# Unraveling the Influence of Service Quality on Repurchase Intentions through Brand Equity

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**ABSTRAK**

Penelitian ini mengeksplorasi hubungan yang rumit antara kualitas layanan, ekuitas merek, dan niat pembelian ulang dalam konteks produk makanan cepat saji merek A&W di Kota Jayapura. Meskipun A&W cukup terkenal di Indonesia, khususnya di Jayapura, dan memiliki kehadiran yang luas secara global, peringkat mereknya berada di luar sepuluh besar secara internasional. Berdasarkan penelitian sebelumnya, yang menekankan peran penting ekuitas merek dalam membentuk perilaku konsumen, penelitian ini bertujuan untuk menyelidiki bagaimana kualitas layanan memengaruhi niat pembelian ulang, yang dimediasi oleh ekuitas merek. Penelitian ini melibatkan sampel 90 konsumen A&W di Kota Jayapura, dengan teknik *purposive sampling* berdasarkan pembelian berulang mereka dan perilaku pembelian independen. Analisis data melibatkan analisis regresi berganda dan analisis regresi hierarkis untuk menguji hipotesis. Hasil penelitian menunjukkan hubungan signifikan antara kualitas layanan dan ekuitas merek, ekuitas merek dan niat pembelian ulang, serta peran mediasi ekuitas merek dalam hubungan antara kualitas layanan dan niat pembelian ulang. Temuan ini menekankan pentingnya kualitas layanan maupun ekuitas merek dalam mendorong loyalitas dan perilaku pembelian ulang konsumen, memberikan wawasan berharga bagi A&W dan restoran cepat saji serupa yang bertujuan untuk meningkatkan strategi kepuasan dan retensi pelanggan di tengah persaingan pasar yang semakin ketat.

**ABSTRACT**

The study delved into the intricate nexus linking service quality, brand equity, and repurchase intentions in the domain of A&W fast food products within Jayapura City. Despite A&W's notable presence in Indonesia, particularly in Jayapura, and its extensive global reach, its brand failed to secure a position among the top ten internationally. Building upon prior research emphasizing the pivotal role of brand equity in shaping consumer behavior, the investigation sought to scrutinize the impact of service quality on repurchase intentions, mediated by brand equity. Employing a sample of 90 A&W consumers in Jayapura City, selected through purposive sampling technique based on their recurrent purchases and independent buying patterns, the study conducted data analysis utilizing multiple regression analysis and hierarchical regression analysis to assess the hypotheses. Results revealed significant associations between service quality and brand equity, brand equity and repurchase intentions, as well as the mediating role of brand equity in the nexus between service quality and repurchase intentions. These findings accentuated the criticality of both service quality and brand equity in fostering consumer loyalty and repurchase behavior, furnishing invaluable insights for A&W and akin fast food establishments striving to fortify customer satisfaction and retention strategies amidst burgeoning market competition.

## 1. INTRODUCTION

The dominance of foreign fast-food restaurants in Indonesia reflects the high demand for fast-food products. The growth of this demand correlates with the increasing population in Indonesia. In addition to population growth, the high demand for fast-food products is also driven by a shift in the lifestyle of Indonesian society, which desires speed and instant gratification in their daily lives, including

consumption patterns (Alsabieh et al., 2019; Mazwan et al., 2022). This phenomenon presents promising business opportunities in the culinary industry, particularly in the fast-food restaurant sector. Observing this phenomenon, A&W fast-food restaurant quickly responded to the market demand in Indonesia in the food and beverage sector through its first operation in 1985 in Jakarta (awrestaurants.co.id) until today. A total of 295 A&W outlets are recorded to have operated in 30 cities in Indonesia, including Jayapura (awrestaurants.co.id). The increase in A&W outlets in Indonesia does not automatically position A&W as the best in Indonesia in terms of service quality. According to a survey on consumer perceptions of service quality in fast-food restaurants operating in Indonesia released by databoks.co.id (2023), A&W ranks fourth. The first and second positions are still dominated by KFC and McDonald's (see Figure 1).
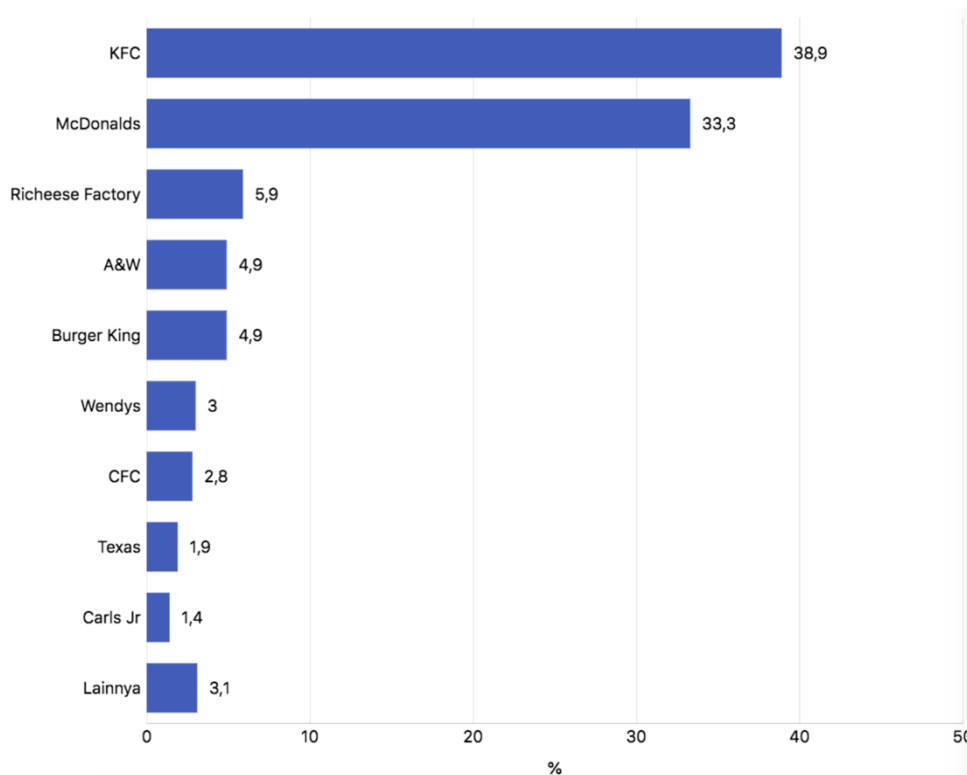


Source: databoks.co.id
Figure 1. Fast Food Restaurant Rankings in Indonesia Based on Service Quality (2023)

Figure 1. provides valuable insight for business stakeholders that the quality of food and beverage products in a restaurant is not standalone but interconnected with the quality of service provided by the restaurant. Even though the food and beverage products served by the restaurant are of high quality, the service quality provided by fast food restaurants to consumers also plays a crucial role from the moment customers enter the restaurant, order food and beverages, until they finish enjoying their meal and leave the restaurant.

The service quality significantly impacts repurchase intention. Therefore, every business entity, including A&W, must continuously enhance its service quality. Several previous empirical studies across various business contexts (Pranoto et al., 2023; Saleem et al., 2017; Su et al., 2016) have demonstrated a positive correlation between service quality and repurchase intention. This implies that the better the perceived service quality by consumers in a restaurant, the stronger their intention to repurchase the restaurant's food and beverages. However, some studies (Aninda & Roosdhani, 2023; Parahita & Marwanti, 2022; Tanjung et al., 2023) indicate that service quality does not influence repurchase intention. This implies that there are other variables that also determine the relationship between service quality and repurchase intention. Hanaysha (2016) indicates that brand equity mediates the influence of service quality on repurchase intention.

Other studies (Aldiona & Sukresna, 2021; Chinomona & Maziriri, 2017; Gómez & Pérez, 2018; Kusumayani & Warmika, 2022; Pitaloka & Gumanti, 2019; Savirah et al., 2020) have shown that brand equity influences repurchase intention. Meanwhile, research investigating the relationship between service quality and brand equity (Azize et al., 2012; Esmaeilpour et al., 2016; Kalhor et al., 2021; Kao & Lin, 2016; Shriedeh & Ghani, 2017) has also been conducted, indicating that service quality significantly affects brand equity. Considering several previous empirical studies, it can be logically inferred that there is a relationship between service quality, brand equity, and repurchase intention. However, research examining this relationship has been limited. Until this study was conducted, we have not found other studies testing the relationship among the variables modeled in this research. Therefore, this study aims to examine the relationship between service quality and repurchase intention mediated by brand equity.

The conceptual framework illustrating the interplay among service quality, brand equity, and repurchase intention is presented in figure 2.
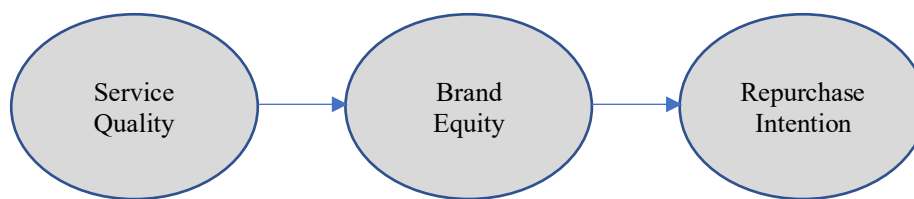


Figure 2. Conceptual Framework

## 2. METHODS

The research methodology utilized in this study adopts a quantitative approach, employing deductive methods and causal hypothesis testing. It involves examining hypotheses derived from established theories, particularly focusing on the causal links between variables to deduce conclusions and elucidate phenomena. Data collection was conducted through a survey utilizing a questionnaire instrument. The unit of analysis for this research is individual respondents, and the study design is cross-sectional, capturing data at a single point in time.

The sample in this study consists of A&W consumers in the city of Jayapura. The sampling method employed by the researcher is non-probability sampling, utilizing purposive sampling technique based on judgment sampling criteria. The respondents are A&W customers who have purchased A&W products more than twice and have made independent purchases of A&W. According to Hair et al. (2014), the guidelines for determining sample sizes suggest that for simple regression analysis, approximately 30 samples may suffice, while for multiple regression analysis, a minimum of 50 to 100 samples is typically recommended for most research scenarios. Sekaran & Bougie (2016) further suggests that a sample size greater than 30 yet less than 500 is deemed suitable for research endeavors in general. The sample size utilized in this research is 90 respondents.

In this study, the data collection approach utilized was the opinion strategy, which involved gathering information based on respondents' viewpoints. The method of choice for data collection was through surveys, where questionnaires were distributed directly to the target audience. The questionnaire employed in this research was adapted from previous studies with established validity and reliability, eliminating the necessity for the researcher to create a new survey instrument. The distribution of questionnaires was personally conducted by the researcher among A&W customers in Jayapura who met the specified criteria for participation.

All questionnaire items utilized in this study underwent rigorous validation and reliability testing. The validation process aimed to ensure that the questionnaire effectively measured the intended research variables. Qualitative assessment, through face validity and content validity, provided insights into how well the questionnaire visually and contextually captured the constructs under investigation (Neuman, 2014). Expert judgment guided the qualitative evaluation, while confirmatory factor analysis (CFA) quantitatively assessed the questionnaire's construct validity, setting a minimum factor loading threshold of 0.5 to ensure robust measurement. Construct validity, a crucial aspect of measurement, gauges how well a tool aligns with established theories. It encompasses convergent validity, where items converge to reflect a common construct, and discriminant validity, ensuring that each construct is distinct from others (Hair et al., 2014).

Reliability testing, on the other hand, aimed to assess the consistency of the measurement tool. Instruments achieving reliability yield dependable results, free from random or unstable errors, thus instilling confidence in their utility (Cooper & Schindler, 2014). Cronbach's Alpha coefficient served as the benchmark for determining instrument reliability, with a minimum threshold of 0.70 considered acceptable, although values as low as 0.60 are still deemed tolerable (Hair et al., 2014). This comprehensive validation and reliability process ensure the questionnaire's effectiveness in capturing and measuring the research constructs accurately.

The data analysis method employed to test hypotheses in this study involves multiple regression analysis and hierarchical regression analysis. Meanwhile, to examine the role of brand equity as a mediating variable in the relationship between service quality and repurchase intention, the testing procedure for mediation refers to the testing model proposed by Baron & Kenny (1986) (see figure 3).
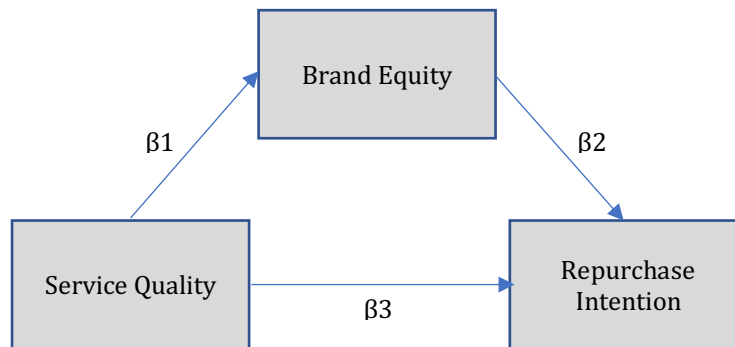


Figure 3. Mediation Model (Baron & Kenny, 1986)

Figure 3 illustrates that the independent variable directly influences the dependent variable ($\beta3$), the mediating variable directly influences the dependent variable ($\beta2$), and the independent variable directly influences the mediating variable ($\beta1$). The steps to test mediation are as follows:
1.  Testing whether service quality (independent variable) affects repurchase intention (dependent variable).
2.  Testing whether service quality (independent variable) affects brand equity (mediating variable).
3.  Testing the combined influence of the independent variable and the mediating variable on the dependent variable.

Based on these steps, brand equity has a mediating effect if it meets the following conditions:
1.  Service quality significantly influences brand equity directly.
2.  Service quality significantly influences repurchase intention directly.
3.  Brand equity significantly influences repurchase intention directly.
4.  Full mediation occurs if the significant influence of service quality on repurchase intention becomes non-significant when brand equity is regressed together. Meanwhile, partial mediation occurs if the significance of service quality decreases but remains significant towards repurchase intention when brand equity is regressed together.

## 3. RESULTS AND DISCUSSIONS

**Results**

The results of the KMO and Bartlett's Test (refer table 1.) and validity testing (refer to table 2) using confirmatory factor analysis (CFA) indicate that not all questionnaire items in this study can be used due to their loading values being below 0.50.

Table 1. KMO and Barlett's Test

**KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .877 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1169.893 |
| | df | 120 |
| | Sig. | .000 |

Table 2. Factor Analysis
**Rotated Component Matrix[a]**

|  | Component | | |
| --- | --- | --- | --- |
|  | 1 | 2 | 3 |
| ServiceQuality4 | .768 | | |
| ServiceQuality5 | .830 | | |
| ServiceQuality6 | .844 | | |
| ServiceQuality7 | .825 | | |
| ServiceQuality8 | .805 | | |
| ServiceQuality9 | .863 | | |
| ServiceQuality10 | .852 | | |
| ServiceQuality11 | .866 | | |
| BrandEquity2 | | .831 | |
| BrandEquity4 | | .762 | |
| BrandEquity6 | | .763 | |
| BrandEquity12 | | .766 | |
| RepurchaseIntention1 | | | .859 |
| RepurchaseIntention2 | | | .741 |
| RepurchaseIntention3 | | | .855 |
| RepurchaseIntention4 | | | .691 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations

Subsequently, the results of reliability testing on the questionnaire items that have passed the validity test are presented sequentially in table 3, table 4, and table 5. The assessment outcomes of the reliability of individual items and indicators for each variable—service quality, brand equity, and repurchase intention—demonstrate favorable results, with all corrected item-total correlations surpassing 0.5. Similarly, the internal consistency reliability for each variable, gauged through the Cronbach's alpha coefficient, meets the stipulated criterion of >0.6. Hence, it can be inferred that the items utilized to gauge the research variables' indicators have satisfied reliability standards.

Table 3. The Reliability Test of Service Quality
**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| --- | --- | --- |
| .942 | .943 | 8 |

Table 4. The Reliability Test of Brand Equity
**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| --- | --- | --- |
| .872 | .872 | 4 |

Table 5. The Reliability Test of Repurchase Intention
**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| --- | --- | --- |
| .919 | .920 | 4 |

The data analysis process to test hypotheses in this study utilizes multiple regression analysis and hierarchical regression analysis. Multiple regression analysis is employed to examine the impact of service quality on brand equity, as well as to test the influence of brand equity on repurchase intention, and also to assess the effect of service quality on repurchase intention. Meanwhile, hierarchical regression analysis is utilized to test the influence of independent variables on dependent variables with a mediating variable. This analysis is employed to investigate the impact of service quality on repurchase intention with brand equity serving as the mediating variable. The test for the mediating effect is conducted by considering service quality as unidimensional rather than multidimensional, as service quality fundamentally entails the implementation and execution of overall service quality principles. The results of hypothesis testing 1, and 2 are sequentially presented in table 6 and table 7 respectively. Meanwhile, the hypothesis testing for the role of brand equity as a mediating variable is presented in table 8 and table 9.

Table 6.  Result of Regression Analysis: Service Quality on Brand Equity

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | | | |
| 1 (Constant) | 2.392 | .394 | | 6.077 | .000 |
| AVGServiceQuality | .325 | .100 | .326 | 3.238 | .002 |

a. Dependent Variable: AVGBrandEquity

Table 7.  Result of Regression Analysis: Brand Equity on Repurchase Intention

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | | | |
| 1 (Constant) | .003 | .215 | | .012 | .990 |
| AVGBrandEquity | .968 | .058 | .872 | 16.724 | .000 |

a. Dependent Variable: AVGRepurchaseIntention

Table 8.  Result of Regression Analysis: Service Quality on Repurchase Intention

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | | | |
| 1 (Constant) | 2.074 | .434 | | 4.774 | .000 |
| AVGServiceQuality | .379 | .111 | .342 | 3.415 | .001 |

a. Dependent Variable: AVGRepurchaseIntention

Table 9.  Result of Regression Analysis: Service Quality and Brand Equity on Repurchase Intention

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | | | |
| 1 (Constant) | -.187 | .269 | | -.694 | .490 |
| AVGServiceQuality | .071 | .061 | .064 | 1.170 | .245 |
| AVGBrandEquity | .945 | .061 | .851 | 15.460 | .000 |

a. Dependent Variable: AVGRepurchaseIntention

The regression analysis results presented in tables 6, 7, 8, and 9 sequentially indicate that brand equity fully mediates the relationship between service quality and repurchase intention. This conclusion is drawn based on the significant change in the significance of the influence of service quality on repurchase intention. Table 8 shows that service quality significantly influences repurchase intention. However, in table 9, when service quality and brand equity are regressed together on repurchase intention, the influence of service quality on repurchase intention becomes insignificant. Thus, referring to the criteria proposed by Baron & Kenny (1986), brand equity fully mediates the relationship between service quality and repurchase intention.

**Discussion**

Based on the presented analysis results, there is strong indication that brand equity acts as a mediating variable fully mediating the relationship between service quality and repurchase intention. The hypothesis testing results reveal that while service quality has a significant influence on repurchase intention when analyzed separately, the significance of this influence diminishes when brand equity is considered alongside service quality.

The interpretation of these findings suggests that although service quality can directly impact repurchase intention, its significance diminishes when considering the role of brand equity as an intermediary between service quality and repurchase intention. This implies that consumers' perceptions of a service brand may play a more dominant role in influencing their decision to repurchase, even more so than their direct experiences with the quality of service provided.

Theoretically, the finding that brand equity mediates the relationship between service quality and repurchase intention has several significant implications in the context of marketing and consumer behavior studies. This finding supports and confirms the mediation theory in marketing literature. It indicates that there is a complex psychological process behind the relationship between variables such as service quality, brand equity, and repurchase intention. By understanding and identifying the mediating role of brand equity, this mediation theory is further strengthened and clarified. Importance of Brand Equity. This finding underscores that brand equity is not merely a marketing concept but also plays a crucial role in shaping consumer behavior, such as repurchase intention. It suggests that factors such as brand awareness, brand associations, perceived quality, and brand loyalty can play crucial roles in influencing purchase decisions. This finding encourages brand managers to actively focus on managing brand equity. Companies should strive to build and maintain a positive brand image in the eyes of consumers. This can be achieved through effective branding strategies, consistent brand communication, and satisfying customer experiences. While service quality remains important, this result emphasizes the importance of holistic and comprehensive customer experiences in shaping brand perceptions. Companies should pay attention to every touchpoint with customers, from pre-purchase to post-purchase, to ensure that the overall customer experience contributes positively to brand equity formation.

Methodologically, the finding that brand equity mediates the relationship between service quality and repurchase intention has several relevant implications, such as further investigation into mediation. This finding encourages further research on mediation mechanisms in the marketing context. Further studies can explore other factors that may act as mediators between different variables, thereby deepening the understanding of how and why mediation occurs. Another implication is the development of analytical models. Methodological implications suggest the development and testing of more sophisticated analytical models to understand the dynamics of relationships between key variables in marketing and consumer behavior. This includes the use of more complex statistical techniques, such as path analysis or structural equation modeling, to delve deeper into the mediating role in a model. Furthermore, there's the integration of more holistic measurements. Future studies may consider using more holistic measurements for variables such as service quality and brand equity. This could involve the use of multidimensional approaches covering various aspects of these variables, enabling more comprehensive analysis. Lastly, the importance of considering the specific context in which mediation occurs. Future research can explore how contextual factors, such as industry, culture, or demographics, can influence the dynamics of mediation between certain variables.

In a managerial context, the finding that brand equity mediates the relationship between service quality and repurchase intention holds significant implications for marketing practitioners and brand managers. Firstly, companies should allocate resources and efforts to strengthen their brand equity. This can be achieved through targeted branding strategies, such as reinforcing brand identity, building brand awareness, enhancing positive brand associations, and fostering emotional connections with consumers. Secondly, brand managers need to adopt appropriate metrics to regularly measure and evaluate the performance of their brand equity. This can be done through consumer surveys, analysis of consumer behavior data, and the use of relevant brand performance indicators. Thirdly, it is important for companies to provide positive and satisfying customer experiences to strengthen their brand equity. This involves improvement across all aspects of customer service, ranging from product and service quality to interactions with the brand through different communication channels. Fourthly, building strong relationships with customers is key to enhancing brand equity. Companies should invest in effective customer relationship management strategies, such as loyalty programs, responsive customer service, and open two-way communication. Lastly, it is important for companies to integrate their marketing strategies and brand management. This involves coordination among internal departments, such as marketing, sales, customer service, and brand management, to ensure brand consistency and holistic customer experiences. Considering these managerial implications, companies can enhance their competitiveness in the market

by strengthening their brand equity, increasing customer loyalty, and achieving sustainable business growth.

## 4. CONCLUSION

In conclusion, this study has explored the relationship between service quality, brand equity, and repurchase intention, with a particular focus on the mediating role of brand equity. The findings have significant implications for both academic research and managerial practice in the fields of marketing and brand management. Firstly, the results confirm the importance of brand equity as a mediator between service quality and repurchase intention. By demonstrating the mediating effect of brand equity, this study contributes to the existing body of knowledge on the dynamics of consumer behavior and the factors influencing purchase decisions. Secondly, the study highlights the critical role of brand management in driving customer loyalty and repeat purchase behavior. Companies must recognize the value of investing in building and maintaining a strong brand equity to foster long-term relationships with customers and sustain competitive advantage in the market. Thirdly, the findings emphasize the need for companies to adopt holistic approaches to customer experience management. Providing positive and satisfying customer experiences across all touchpoints is essential for strengthening brand equity and enhancing customer loyalty.

Moreover, the study emphasizes the importance of ongoing measurement and evaluation of brand equity performance. Brand managers should utilize appropriate metrics and tools to monitor changes in brand perception and consumer attitudes, enabling them to make informed decisions and adjustments to their branding strategies. Furthermore, the integration of marketing strategies and brand management efforts is crucial for ensuring brand consistency and coherence across all organizational functions. Collaboration among departments such as marketing, sales, customer service, and brand management is essential for delivering cohesive brand experiences to customers. Additionally, the study highlights the significance of customer relationship management strategies in enhancing brand equity. Building strong and meaningful relationships with customers through loyalty programs, responsive customer service, and personalized communication channels can significantly contribute to brand loyalty and advocacy. Lastly, the implications of the study extend beyond academic research to practical applications in the business world. By understanding the complex interplay between service quality, brand equity, and repurchase intention, companies can develop more effective marketing strategies and brand management practices to drive business growth and success.

Overall, the findings of this study provide valuable insights into the importance of brand equity in shaping consumer behavior and driving organizational performance. Moving forward, continued research and exploration in this area will further enhance our understanding of the underlying mechanisms and implications for marketing practice.

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