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# THE MEDIATING ROLE OF BRAND IMAGE IN THE EFFECTS OF PRICE PERCEPTION AND PROMOTION ON REPURCHASE INTENTION

## (A Study of Fore Coffee Customers in Denpasar City)

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**Abstract**

Fore Coffee continues to expand its number of outlets, but its brand strength in encouraging repeat purchases remains weaker than that of its main competitors, despite its products being among the most expensive compared to those offered by locally established coffee chains. This study aims to analyze the effects of price perception and promotion on repurchase intention, as well as the mediating role of brand image in these relationships. The study was conducted among Fore Coffee customers in Denpasar City, involving a sample of 150 respondents selected through judgment sampling. Data were collected using a five-point Likert scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that price perception and promotion have positive and significant effects on both brand image and repurchase intention, while brand image has a positive and significant effect on repurchase intention. Brand image partially mediates the effects of price perception and promotion on repurchase intention, with mediation proportions of 39.47 percent for the price perception path and 52.73 percent for the promotion path. Brand image is the strongest predictor of repurchase intention, whereas the direct effect of promotion is the weakest. These findings indicate that price perception operates more strongly through a direct effect, while promotion works more extensively through brand image formation. Fore Coffee management is advised to prioritize strengthening the brand's distinctive identity and designing promotional activities as a means of building brand image, rather than using them solely as short-term transactional incentives.
**Keywords:** Price Perception, Promotion, Brand Image, Repurchase Intention, Fore Coffee

## INTRODUCTION

The coffee shop industry in Indonesia has grown rapidly, alongside an increase in per capita coffee consumption from 1.0 kg in 2013 to 1.8 kg in 2023. This growth has intensified business competition, making repurchase intention an important factor in retaining consumers (AEKI-AICE, 2025). Fore Coffee has demonstrated significant expansion, with 363 outlets and net sales exceeding IDR 1 trillion in the first half of 2026 (Bisnis.com, 2026). However, its Top Brand Index (TBI) in 2026 stood at only 12.70 percent, considerably lower than that of its main competitors, Kopi Kenangan (45.90 percent) and Janji Jiwa (35.00 percent) (Top Brand Award, 2024; GoodStats, 2026a). Furthermore, Fore Coffee's brand recognition rate of 61 percent remains below that of its main competitors (GoodStats, 2026b), while the price of its iced palm sugar latte, at IDR 27,000, is relatively higher than that of other brands (Liputan6.com, 2025). These conditions highlight the importance of price perception and digital promotion in shaping brand image and encouraging repurchase intention, particularly among young consumers, who dominate the coffee shop market (Badan Pusat Statistik, 2021; Kotler et al., 2024). A preliminary survey of 31 Fore Coffee customers in Denpasar City, conducted in September 2026, showed that most respondents were aged 23–30 years (77.4 percent), with the majority making purchases two to five times per month (87.1 percent). Therefore, this study focuses

on the repurchase intention of Fore Coffee customers in Denpasar City while extending the geographical context of previous research conducted in Yogyakarta (Nabiela et al., 2025).

**Table 1. Results of the Preliminary Survey of 31 Fore Coffee Customers in Denpasar City**

| No | Question | Yes (%) | No (%) |
|---|---|---|---|
| 1 | Is the price of Fore Coffee products commensurate with the quality you receive? | 100,0 | 0,0 |
| 2 | Are Fore Coffee's prices still competitive compared with those of other coffee shops in Denpasar City? | 93,5 | 6,5 |
| 3 | Do you find Fore Coffee's promotions (advertisements, social media content, and app notifications) appealing? | 87,1 | 12,9 |
| 4 | Do you feel that Fore Coffee promotions or special offers are provided regularly? | 90,3 | 9,7 |
| 5 | Does Fore Coffee leave a positive impression on you? | 96,8 | 3,2 |
| 6 | Does Fore Coffee have distinctive characteristics that set it apart from other coffee shops? | 93,5 | 6,5 |
| 7 | Do you intend to purchase Fore Coffee products again in the future? | 96,8 | 3,2 |
| 8 | Are you willing to recommend Fore Coffee to others? | 71,0 | 29,0 |
| 9 | When you want to buy coffee, is Fore Coffee your first choice? | 36,7 | 63,3 |

Source: Primary data processed, 2026

Table 1 shows that respondents' evaluations of aspects related to marketing stimuli were relatively high. All respondents (100.0 percent) considered Fore Coffee's prices commensurate with the quality received, while 93.5 percent considered its prices competitive compared with those of other coffee shops in Denpasar City. Evaluations of its promotional activities were also positive, with 87.1 percent of respondents finding Fore Coffee's promotions appealing and 90.3 percent indicating that such promotions were offered regularly. These findings are particularly interesting given that Fore Coffee's prices are, in fact, the highest among locally established coffee chains. This indicates that consumers are not unaware of its higher prices; rather, they continue to consider them reasonable because they perceive the prices as commensurate with the quality received.

High evaluations were also evident in terms of brand image. As many as 96.8 percent of respondents stated that Fore Coffee left a positive impression on them, while 93.5 percent acknowledged that Fore Coffee had distinctive characteristics that differentiated it from other coffee shops. Thus, across the three initial aspects—price perception, promotion, and brand image—there were no prominent indications of consumer dissatisfaction. Fore Coffee customers in Denpasar City evaluated all three aspects positively.

The issue instead emerges at the final stage of consumer behavior. Responses to the three questions concerning repurchase intention declined sharply and progressively. The intention to repurchase remained very high, at 96.8 percent. Willingness to recommend the brand to others decreased to 71.0 percent. Meanwhile, willingness to make Fore Coffee the first choice when purchasing coffee reached only 36.7 percent. This was the only question in the preliminary survey for which the proportion of negative responses (63.3 percent) exceeded that of positive responses. This declining pattern, from

transactional intention to referral intention and ultimately preferential intention, indicates that Fore Coffee has succeeded in maintaining consumers' willingness to repurchase, but has not yet managed to secure their loyalty at the level of brand preference.

These findings become more significant when considered in relation to the respondents' characteristics. All preliminary survey respondents were relatively frequent buyers, with 58.1 percent making purchases at least four times per month. Even among this group, which would be expected to demonstrate the strongest loyalty, Fore Coffee was the first choice for only 36.7 percent of respondents. This is consistent with the national picture presented in Table 1, where Fore Coffee's Top Brand Index had reached only 12.70 percent despite its rapid outlet expansion. The same pattern can be observed in two different data sources: national-level secondary data and primary data collected in Denpasar City.

The pattern presented in Table 1 also indicates that Fore Coffee's problem does not lie in consumers' negative evaluations of its prices, promotions, or brand image, but rather in the failure to translate these positive evaluations into brand preference. This condition makes it particularly important to examine the relationship through a mediation model. If price perception and promotion had strong direct effects on repurchase intention, the high evaluations of these two aspects should also be reflected in a high level of preference. The fact that this is not the case strengthens the assumption that their effects operate through an indirect pathway, namely through the formation of brand image. The strength of brand image, in turn, determines whether positive evaluations are transformed into a first-choice preference or remain merely positive attitudes. It should also be noted that this preliminary survey used only closed-ended questions and was therefore limited to capturing general evaluation patterns. The main study, however, will measure all four variables using Likert-scale indicators that can capture differences in evaluation levels more sensitively.

Recent literature on repurchase intention indicates that this variable continues to be an important focus in consumer behavior research, particularly in the food and beverage (F&B) industry, which is characterized by repeat purchasing, such as the coffee shop sector. This finding is consistent with Tian et al. (2022), who found that repurchase intention among millennial consumers of beverage products is shaped by a combination of perceived quality, value, and brand trust. Meanwhile, Le et al. (2025) emphasized that brand experience and consumer value perception play important roles in encouraging repurchase intention in the F&B industry. Seren and Christiarini (2023) also highlighted that repurchase intention among coffee shop customers in Indonesia is strongly influenced by a combination of functional factors, such as price perception and quality, and psychological factors, such as brand image and trust. Furthermore, a study by Wijarnoko et al. (2023) on coffee shop consumers emphasized that repurchase intention is a stronger predictor of F&B business sustainability than satisfaction indicators alone, because it reflects consumers' actual behavioral commitment rather than merely their positive attitudes.

Price perception is not only understood by consumers as the amount of financial sacrifice required, but also as a signal of a product's quality and value. Consequently, it also determines consumers' willingness to make repeat purchases. Abhista and Prijati (2024) found that the more favorably consumers perceive the alignment between price and product quality, the stronger their intention to repurchase. This finding is consistent with Puteri (2024), who demonstrated that prices perceived as reasonable and affordable can encourage consumers to repurchase the same products. Similar support was provided by Yasri et al. (2020), who demonstrated that price perception, together with trust and brand

preference, has a positive and significant effect on repurchase intention. Nevertheless, several studies have reported different findings. Raihana and Madiawati (2024) found that price perception does not have a significant direct effect on repurchase intention among Emina Cosmetics consumers. Similar results were reported by Alicia and Laulita (2024), who found that, for imported vegetable products in Batam, price does not have a direct effect on repurchase intention but operates only through consumer satisfaction as an intervening variable. These differing findings indicate a research gap that warrants further investigation, particularly concerning how and under what conditions price perception can effectively encourage consumer repurchase intention.

In addition to price perception, another variable that can influence repurchase intention is the promotion conducted by a company. Promotion serves as a marketing communication tool that shapes consumer awareness and interest in a product. Puteri (2024) demonstrated that a company's promotional strategies can significantly stimulate consumer repurchase intention. Similar findings were reported by Fajri and Hapsari (2024), who showed that social media marketing and sales promotion have positive and significant effects on repurchase intention. In the context of consumers in Denpasar City, Lufiati and Suparna (2023) also found that digital marketing has a positive effect on repurchase intention through increased consumer trust. These findings are further supported by international research conducted by Pham et al. (2025), who found that social media brand advocacy has a positive effect on repurchase intention among Generation Z consumers in Vietnam, particularly within the younger consumer segment. Prabowo et al. (2025), in their study of millennial coffee shop consumers, found that social media promotion does not have a direct effect on repurchase intention but instead operates fully through an intervening variable. This finding indicates that the effect of promotion on repurchase intention may be indirect and may require a specific mediating variable, leaving a research gap that warrants further investigation.

The inconsistencies among the findings of previous studies provide an important basis for introducing brand image as a mediating variable in this study. Brand image was selected as the mediator for three main reasons. First, from a theoretical perspective, brand image represents the accumulated outcome of consumers' perceptions of marketing stimuli, namely price perception and promotion, before these stimuli are translated into behavioral responses in the form of repurchase intention. This is consistent with the Stimulus–Organism–Response (S-O-R) framework, in which brand image functions as an internal process (organism) that connects external stimuli with behavioral responses. Second, from an empirical perspective, brand image has been shown to help explain why the effects of price perception and promotion on repurchase intention are often inconsistent when examined directly, as their effects may operate indirectly through the prior formation of brand image. Several studies in the coffee shop context in Denpasar City, such as those by Putri and Yasa (2022) and Jaya and Sukaatmadja (2025), have emphasized that brand image plays an important role, both as a predictor and as a mediator, in shaping consumer repurchase intention. Third, in the specific context of Fore Coffee, both external data and preliminary survey results indicate that the issue lies in the process of translating brand recognition into stronger brand preference through brand image. Fore Coffee was recognized by 61 percent of respondents in a Populix survey, yet its Top Brand Index had reached only 12.70 percent (GoodStats, 2026a). In other words, the brand has already entered consumers' awareness but has not succeeded in translating that awareness into a commitment to repurchase. It is precisely at this transition point that

brand image plays a role. Therefore, it is important to examine whether brand image serves as the key link between price perception, promotion, and repurchase intention.

The mediating role of brand image can be examined further, beginning with the price perception pathway. Research by Hastuti and Silitonga (2025) shows that brand image mediates the effect of price on consumer decisions. When prices are perceived as commensurate with product quality and benefits, they can create a positive brand image, which subsequently encourages purchase decisions. Similar findings were reported by Widiartha and Suparna (2021), who demonstrated that brand image mediates the effect of price on repurchase intention among coffee shop customers in Denpasar City. In an international context, Santi and Suasana (2021), in their study of Starbucks Coffee consumers, found that brand image significantly mediates the effect of marketing communication stimuli on repurchase intention, thereby reinforcing the central role of brand image as a mediating mechanism in the coffee shop industry.

A similar pattern is also evident in the promotion pathway. Research by Munir and Kussudyarsana (2025) demonstrated that promotion has a significant indirect effect on repurchase intention through brand image. This indicates that informative and consistent promotional activities shape positive brand associations before ultimately encouraging repeat purchases. Research by Sastrawan and Pramudana (2024), conducted among coffee shop customers in Denpasar City, demonstrated that brand image mediates the effect of social media marketing on consumer purchase intention. This suggests that effective promotional activities shape positive brand associations before ultimately encouraging purchases. Recent research by Wulandari et al. (2024), developed using the S-O-R Theory framework, further supports this finding by explaining that consumers process promotion as a stimulus into a brand image evaluation as the organism before generating repurchase intention as the response. Meanwhile, research by Yuswono et al. (2026) on Fore Coffee consumers indicates that brand trust and brand image play important roles in consumer decisions. However, that study employed the Theory of Planned Behavior framework and focused on purchase decisions rather than repurchase intention. Therefore, there remains an opportunity to examine the role of brand image as a mediator in the effects of price perception and promotion on repurchase intention through the S-O-R approach, particularly among Fore Coffee customers in Denpasar City.

Based on the discussion of the phenomenon, research gaps, and theoretical framework presented above, this study is important to determine how price perception and promotion influence repurchase intention, as well as how brand image serves as a mediating variable in these relationships. Accordingly, this study is entitled "The Role of Brand Image in Mediating the Effects of Price Perception and Promotion on Repurchase Intention (A Study of Fore Coffee Customers in Denpasar City)."

## RESEARCH METHOD

This study employed a quantitative approach with an associative research design to examine the effects of price perception and promotion on repurchase intention through brand image as a mediating variable among Fore Coffee customers in Denpasar City. The research variables consisted of price perception (X1) and promotion (X2) as exogenous variables, brand image (M) as the mediating variable, and repurchase intention (Y) as the endogenous variable. The study was conducted over an estimated period of two months after obtaining the necessary research permission. The variables were measured using relevant indicators, namely price suitability and affordability, the promotional mix, brand

image, and repurchase intention, which comprises transactional, referential, preferential, and exploratory intentions (Akbar et al., 2023; Kotler & Keller, 2016; Hasan, 2013; Wibowo et al., 2023).

The study population comprised all Fore Coffee customers in Denpasar City who had made purchases, either directly or online, although the exact population size was unknown. The sample consisted of 150 respondents selected using a non-probability sampling technique with the judgment sampling method. The respondent criteria included having at least a senior high school or vocational high school education, or an equivalent qualification; residing in Denpasar City; and having purchased Fore Coffee products more than once during the preceding month. The data consisted of quantitative data in the form of questionnaire scores and qualitative data in the form of respondents' responses. Primary data were collected through conventional and online questionnaire distribution, each accounting for 50 percent of the total distribution, while secondary data were obtained from relevant scientific journals, articles, and publications. The research instrument used a five-point Likert scale. Testing involving 30 respondents indicated that all 16 statement items were valid, with correlation values ranging from 0.715 to 0.920 and a significance value of 0.000. All variables were also found to be reliable, with Cronbach's Alpha values ranging from 0.780 to 0.913, exceeding the minimum threshold of 0.60 (Sugiyono, 2018; Mushofa et al., 2024; Simamora, 2022; Subhaktiyasa, 2024).

Data analysis was conducted using descriptive statistics to describe respondent characteristics and their perceptions of the research variables, as well as inferential statistics using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine relationships among variables and test the research hypotheses. The analytical stages included designing the outer and inner models, constructing the path diagram, estimating parameters, evaluating the measurement and structural models, and testing the hypotheses. Model evaluation covered convergent validity, discriminant validity, construct reliability, the coefficient of determination ($R^2$), path coefficients, effect size ($f^2$), and predictive relevance ($Q^2$). Hypothesis testing considered the t-statistic, path coefficients, and indirect effects at a 5 percent significance level. The mediating role of brand image was examined by analyzing direct and indirect effects, conducting the Sobel test, and calculating the Variance Accounted For (VAF) to determine the type of mediation established. This approach was used to assess the model's ability to explain the relationships among price perception, promotion, brand image, and repurchase intention (Ghozali, 2018; Hair et al., 2022; Tenenhaus et al., 2005; Zhao et al., 2010).

## RESULT AND DISCUSSION

### Respondent Characteristics

**Table 2. Characteristics of Fore Coffee Customers in Denpasar City**

| No. | Characteristics | Category | Number of Respondents | Percentage (%) |
|---|---|---|---|---|
| 1 | Gender | Male | 48 | 32,0 |
| | | Female | 102 | 68,0 |
| 2 | Age | 17–24 Years | 67 | 44,7 |
| | | 25–34 Years | 69 | 46,0 |
| | | 35–44 Years | 8 | 5,3 |

| No. | Characteristics | Category | Number of Respondents | Percentage (%) |
|---|---|---|---|---|
| | | 45–54 Years | 3 | 2,0 |
| | | > 54 Years | 3 | 2,0 |
| 3 | Highest Level of Education | SMA/SMK sederajat | 55 | 36,7 |
| | | Diploma | 10 | 6,7 |
| | | Sarjana | 84 | 56,0 |
| | | Pascasarjana | 1 | 0,7 |
| 4 | Occupation | Student | 55 | 36,7 |
| | | Private-Sector Employee | 41 | 27,3 |
| | | Entrepreneur | 37 | 24,7 |
| | | Civil Servant | 11 | 7,3 |
| | | Homemaker | 5 | 3,3 |
| | | Other | 1 | 0,7 |
| 5 | Monthly Income/Allowance | ≤ IDR 1.000.000 | 19 | 12,7 |
| | | IDR 1.000.001–IDR 3.000.000 | 41 | 27,3 |
| | | IDR 3.000.001–IDR 5.000.000 | 58 | 38,7 |
| | | > IDR 5.000.000 | 32 | 21,3 |

Source: Primary data processed, 2026.

Table 2 shows that the majority of respondents were female (68.0 percent), with the 17–34 age group accounting for the largest proportion (90.7 percent), reflecting the characteristics of coffee shop consumers from Generation Z and the millennial generation (Badan Pusat Statistik, 2021). In terms of education and occupation, most respondents held a bachelor's degree (56.0 percent), while the largest occupational group consisted of students (36.7 percent). Meanwhile, the most common monthly income or allowance range was IDR 3,000,001–5,000,000 (38.7 percent). These findings characterize Fore Coffee customers in Denpasar City as young, educated consumers with moderate purchasing power who tend to consider price and benefit suitability when making repurchase decisions.

**Description of Research Variables**

**Table 3. Assessment Criteria for the Average Scores of Respondents' Answers**

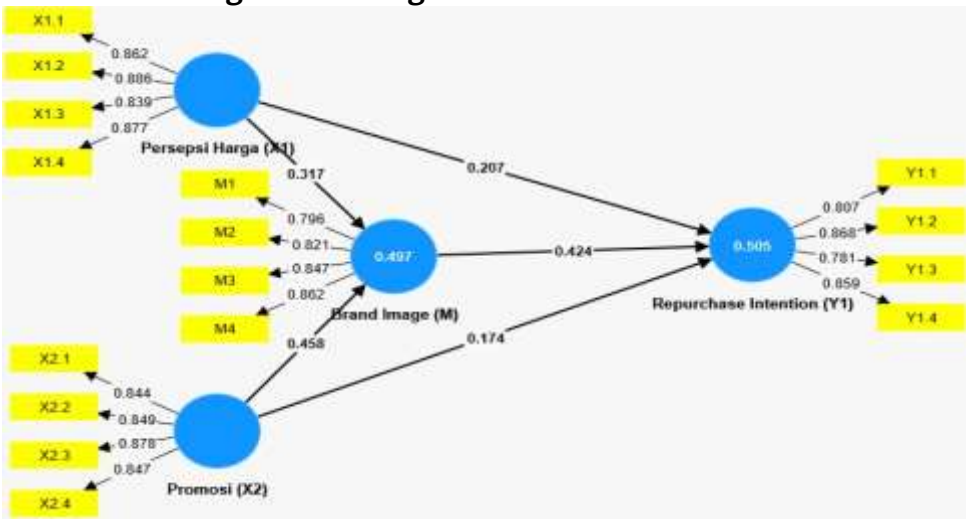
| No. | Average Score Range | Criteria for Price Perception, Promotion, and Brand Image | Criteria for Repurchase Intention |
|---|---|---|---|
| 1 | 1,00–1,80 | Very Poor | Very Low |
| 2 | 1,81–2,60 | Poor | Low |
| 3 | 2,61–3,40 | Fairly Good | Moderately High |
| 4 | 3,41–4,20 | Good | High |
| 5 | 4,21–5,00 | Very Good | Very High |

Source: Data processed, 2026.

Based on the descriptive analysis, all research variables among Fore Coffee customers in Denpasar City received positive evaluations. The price perception variable obtained an average score of 3.88, classified as good, with price and benefit suitability receiving the highest score (3.92) and price competitiveness receiving the lowest score (3.85). The promotion variable also obtained an average score of 3.88, classified as good, with public relations recording the highest indicator score (3.99), while direct and digital marketing received the lowest score (3.76). Furthermore, the brand image variable obtained an average score of 3.84, classified as good, with the attractiveness of product appearance and presentation receiving the highest indicator score (3.93), whereas brand differentiation received the lowest score (3.80). Meanwhile, the repurchase intention variable obtained an average score of 3.88, classified as high, with preferential intention recording the highest indicator score (3.93) and transactional intention the lowest (3.78). These findings indicate that although price perception, promotion, and brand image are evaluated positively, Fore Coffee still needs to strengthen its price competitiveness, digital marketing effectiveness, brand differentiation, and consumers' commitment to making future repeat purchases.

**Evaluation of the Measurement Model (outer model)**

**Figure 1. PLS Algorithm Estimation Model**




Source: SmartPLS 4 data processing results, 2026

Figure 1 presents the results of the model estimation using the PLS algorithm, including the outer loading values of each indicator, path coefficients between latent variables, and the R-square values of the endogenous variables. The outer model was evaluated through tests of convergent validity, discriminant validity, and construct reliability.

1) **Validitas konvergen**

**Table 4. Results of the Convergent Validity Test**

| Variable | Indicator | Outer loading | AVE | Remarks |
|---|---|---|---|---|
| Price Perception (X1) | X1.1 | 0,862 | 0,750 | Valid |
| | X1.2 | 0,886 | | |

| Variable | Indicator | Outer loading | AVE | Remarks |
|---|---|---|---|---|
| | X1.3 | 0,839 | | |
| | X1.4 | 0,877 | | |
| Promotion (X2) | X2.1 | 0,844 | 0,731 | Valid |
| | X2.2 | 0,849 | | |
| | X2.3 | 0,878 | | |
| | X2.4 | 0,847 | | |
| Brand image (M) | M1 | 0,796 | 0,692 | Valid |
| | M2 | 0,821 | | |
| | M3 | 0,847 | | |
| | M4 | 0,862 | | |
| Repurchase intention (Y) | Y1.1 | 0,807 | 0,689 | Valid |
| | Y1.2 | 0,868 | | |
| | Y1.3 | 0,781 | | |
| | Y1.4 | 0,859 | | |

Source: SmartPLS 4 data processing results, 2026

Table 4 shows that all indicators have outer loading values ranging from 0.781 to 0.886, exceeding the threshold of 0.70. The indicator with the highest loading is X1.2 (price affordability), at 0.886, while the lowest is Y1.3 (preferential intention), at 0.781. The AVE values of all constructs range from 0.689 to 0.750, exceeding 0.50, which indicates that each construct is able to explain more than half of the variance in its indicators. Therefore, all indicators and constructs in this study meet the criteria for convergent validity. The bootstrapping results presented in Appendix 9 also show that all outer loadings are significant, with t-statistic values ranging from 21.845 to 48.112 ($p < 0.001$).

**2) Discriminant Validity**

**Table 5. Results of the Discriminant Validity Test Using the Fornell–Larcker Criterion**

| Variable | Brand image (M) | Price Perception (X1) | Promotion (X2) | Repurchase intention (Y) |
|---|---|---|---|---|
| Brand image (M) | **0,832** | | | |
| Price Perception (X1) | 0,612 | **0,866** | | |
| Promotion (X2) | 0,662 | 0,644 | **0,855** | |
| Repurchase intention (Y) | 0,666 | 0,579 | 0,588 | **0,830** |

Source: SmartPLS 4 data processing results, 2026

Table 5 shows that the square root of the AVE for each construct (the diagonal values) is greater than its correlations with the other constructs. For example, the square root of the AVE for brand image is 0.832, which is greater than its correlations with price perception (0.612), promotion (0.662), and repurchase intention (0.666). The cross-loading results presented in Appendix 8 also show that each indicator has a higher correlation with the construct it measures than with other constructs. The evaluation was further

complemented by the HTMT values recommended by Henseler et al. (2015), as presented in Table 6.

**Table 6. Results of the Discriminant Validity Test Using the Heterotrait–Monotrait Ratio (HTMT)**

| Relationship Between Constructs | HTMT Value | Remarks |
|---|---|---|
| Price Perception (X1) ↔ Brand image (M) | 0,701 | < 0,90 (valid) |
| Promotion (X2) ↔ Brand image (M) | 0,764 | < 0,90 (valid) |
| Promotion (X2) ↔ Price Perception (X1) | 0,729 | < 0,90 (valid) |
| Repurchase intention (Y) ↔ Brand image (M) | 0,781 | < 0,90 (valid) |
| Repurchase intention (Y) ↔ Price Perception (X1) | 0,662 | < 0,90 (valid) |
| Repurchase intention (Y) ↔ Promotion (X2) | 0,675 | < 0,90 (valid) |

Source: SmartPLS 4 data processing results, 2026

Table 6 shows that all HTMT values range from 0.662 to 0.781, below the threshold of 0.90 (Henseler et al., 2015). Based on the fulfillment of the cross-loading, Fornell–Larcker, and HTMT criteria, it can be concluded that all constructs in this study demonstrate adequate discriminant validity.

**3) Construct Reliability**

**Table 7. Results of the Construct Reliability Test**

| Variable | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Remarks |
|---|---|---|---|---|
| Price Perception (X1) | 0,889 | 0,891 | 0,923 | Reliable |
| Promotion (X2) | 0,877 | 0,878 | 0,916 | Reliable |
| Brand image (M) | 0,851 | 0,852 | 0,900 | Reliable |
| Repurchase intention (Y) | 0,849 | 0,857 | 0,898 | Reliable |

Source: SmartPLS 4 data processing results, 2026

Table 7 shows that the Cronbach's Alpha values for all constructs range from 0.849 to 0.889, while the composite reliability (rho_c) values range from 0.898 to 0.923. All these values exceed the required thresholds, indicating that all constructs are reliable and have high internal consistency. Furthermore, the variance inflation factor (VIF) values for all indicators range from 1.708 to 2.637, below 5, indicating that there are no collinearity issues at the indicator level. Based on these evaluation results, the measurement model is considered adequate, and the analysis can proceed to the evaluation of the structural model.

**Evaluation of the Structural Model (inner model)**

1) **Collinearity and Effect Size ($f^2$)**

**Table 8. Results of the Collinearity Test (Inner VIF) and Effect Size ($f^2$)**

| Relationships Between Variables | Inner VIF | $f^2$ | Effect Size |
|---|---|---|---|
| Price Perception(X1) → Repurchase intention (Y) | 1,908 | 0,045 | Small |
| Price Perception (X1) → Brand image (M) | 1,708 | 0,117 | Small |
| Promotion (X2) → Repurchase intention (Y) | 2,125 | 0,029 | Small |
| Promotion (X2) → Brand image (M) | 1,708 | 0,244 | Medium |
| Brand image (M) → Repurchase intention (Y) | 1,990 | 0,183 | Medium |

Source: SmartPLS 4 data processing results, 2026

Table 8 shows that all inner VIF values range from 1.708 to 2.125, below 5, indicating that there are no collinearity issues among the constructs that could bias the path coefficient estimates. The largest effect sizes are found in the effect of promotion on brand image ($f^2$ = 0.244) and the effect of brand image on repurchase intention ($f^2$ = 0.183), both of which are classified as medium. In contrast, the direct effects of price perception ($f^2$ = 0.045) and promotion ($f^2$ = 0.029) on repurchase intention are classified as small. This pattern provides an initial indication that the contributions of price perception and promotion to repurchase intention are largely transmitted through brand image.

2) **Coefficient of Determination ($R^2$)**

**Table 9. R-Square Values of Endogenous Variables**

| Endogenous Variable | R-square | R-square adjusted | Category |
|---|---|---|---|
| Brand image (M) | 0,497 | 0,491 | Moderate |
| Repurchase intention (Y) | 0,505 | 0,495 | Moderate |

Source: SmartPLS 4 data processing results, 2026

Table 9 shows that the R-square value for brand image is 0.497. This means that 49.7 percent of the variation in brand image can be explained by price perception and promotion, while the remaining 50.3 percent is explained by other factors outside the model. The R-square value for repurchase intention is 0.505, indicating that 50.5 percent of the variation in repurchase intention can be explained by price perception, promotion, and brand image, while the remaining 49.5 percent is explained by other factors, such as product quality, service quality, store atmosphere, and customer satisfaction, which were not examined in this study. Referring to Hair et al. (2022), an R-square value of approximately 0.50 is classified as moderate.

3) **Predictive Relevance ($Q^2$), Goodness of Fit, and Model Fit**

**Table 10. Summary of Structural Model Evaluation Criteria**

| Criteria | Value | Acceptance Threshold | Remarks |
|---|---|---|---|
| $Q^2$ (predictive relevance) | 0,751 | > 0 | Strong predictive relevance |
| Goodness of fit (GoF) | 0,599 | ≥ 0,36 (Large) | Large GoF |

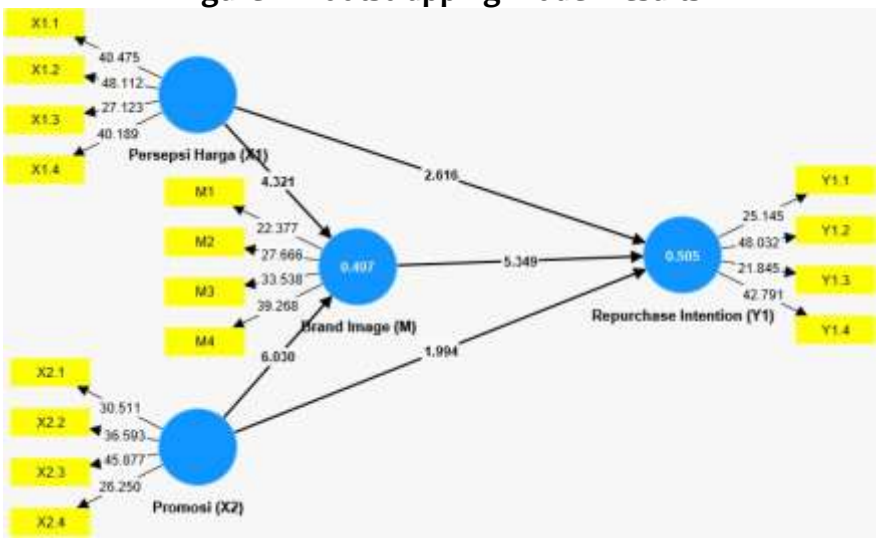
| Criteria | Value | Acceptance Threshold | Remarks |
|---|---|---|---|
| SRMR | 0,052 | < 0,08 | Model fit |
| NFI | 0,878 | Approaching 1 | Adequate |

Source: SmartPLS 4 data processing results, 2026

Table 10 shows that the $Q^2$ value of 0.751 is greater than zero, indicating that the model has strong predictive relevance; 75.1 percent of the data variation can be explained by the constructed model. The GoF value of 0.599 exceeds the threshold of 0.36 and is therefore classified as large (Wetzels et al., 2009). The SRMR value of 0.052 is below the threshold of 0.08 (Hu & Bentler, 1999), while the NFI value of 0.878 approaches 1. Overall, the structural model is considered adequate for hypothesis testing.

**Hypothesis Testing of Direct Effects**

**Figure 2. Bootstrapping Model Results**




Source: SmartPLS 4 data processing results, 2026

Hypothesis testing was conducted based on the bootstrapping results presented in Figure 2. A hypothesis is considered accepted if the t-statistic value exceeds the critical t-value of 1.96 and the p-value is less than 0.05 in a two-tailed test, and the 95 percent confidence interval does not include zero. The direction of the effect is indicated by the sign of the path coefficient (original sample).

**Table 11. Results of Direct Effect Hypothesis Testing**

| Hypothesis | Path | Path Coefficient | t-statistik | p-value | 95% Confidence Interval | Decision |
|---|---|---|---|---|---|---|
| H1 | X1 → Y | 0,207 | 2,616 | 0,009 | 0,054–0,368 | Accepted |
| H2 | X1 → M | 0,317 | 4,321 | < 0,001 | 0,178–0,464 | Accepted |
| H3 | X2 → Y | 0,174 | 1,994 | 0,046 | 0,010–0,357 | Accepted |
| H4 | X2 → M | 0,458 | 6,030 | < 0,001 | 0,298–0,594 | Accepted |
| H5 | M → Y | 0,424 | 5,349 | < 0,001 | 0,258–0,580 | Accepted |

Source: SmartPLS 4 data processing results, 2026

Based on Table 11, the results of each direct effect hypothesis test can be described as follows.

1) The Effect of Price Perception on Repurchase Intention (H1). The path coefficient is 0.207, with a t-statistic of 2.616 > 1.96 and a p-value of 0.009 < 0.05. Price perception has a positive and significant effect on repurchase intention; therefore, H1 is accepted. The more favorable customers' perceptions of Fore Coffee's prices, the stronger their intention to make repeat purchases.
2) The Effect of Price Perception on Brand Image (H2). The path coefficient is 0.317, with a t-statistic of 4.321 > 1.96 and a p-value < 0.001. Price perception has a positive and significant effect on brand image; therefore, H2 is accepted. The more favorable customers' perceptions of the prices, the more positive Fore Coffee's brand image becomes in their minds.
3) The Effect of Promotion on Repurchase Intention (H3). The path coefficient is 0.174, with a t-statistic of 1.994 > 1.96 and a p-value of 0.046 < 0.05. Promotion has a positive and significant effect on repurchase intention; therefore, H3 is accepted. It should be noted that this is the weakest direct effect in the model, with a t-statistic only slightly above the critical threshold and a lower confidence interval bound (0.010) close to zero.
4) The Effect of Promotion on Brand Image (H4). The path coefficient is 0.458, with a t-statistic of 6.030 > 1.96 and a p-value < 0.001. Promotion has a positive and significant effect on brand image; therefore, H4 is accepted. This is the strongest direct effect in the research model.
5) The Effect of Brand Image on Repurchase Intention (H5). The path coefficient is 0.424, with a t-statistic of 5.349 > 1.96 and a p-value < 0.001. Brand image has a positive and significant effect on repurchase intention; therefore, H5 is accepted. Brand image is the strongest direct predictor of repurchase intention.

**Hypothesis Testing of the Mediating Role**

**Table 12. Results of the Indirect Effect Test (Specific Indirect Effect) and Sobel Test**

| Hypothesis | Path | Indirect Effect Coefficient | t-statistik | p-value | 95% Confidence Interval | Sobel (z) | Decision |
|---|---|---|---|---|---|---|---|
| H6 | X1 → M → Y | 0,135 | 3,278 | 0,001 | 0,062–0,221 | 3,361 | Accepted |
| H7 | X2 → M → Y | 0,194 | 3,995 | < 0,001 | 0,104–0,296 | 4,001 | Accepted |

Source: SmartPLS 4 data processing results, 2026

Based on Table 12, brand image is proven to significantly mediate the effect of price perception on repurchase intention, with an indirect effect coefficient of 0.135, a t-statistic of 3.278, a p-value of 0.001, and a Sobel value of 3.361 > 1.96. Therefore, H6 is accepted. Furthermore, brand image also significantly mediates the effect of promotion on repurchase intention, with an indirect effect coefficient of 0.194, a t-statistic of 3.995, a p-value < 0.001, and a Sobel value of 4.001 > 1.96. Therefore, H7 is accepted. The type of mediation was determined by examining the direct and indirect effects and calculating the Variance Accounted For (VAF), with the results presented in Table 13.

**Table 13. Examination of the Type of Brand Image Mediation**

| Effect | Effect Description | X1 Path (Price Perception) | X2 Path (Promotion) |
|---|---|---|---|
| A | X → Y with mediation | 0,207 (sig.) | 0,174 (sig.) |
| b | X → Y without mediation | 0,341 (sig.) | 0,370 (sig.) |
| c | X → M | 0,317 (sig.) | 0,458 (sig.) |
| d | M → Y | 0,424 (sig.) | 0,424 (sig.) |
| | Indirect effect (c × d) | 0,135 | 0,194 |
| | Total effect (a + c × d) | 0,341 | 0,368 |
| | VAF = Indirect Effect / Total Effect | 39,47% | 52,73% |
| | **Type of Mediation** | **Partial Mediation** | **Partial Mediatio** |

Source: SmartPLS 4 data processing results, 2026

Based on Table 13, brand image is proven to significantly mediate the effect of price perception on repurchase intention, with an indirect effect coefficient of 0.135, a t-statistic of 3.278, a p-value of 0.001, and a Sobel value of 3.361 > 1.96. Therefore, H6 is accepted. Furthermore, brand image also significantly mediates the effect of promotion on repurchase intention, with an indirect effect coefficient of 0.194, a t-statistic of 3.995, a p-value < 0.001, and a Sobel value of 4.001 > 1.96. Therefore, H7 is accepted. The type of mediation was determined by examining the direct and indirect effects and calculating the Variance Accounted For (VAF), with the results presented in Table 13.

**Discussion of Research Findings**

The results show that price perception has a positive and significant effect on both repurchase intention and brand image among Fore Coffee customers in Denpasar City. This finding indicates that consumers do not merely consider prices in nominal terms but also evaluate whether they are commensurate with the quality and benefits received. Consequently, positive price perceptions can encourage repeat purchases while strengthening brand image. These results are consistent with Abhista and Prijati (2024) and Adinata and Yasa (2018) regarding the effect of price perception on repurchase intention, as well as Hardono and Vildayanti (2024), who demonstrated its effect on brand image. From the perspective of the Stimulus–Organism–Response (S-O-R) framework, price perception serves as a stimulus that consumers evaluate to form their perceptions of a brand and determine their repurchase responses (Song et al., 2022).

Promotion was also found to have positive and significant effects on both repurchase intention and brand image, although its direct effect on repeat purchases was relatively weaker than its effect on brand image. This indicates that Fore Coffee's promotional activities are more effective in building brand perceptions and reputation than in directly encouraging repeat transactions, particularly because the effectiveness of information delivery through applications and social media still needs improvement. These findings support Puteri (2024) and Fajri and Hapsari (2024) regarding the effect of promotion on repurchase intention, as well as Helmi et al. (2022) and Sari et al. (2024), who emphasized the contribution of promotion to brand image formation. In the context of the marketing mix, promotion does not merely serve to communicate offers but also helps build relationships and positive brand associations (Kotler et al., 2024).

Furthermore, brand image was found to have a positive and significant effect on repurchase intention and to be the factor with the strongest direct effect compared with price perception and promotion. This means that consumers who have positive impressions, recognize the brand's characteristics, and find Fore Coffee products appealing tend to have stronger intentions to make repeat purchases. These findings are consistent with Putri and Yasa (2022), Ratasuk and Gajesanand (2022), and Tunggul (2025), who emphasized the importance of brand image in retaining coffee shop customers. Nevertheless, brand differentiation still needs to be strengthened so that Fore Coffee can establish a clearer competitive advantage over its competitors.

The mediation test results show that brand image significantly mediates the effects of price perception and promotion on repurchase intention, with both relationships demonstrating partial mediation, accounting for 39.47 percent and 52.73 percent, respectively. These findings indicate that price perception retains a relatively substantial direct effect on repeat purchases, whereas the effect of promotion operates more extensively through brand image formation. These results are consistent with Widiartha and Suparna (2021), Puteri (2024), and Munir and Kussudyarsana (2025), who demonstrated the mediating role of brand image in the relationship between marketing strategies and repurchase intention. Overall, the acceptance of all seven hypotheses reinforces the relevance of the S-O-R theory, whereby price perception and promotion, as marketing stimuli, can influence repurchase responses both directly and through brand image formation as an internal consumer evaluation process (Song et al., 2022; Yadav et al., 2022).

## CONCLUSION

Based on the research findings, price perception and promotion have positive and significant effects on repurchase intention and brand image among Fore Coffee customers in Denpasar City. Promotion has the strongest direct effect on brand image, while brand image is the strongest predictor of repurchase intention. Meanwhile, the direct effect of promotion on repurchase intention is the weakest. Furthermore, brand image is proven to partially mediate the effects of price perception and promotion on repurchase intention, with price perception having a more dominant influence through the direct pathway, whereas more than half of the effect of promotion operates through the formation of brand image. These findings indicate that price perception and promotion have different mechanisms in encouraging repeat purchases. They also demonstrate that positive evaluations of price and promotion do not necessarily translate into customer preferences. Theoretically, the results strengthen the Stimulus–Organism–Response (S-O-R) Theory by positioning brand image as a mechanism that connects marketing stimuli with customers' repurchase intention. These findings also provide opportunities for further research involving other chain coffee shop brands and regions with varying levels of market competition.

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