local coffee producers, maintaining consistent quality and communicating it effectively can significantly increase consumer trust and long-term patronage.

Another crucial determinant of repurchase behavior is emotional bonding, which reflects the affective attachment and emotional connection between a consumer and a brand [6]. Emotional bonding goes beyond satisfaction; it involves a deep psychological relationship that drives repeat behavior even in the presence of alternatives. In the context of local coffee products, emotional bonding can emerge from shared cultural identity, local pride, or memorable experiences associated with the brand. When consumers feel emotionally connected to a brand, they are more likely to exhibit loyalty and repurchase intentions. Therefore, cultivating emotional bonds through storytelling, community engagement, and authenticity is vital for local coffee brands seeking to strengthen their position in Ambon's competitive coffee landscape.

Despite the growing recognition of these factors in marketing literature, empirical studies focusing on their combined effect on repurchase intention within the context of local coffee products in Ambon remain limited. Most prior research has been conducted in urban centers such as Jakarta, Bandung, or Surabaya, where market dynamics differ significantly from those in developing regional markets. Therefore, it is essential to investigate how brand equity, perceived quality, and emotional bonding jointly influence repurchase intention among consumers of local coffee in Ambon. This investigation not only contributes to the theoretical understanding of consumer behavior in regional contexts but also provides practical guidance for local entrepreneurs in crafting effective marketing strategies.

From a managerial standpoint, understanding the drivers of repurchase intention enables coffee entrepreneurs to focus their resources on building strong brands, improving product quality, and creating meaningful customer experiences. Given the intense competition from national brands and imported coffee products, local coffee businesses in Ambon must leverage their unique value propositions—such as authenticity, origin stories, and community-based engagement—to sustain consumer loyalty. Moreover, as the Ambon coffee market continues to expand, fostering customer retention becomes more cost-effective than constant customer acquisition, underscoring the strategic value of this research. Based on these considerations, this study aims to analyze the influence of brand equity, perceived quality, and emotional bonding on consumers' intention to repurchase local coffee products in Ambon by adopting a quantitative research approach involving respondents whose data were collected through a Likert-scale questionnaire and analyzed using SPSS version 25. The findings are expected to contribute both theoretically and practically: theoretically, by expanding the understanding of consumer loyalty formation in local product markets; and practically, by offering actionable insights for coffee entrepreneurs and policymakers in strengthening Ambon's local coffee ecosystem.

2. LITERATURE REVIEW

2.1 *Brand Equity*

Brand equity refers to the value that a brand adds to a product or service beyond its functional attributes. According to [3], [7], brand equity is composed of several key dimensions: brand awareness, brand associations, perceived quality, and brand loyalty.

High brand equity enables consumers to recognize and differentiate a product from competitors, increasing their likelihood of repurchase, while [7] emphasizes that brand equity develops from consistent brand experiences and positive consumer perceptions accumulated over time. In the context of coffee products, strong brand equity allows local brands to compete with established national or international coffee chains by creating psychological advantages such as trust and familiarity, which significantly influence consumer decision-making. Research by [8], [9] confirmed that higher brand equity positively affects consumers' purchase and repurchase intentions because it represents perceived reliability and emotional satisfaction; therefore, enhancing brand equity through consistent communication, quality improvement, and emotional appeal is essential for sustaining consumer loyalty toward local coffee products in Ambon.

2.2 Perceived Quality

Perceived quality is defined as the consumer's judgment of a product's overall excellence or superiority (Zeithaml, 1988) and represents a subjective assessment influenced by individual expectations, brand reputation, and prior consumption experiences. Unlike objective measures of quality, perceived quality depends on the consumer's psychological evaluation, which in the food and beverage sector is shaped by factors such as flavor, aroma, freshness, packaging, and presentation [5], [10], [11]. In the coffee industry, perceived quality directly affects consumer satisfaction and loyalty, as studies by [12] suggest that it influences both emotional responses and behavioral intentions, including repurchase behavior. When customers perceive high quality in local coffee products, they develop stronger trust and are more likely to continue purchasing from the same brand; therefore, for local coffee producers in Ambon, ensuring consistent quality across product batches, improving sensory appeal, and maintaining transparency in sourcing and roasting processes are crucial for reinforcing positive quality perceptions.

2.3 Emotional Bonding

Emotional bonding represents the affective connection between consumers and brands, often grounded in personal experiences, identity alignment, and emotional satisfaction [13]. Emotional bonds encourage consumers to maintain long-term relationships with brands, even in competitive markets, and may stem from shared values, nostalgia, community belonging, or pride in local identity—elements particularly relevant in the context of local coffee brands. Research has shown that emotional attachment plays a vital role in consumer loyalty and repurchase behavior, as [14], [15] note that emotional satisfaction and brand love foster strong behavioral loyalty, while [15] emphasize that consumers with emotional attachment exhibit greater resilience to price fluctuations and competitor marketing. In Ambon's local coffee market, emotional bonding can be cultivated through storytelling, brand authenticity, and social engagement, which align consumer emotions with the local cultural identity and strengthen their connection to the brand.

2.4 Repurchase Intention

Repurchase intention refers to a consumer's conscious plan to buy a product or service again in the future [16], [17] and is often regarded as a behavioral outcome of satisfaction, trust, and loyalty toward a brand. According to [18], [19], repurchase

intention emerges when a customer's cumulative experiences with a brand consistently meet or exceed expectations. In the coffee market, repurchase intention reflects both satisfaction with the product and alignment with consumers' emotional and cultural preferences. Several studies have confirmed that brand equity, perceived quality, and emotional bonding significantly influence repurchase intention; for instance, [20] found that brand equity strengthens repurchase behavior by reinforcing trust and emotional attachment, while [21] demonstrated that perceived quality mediates the relationship between brand image and repurchase intention, suggesting that quality perception enhances the long-term relationship between consumers and brands. Emotional bonding, on the other hand, encourages repeat purchases through positive affect and loyalty rather than rational evaluation alone [20], [21].

2.5 Conceptual Framework and Hypotheses

Based on the reviewed literature, this study proposes a conceptual framework in which brand equity (X_1), perceived quality (X_2), and emotional bonding (X_3) act as independent variables that influence repurchase intention (Y). The relationships are summarized as follows:

H1: Brand equity has a positive and significant influence on repurchase intention.

H2: Perceived quality has a positive and significant influence on repurchase intention.

H3: Emotional bonding has a positive and significant influence on repurchase intention.

3. METHODS

3.1 Research Design

This study employs a quantitative research design aimed at empirically testing the influence of brand equity, perceived quality, and emotional bonding on repurchase intention for local coffee products in Ambon. The research adopts a causal associative approach, which seeks to determine the relationship and effect among variables based on statistical evidence. A survey method was used to collect primary data through a structured questionnaire distributed to coffee consumers who have purchased local coffee brands in Ambon. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 25, allowing for both descriptive and inferential statistical analysis to validate the hypotheses and measure the significance of relationships among variables.

3.2 Population and Sample

The population in this study comprises all consumers of local coffee products in Ambon who have purchased and consumed local coffee brands within the past six months. Due to the difficulty of identifying an exact population size, a non-probability sampling technique, specifically purposive sampling, was applied. Respondents were selected based on specific criteria: (1) they are residents of Ambon City, (2) they have purchased local coffee products at least twice, and (3) they are aged 18 years or older. A total of 155 respondents participated in this study, which meets the minimum requirement for multiple regression analysis as suggested by Hair et al. (2010), who recommend that the sample size be at least five times the number of observed indicators. This sample size was therefore considered sufficient to ensure reliability, validity, and robustness in the statistical testing process.

3.3 Research Variables, Data Collection, and Analysis Techniques

This study involves four variables—three independent variables and one dependent variable—namely brand equity (X_1), perceived quality (X_2), emotional bonding (X_3), and repurchase intention (Y). Brand equity refers to the overall value a consumer perceives from a brand name that differentiates it from competitors (Aaker, 1991), measured through indicators such as brand awareness, association, loyalty, and perceived quality. Perceived quality represents a consumer's subjective judgment about a product's overall excellence or superiority (Zeithaml, 1988), measured through taste, aroma, packaging, consistency, and freshness. Emotional bonding describes the emotional connection or attachment between a consumer and a local coffee brand (Thomson et al., 2005), captured through indicators such as emotional attachment, brand love, pride in local identity, and sense of belonging. Repurchase intention, as the dependent variable, refers to the consumer's conscious plan to buy a local coffee product again in the future (Hellier et al., 2003), measured through intention to buy again, preference, recommendation, and continuity of purchase. All items were measured using a five-point Likert scale, where 1 = Strongly Disagree and 5 = Strongly Agree. Primary data were collected through structured questionnaires distributed both online and offline in Ambon City. Prior to distribution, a pre-test with 20 respondents was conducted to ensure clarity, reliability, and validity of the questionnaire. Data analysis was performed using SPSS version 25, consisting of (1) descriptive statistics to summarize respondents' demographics and responses, (2) instrument testing through validity (Pearson Product Moment) and reliability (Cronbach's Alpha ≥ 0.70), (3) classical assumption tests including normality, multicollinearity, and heteroscedasticity, and (4) multiple linear regression analysis to examine the simultaneous and partial effects of the independent variables on repurchase intention. The regression model applied was $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$, where Y represents repurchase intention, X_1 , X_2 , and X_3 are brand equity, perceived quality, and emotional bonding respectively, and ε is the error term. The t-test was used to measure individual variable significance, the F-test to assess overall model significance, and the R^2 test to determine the proportion of variation in repurchase intention explained by the three predictors.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The data were collected from 155 respondents residing in Ambon City who had purchased local coffee products at least twice. Based on demographic analysis, the respondents consisted of 56% male and 44% female, indicating relatively balanced gender representation among coffee consumers. The majority were aged between 21–35 years (63%), representing young adults who are highly active in coffee consumption culture. In terms of occupation, students (35%), private employees (28%), and entrepreneurs (22%) dominated the sample, reflecting diverse consumer backgrounds. Most respondents (59%) reported purchasing local coffee products more than twice per month, showing a high frequency of engagement with local coffee brands. This demographic profile indicates that local coffee consumption in Ambon is strongly supported by young, active, and educated consumers. Such a market segment is crucial for developing brand loyalty and long-term repurchase behavior, particularly when emotional and cultural attachment to local identity plays a significant role.

4.2 Instrument Validity and Reliability Tests

Before hypothesis testing, all items were examined for validity and reliability to ensure that the research instruments accurately measured each variable. The validity test was conducted using Pearson's correlation at a significance level of 0.05, and the results showed that all items had r-count values greater than the r-table value (0.157). This finding indicates that each statement or indicator used in the questionnaire was valid and capable of measuring its intended construct effectively.

Furthermore, the reliability test was performed using Cronbach's Alpha, and the results demonstrated that all variables exceeded the minimum reliability threshold of 0.70, confirming

internal consistency among the items. The reliability coefficients were as follows: Brand Equity (0.873), Perceived Quality (0.861), Emotional Bonding (0.894), and Repurchase Intention (0.879). These results confirm that the questionnaire instruments were both valid and reliable, ensuring that the data collected were consistent, stable, and suitable for further statistical analysis.

4.3 Classical Assumption Tests

To ensure the accuracy of the regression model, several classical assumption tests were conducted. The Normality Test using the Kolmogorov–Smirnov method produced a significance value of 0.200 (>0.05), indicating that the residuals were normally distributed. The Multicollinearity Test showed tolerance values ranging from 0.592 to 0.734 and VIF values between 1.362 and 1.689, confirming that no multicollinearity existed among the independent variables. Meanwhile, the Heteroscedasticity Test using the Glejser method revealed significance values above 0.05 for all variables, indicating homoscedasticity or equal variance of residuals. Based on these results, it can be concluded that the regression model satisfied all classical assumptions, ensuring that the estimation results were valid, reliable, and unbiased.

4.4 Multiple Linear Regression Analysis

The multiple linear regression model used to test the effects of the independent variables on repurchase intention is expressed as $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$, where Y represents Repurchase Intention, X_1 denotes Brand Equity, X_2 represents Perceived Quality, and X_3 indicates Emotional Bonding. This model aims to evaluate both the simultaneous and partial influence of each independent variable on consumers' intention to repurchase local coffee products in Ambon. The regression analysis was performed to estimate the contribution of each predictor, determine their level of significance, and assess the overall explanatory power of the model. The summarized results of the regression analysis are presented below.

Table 1. Hypothesis Testing

Variable	Coefficient (β)	t-count	Sig. (p-value)	Interpretation
Constant	3.241	—	—	—
Brand Equity (X_1)	0.312	4.211	0.000	Significant
Perceived Quality (X_2)	0.286	3.872	0.000	Significant
Emotional Bonding (X_3)	0.398	5.367	0.000	Significant

Table 1 presents the results of hypothesis testing, which demonstrate the relationships between brand equity, perceived quality, emotional bonding, and repurchase intention. The regression analysis shows that all three independent variables significantly influence consumers' repurchase intention for local coffee products in Ambon. Brand equity ($\beta = 0.312$, $t = 4.211$, $p = 0.000$) indicates that a strong brand image enhances consumers' trust and motivates them to repurchase. Perceived quality ($\beta = 0.286$, $t = 3.872$, $p = 0.000$) also shows a significant positive impact, confirming that when consumers perceive the coffee's taste, aroma, and presentation as consistently high, they are more inclined to buy again. Emotional bonding ($\beta = 0.398$, $t = 5.367$, $p = 0.000$) emerges as the most dominant factor, suggesting that emotional attachment and a sense of connection to local identity play a key role in sustaining customer loyalty. The F-test result ($F = 63.142$; $p < 0.05$) confirms that the overall regression model is statistically significant, meaning the independent variables collectively influence repurchase intention. Furthermore, the coefficient of determination ($R^2 = 0.723$) indicates that 72.3% of the variation in repurchase intention is explained by brand equity, perceived quality, and emotional bonding, while the remaining 27.7% may be influenced by other factors such as pricing, service quality, or marketing communication strategies. These findings reinforce that both cognitive evaluations and emotional connections are essential in shaping consumers' continued preference for local coffee brands in Ambon.

Discussion

The findings of this study reveal that brand equity, perceived quality, and emotional bonding each have a positive and significant effect on the repurchase intention of local coffee products in Ambon. These results reinforce prior research and provide context-specific insights for the regional coffee industry. Brand equity emerged as a significant determinant of repurchase intention, confirming [3], [22] propositions that strong brand value enhances consumer trust and loyalty. In the Ambon context, local coffee brands that successfully communicate differentiation and authenticity are better positioned to strengthen consumer attachment. Consumers who recognize a brand's distinct identity—such as Ambon-origin coffee known for its unique aroma and flavor—are more likely to repurchase due to established trust and familiarity. This aligns with [23], [24] findings that brand equity contributes to both behavioral and attitudinal loyalty, emphasizing the need for local coffee entrepreneurs to build recognizable and trustworthy brand images.

Perceived quality also has a strong and positive influence on repurchase intention, consistent with [10], [25] empirical evidence that quality perception directly affects satisfaction and retention. In the Ambon coffee market, consumers prioritize sensory attributes such as aroma, taste consistency, and freshness as the primary indicators of quality. Respondents' feedback suggests that even price-sensitive consumers are willing to repurchase high-quality local coffee, emphasizing that a sustained perception of quality can compensate for limited marketing budgets among small producers. Moreover, perceived quality extends beyond physical attributes—the study found that presentation, packaging, and service experience (for example, friendly baristas or storytelling about coffee bean origins) also shape consumer perceptions of quality. This finding underscores the need for local coffee entrepreneurs to focus not only on maintaining product excellence but also on enhancing the overall brand experience offered to consumers.

Among all variables, emotional bonding exerts the strongest impact on repurchase intention, corroborating studies by [26], [27] on the crucial role of emotional connections in sustaining brand relationships. In Ambon, emotional bonding is often reinforced through cultural identity, local pride, and social interaction within coffee communities. Consumers experience a sense of belonging and local pride when purchasing coffee brands that represent Ambonese heritage or support local initiatives. This finding highlights the growing importance of affective factors in consumer behavior, particularly in lifestyle-driven markets like coffee. Emotional resonance—expressed through brand storytelling, personal interactions, and participation in community-based events—creates enduring attachment that transcends mere product satisfaction. Therefore, local coffee brands should strengthen emotional strategies such as community engagement programs, loyalty initiatives, and authentic local narratives to enhance customer retention and encourage positive word-of-mouth promotion.

Managerial Implications

The results provide actionable insights for local coffee entrepreneurs and marketers in Ambon, emphasizing three strategic priorities to strengthen consumer loyalty and repurchase behavior. First, strengthen brand equity by building a consistent brand identity through logos, storytelling, and packaging that highlight authenticity and local origin. Second, enhance product quality by maintaining consistency in roasting, flavor, and aroma while continuously innovating product presentation to reinforce consumers' perception of quality. Third, foster emotional bonding by engaging consumers through social media, local events, and personal stories that connect coffee culture with Ambonese identity. By integrating these three dimensions, local coffee businesses can achieve sustained customer loyalty and repurchase behavior even amid intense competition from national and imported coffee brands.

Theoretical Contributions

The study extends marketing and consumer behavior literature by validating the joint effect of brand equity, perceived quality, and emotional bonding within the context of local product

consumption in emerging regions. It supports the notion that repurchase intention is not solely driven by rational evaluations (such as quality and utility) but also by emotional attachment and symbolic meaning, particularly in culturally embedded products like local coffee.

CONCLUSION

This study aimed to analyze the effect of brand equity, perceived quality, and emotional bonding on consumers' intention to repurchase local coffee products in Ambon. Based on data analysis from 155 respondents, all three independent variables were found to have a positive and significant influence on repurchase intention, with emotional bonding emerging as the strongest predictor. The results confirm that brand equity plays an essential role in shaping consumer trust, recognition, and differentiation among local coffee brands, as a strong and consistent brand image increases consumer confidence and long-term loyalty. Meanwhile, perceived quality reflects consumers' evaluation of the coffee's sensory and service attributes, influencing satisfaction and behavioral intentions. High-quality perceptions—covering aspects such as taste, aroma, freshness, and packaging—enhance purchase confidence and stimulate repeated buying behavior. The finding that emotional bonding exerts the greatest influence emphasizes the importance of affective factors in consumer behavior, showing that emotional connections formed through local pride, storytelling, and community involvement create a sense of belonging that sustains customer loyalty even amid intense competition.

From a managerial perspective, the study suggests that local coffee entrepreneurs in Ambon should focus on three integrated strategies: (1) strengthening brand equity through consistent branding and storytelling about authenticity and local identity; (2) maintaining and communicating product quality to reinforce trust and satisfaction; and (3) building emotional connections through cultural narratives, customer engagement programs, and participation in community-based coffee events. By combining rational and emotional marketing approaches, local coffee brands can enhance competitiveness and customer retention. From a theoretical standpoint, this research contributes to consumer behavior literature by demonstrating that repurchase intention is shaped by both cognitive (brand equity, perceived quality) and affective (emotional bonding) factors. The study enriches the understanding of how these constructs interact in a regional context, emphasizing that local culture and emotional attachment are key drivers of loyalty in emerging markets. In conclusion, the findings underscore that the sustainability of Ambon's local coffee industry depends not only on product excellence but also on emotional engagement and brand trust, making these dimensions crucial for developing resilient and competitive local brands capable of thriving in both domestic and global coffee markets.

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