THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTIONS BOKASHI RUB OIL IN DENPASAR CITY

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Abstract

Keywords:

Product Quality*;*
Brand Image*;*
Repurchase Intentions.

Indonesia's traditional medicine industry is growing rapidly. Bokashi Rub Oil is one of a traditional medicine in the form of rub oil that combines coconut arrack oil with Effective Microorganism (EM) technology. The proper strategy must be implemented by Bokashi Rub Oil to make consumers feel interested and repeat purchases. The purpose of this resesearch is to explain how product quality affect brand image and repurchase intentions. The number of samples taken as 152 respondents using a questionnaire, which was carried out in Denpasar City. A non probability sampling and purposive sampling technique were used to select the sample. Using SPSS for Windows, path analysis was used as the method of data analysis. The analylis results findings demonstrate that not all hypotheses are accepted. The effect of product quality on repurchase intentions is significant positive, the effect of brand image on repurchase intentions is significant positive. On the other hand, product quality has an insignificant positive effect on brand image, brand image is unable mediate the effect of product quality on repurchase intentions.

Abstrak

Kata Kunci:

Kualitas Produk;
Citra Merk;
Niat Beli Ulang.

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Industri obat tradisional Indonesia berkembang pesat. Minyak Oles Bokashi adalah salah satu obat tradisional berupa minyak oles yang menggabungkan minyak arak kelapa dengan teknologi Effective Microorganism (EM). Strategi yang tepat harus diterapkan oleh Minyak Oles Bokashi agar konsumen merasa tertarik dan mengulangi pembelian. Tujuan dari penelitian ini adalah untuk menjelaskan bagaimana kualitas produk mempengaruhi brand image dan niat beli ulang. Jumlah sampel yang diambil sebanyak 152 responden dengan menggunakan kuesioner yang dilakukan di Kota Denpasar. Teknik non-probability sampling dan purposive sampling digunakan untuk memilih sampel. Menggunakan SPSS for Windows, analisis jalur digunakan sebagai metode analisis data. Temuan hasil analisis menunjukkan bahwa tidak semua hipotesis diterima. Pengaruh kualitas produk terhadap niat beli ulang positif signifikan, pengaruh citra merek terhadap niat beli ulang positif signifikan. Sebaliknya kualitas produk berpengaruh positif tidak signifikan terhadap citra merek, citra merek tidak mampu memediasi pengaruh kualitas produk terhadap niat beli ulang.

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INTRODUCTION

Indonesia's traditional medicine industry is growing at a breakneck pace right now. In 2021, the chemical, pharmaceutical, and traditional medicine industry subsector's GDP will reach IDR 339.18 trillion at current prices (ADHB). The chemical, pharmaceutical, and traditional medicine industries expanded by 9.61 percent in 2010 when measured by GDP constant prices (Databoks, 2022). One of traditional medicine's options is popular with the public is rub oil because it has very high properties and can be used for the entire external body. This oil is a mandatory item that is carried in daily activities because it is claimed to be able to provide a feeling of comfort, warmth, and help the body become fresh again (Widiyani, 2019). Traditional medicine businesses in Denpasar City that provide rub oil products which is Bokashi Rub Oil from PT. Karya Pak Oles Tokcer. Sales of Bokashi Rub Oil products on the Shopee e-commerce platform are very far compared to its competitors. Sales of Bokashi Rub Oil are 65 products per month, in contrast to Kutus-Kutus Oil products which reach more than 1000 products per month (www.shopee.co.id, 2022). Researchers conducted a presurvey of 30 respondents to find out in more detail the problem of instability in sales of Bokashi Rub Oil products faced by the company. The results of the presurvey that had been conducted showed that there were problems in the repurchase intentions of Bokashi Rub Oil products, causing sales instability. Sipil et al, (2020) stated that one of the efforts to prevent Covid-19 disease is to use traditional medicine.

According to Putri and Sukaatmadja (2018), repurchase intentions refer to a consumers's decision to repurchase a product due to their satisfaction with the previous purchase. Product quality can be improved to elicit a desire to repurchase intentions. Mahendrayanti and Wardana (2020), state that costumer's perception of a product or service overall quality or excellence, connected to its aim, relative to alternatives is product quality. Product quality influences repurchase intentions positively and significantly according to research from Santika and Mandala (2019), Bayu et al (2019), Hidayah and Apriliani (2019).

The findings of the research regarding the influence of product quality on repurchase intentions above are in contrast to research from Ramadhan and Sentosa (2017), Bahar and Sjahruddin (2017), Palma and Andjarwati (206) which declares product quality is not significantly influence the repurchase intentions. The findings of studies on the impact of product quality on consumer intentions to repurchase aren't consistent, so the solution can be offered is the presence of variables that can mediate between product quality and consumer decisions regarding repurchase intentions.

Brand Image used as mediating variable because a high quality product will create a pleasant and reliable brand reputations on minds of the consumers. This is supported by the research of Cahayani and Sutar (2020), Aisha (2017), Laura and Ringo (2017) which states that product quality has a positively and significantly effect on brand image directly. According to research conducted by Saraswati and Rahyuda (2017), product quality affect brand image significant positive. This demonstrates the connection between product quality and brand image. Brand image of a good product will encourage consumers to repurchase. This supported by the research of Saputri and Tjahjaningsih (2022), Khanza and Tjahjaningsih (2022), Girsang et al. (2020) that brand image influences intentions to repurchase. Brand image can strengthen the influences of product quality on intentions to repurchase supported by conducted research Santika and Mandala (2019), Putri and Sukaatmadja (2018) which states that brand image acts as a mediator between product quality on repurchase intentions.

The aims of this research to examine and explain the effect of product quality on consumer intentions to repurchase for Bokashi Rub Oil in Denpasar City, the influences of product quality on brand image among consumers of Bokashi Rub Oil in Denpasar City, the influences of brand image on

consumer repurchase intentions on Bokashi Topical Oil in Denpasar City, the role of brand image as mediator product quality on consumer's repurchase intentions of Bokashi Rub Oil in Denpasar City.

Repurchase intentions is a purchase intentions based on past purchase experience and a level of motivation for a consumer to repeat purchasing behavior for a product (Phuong & Trang., 2018). Kusumadewi and Saraswati (2020); and Hermawan and Yasa (2021); Miandari et al. (2021) state that repurchasing is a very important goal for a company's success, to generate new customers requires a higher cost than maintaining existing customers. It Can be concluded that, repurchase intentions is a consumers action for their satisfaction which tends to reconsume products that have been used before. In this research, the measurement of the repurchase intentions variable refers to research conducted by Sutrisna and Yasa (2021) with the following indicators: referential interest, explorative interest, transactional interest, preferential interest.

Product quality is the ability of a product to carry out its functions including durability, reliability, ease of operation and increased accuracy, as well as other valuable attributes (Heri Purwanto, 2017). Prakoso and Dwiyanto (2021) declare product quality means combining features that have the capacity to meet consumer needs (desires) and provide customer satisfaction by improving products (goods) and making them free from any deficiencies or defects, it can be also these characteristics of the product that customers want and need in exchange for a monetary consideration. In conclusion, product quality is a product's ability to perform its purpose. In this research, the measurement of product quality variables refers to research conducted by Sanjaya and Ardani (2018) with the following indicators: performance, reliability, durability, standard, and design.

A brand is a product that's capable of providing an additional dimension that uniquely differentiates it from other products designed to satisfy similar needs (Apriliani, 2019; Pratiwi and Yasa, 2019; Wedari and Yasa, 2022). Brand image is the perceptions and beliefs held by consumers, as reflected in associations or in consumer memory. Kotler and Armstrong (2018: 173) explain brand image is a set of customer beliefs about a particular product brand. It can be concluded that, brand image is the perception that arises on the consumers minds towards a brand that is formed by information and knowledge obtained by consumers and previous experiences of consumers about a brand (Kusuma et al., 2022; Candra and Yasa, 2022). In this research, the measurement of the brand image variable refers to research conducted by Halim and Suparna (2020) with the following indicators: giving characteristics, having a positive image, and products being widely known. The conceptual framework can be shown in Figure 1, which is based on a review of previous literature and research.
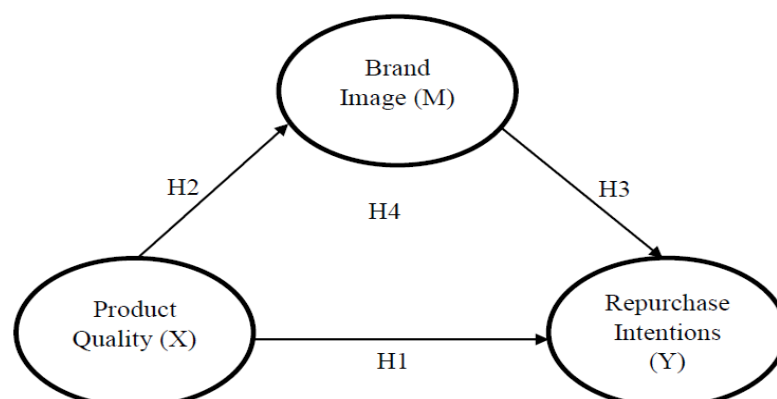

Figure 1.
Conceptual Framework.

There's a connection between product quality and intentions to repurchase pursuant to research from Hidayah and Apriliani (2019) state that product quality has a positively and significantly effect on consumer intentions to repurchase. The results of this research are lined with the results of research by Ekaprana et al., (2020), Prayoni and Respati (2020), Mahemba and Rahayu (2019), Suartama and Setiawan, (2019), Sanjaya and Ardani (2018) which declare product quality influences positively and significantly to repurchase intentions. However, different research results were found in Bahar and Sjaharuddin (2017), Prasetya and Yulius (2018), Palma and Andjarwati (2016) that there was no significant influences of product quality on repurchase intentions.

H1: Product quality has a significant positive effect on repurchase intentions.

Product quality also has a relationship with brand image which is explained by research Sanjiwani and Suasana (2019) state that product quality has a significant effect on brand image. In line with the research of Sisca, *et al* (2021), Dananjaya and Rastini (2018), Gita et al. (2020), Suryantari and Respati (2022) that product quality has a positively and significantly effect on brand image. Different results were shown by Nuraini and Maftukhah's research (2015) which stated that product quality directly did not affect the brand image of Wardah cosmetics.

H2: Product quality has a significant positive effect on brand image.

There's also connection between brand image and intentions to repurchase according to research from Setiana and Marlien (2021), Wiguna and Santika (2020), Putri and Yasa (2022) declare brand image influences repurchase intentions positively. According to Sandi and Ajeng's research (2022), it states that brand image has a positive and significant effect on intentions to repurchase. The results of the study are different from the research conducted by Prasetya and Yulius (2018); Prabawa et al. (2022), that brand image has no positive and significant effect on intentions to repurchase.

H3: Brand image has a significant positive effect on repurchase intentions.

In this research, there is a mediating variable, namely brand image which mediate the effect of product quality on repurchase intentions. The result of research conducted by Sanjaya and Ardani (2018), Sutrisna and Yasa (2021) declare brand image is able to mediate product quality on intentions to repurchase. Brand image mediates product quality on repurchase intentions partially revealed in research by Santika and Mandala (2019) that brand image strengthens the influences of product quality on intentions to repurchase. Putri and Sukaatmadja (2018) state that product quality through brand image has a significantly positive effect on intentions to repurchase.

H4: Brand image mediates product quality on repurchase intentions.

RESEARCH METHOD

Associative research describes and test the hypothesis of a relationship at least two or more variables in this study. The location of the study is in Denpasar City area, specifically among Bokashi Rub Oil consumers who have purchased the product at least once in the past six months. All residents in Denpasar City who had purchased products from Bokashi Rub Oil were the studies population. Have made a purchase at least once in the past six months. Purposive sampling technique was used as the method of this study's sampling. Purposive sampling determine the sample with certain considerations (Sugiyono, 2019: 133). The criteria used in selecting respondents were a minimum of education at the high school level, at least 17 years old domiciled in Denpasar City, whether female or male, at least having purchased Bokashi Rub Oil once in the past 6 months. Sugiyono (2019: 144) suggests that for multivariate analysis, a minimum of 10 times the number of indicators is required for the sample size. Ther are 12 indicators used in this research, so requiring 120 respondents as the minimum number of respondents.

Table 1.
Research Variables and Indicators

Variable	Indicator	Source
Product Quality	1. Performance (X.1) 2. Reliability (X.2) 3. Durability (X.3) 4. Standard (X.4) 5. Design (X.5)	(Sanjaya & Ardani, 2018)
Brand image	1. Having a positive image (M.1) 2. Giving characteristics (M.2) 3. Product being widely known (M.3)	(Halim & Suparna 2020)
Repurchase Intentions	1. Referential interest (Y.1) 2. Explorative interest (Y.2) 3. Transactional interest (Y.3) 4. Preferential interest (Y.4)	(Sutrisna &Yasa 2021)

RESULTS AND DISCUSSION

Tabel 2.
Characteristic Of Respondent's

Variable	Classification	Number of people	Percentage (%)
Gender	Man	56	36,8%
	Woman	96	63,2%
	Total	152	100%
Age	17-21 y.o	54	35,5%
	22-26 y.o	41	27%
	27-31 y.o	12	7,9%
	32-36 y.o	8	5,3%
	>37 y.o	37	24,3%
	Total	152	100%
Last Education	High School	81	53,3%
	Diploma	14	9,2%
	Bachelor	53	34,9%
	Postgraduate	4	2,6%
	Total	152	100%
Job	Student	65	42,8%
	Private employees	48	31,6%
	Entrepreneur	27	17,7%
	Government employees	8	5,3%
	Doctor	4	2,6%
	Total	152	100%
Average Incone Per Month	<IDR 1.500.000,-	52	34,2%
	IDR 1.500.000,- s/d IDR 2.500.000,-	39	25,7%
	>IDR 2.500.000,- s/d IDR 3.500.000,-	21	13,8%
	>IDR 3.500.000,-	40	26,3%
	Total	152	100%

Sources: Primary Data, processed in 2022

The 152 repondents profile are presented in general with a number of characteristic including gender, age, last education, job, and monthly average income. According to Table 2, there were 152 Bokashi Rub Oil users in Denpasar City who were utilized as samples. With a percentage of 63,2 percent, female sex predominated from a gender persective in this research. Based on the test results with IBM SPSS, found that the dominance of the respondents in this study were 17-21 years old,

namely 54 respondents or 35.5% of the total respondents. According to the test results, 81 respondents or 53,3 percent of the total respondents, it was discovered that high school was the last educational level to dominate the respondets who answered the research questionnaire. The employment status of this respondents was mostly as students, namely 65 respondents. Monthly average income was dominated by <IDR 1,500,000 each month, which is 52 respondents or 34.2% of the total respondents. This is due to the fact that students make up the majority of the employment status of respondents. To see if the questionnaire used is valid or not, validity testing is carried out. Testing fot reliability indicates that the instrument consistently measures research variables.

Tabel 3.
Research Instruments Validity Test Outcomes

No.	Variable	Instrument	Pearson Correlation	Description
1.	Product Quality (X)	X.1	0,907	Valid
		X.2	0,911	Valid
		X.3	0,904	Valid
		X.4	0,920	Valid
		X.5	0,756	Valid
2.	Brand Image (M)	M.1	0,903	Valid
		M.2	0,881	Valid
		M.3	0,906	Valid
3.	Repurchase Intentions (Y)	Y.1	0,917	Valid
		Y.2	0,936	Valid
		Y.3	0,894	Valid
		Y.4	0,931	Valid

Sources: Primary Data, processed in 2022

All instruments used in this study are valid because of all instruments have a Pearson Correlation greater than 0,30 which shows at Table 3.

Table 4.
Research Instrument Reliability Test Results

No.	Variable	Crobanch's Alpha	Description
1.	Product Quality (X)	0,925	Reliable
2.	Brand Image (M)	0,877	Reliable
3.	Repurchase Intentions (Y)	0,935	Reliable

Sources: Primary Data, processed in 2022

According to Table 4, all of the instruments used in this research have Cronbach's Alpha values greater than 0,6 indicating that they are both consistent and reliable in measuring the research variables.

Table 5 shows product quality variable that has the highest average is 4.03 which is in the good criteria, this means that in general the respondents consider that Bokashi Rub Oil has offered product quality in a good standard and suitable for use is attractive. Table 6 shows brand image variable that has the highest average is 4.21 which is in very good criteria, this means that in general respondents think that Bokashi Rub Oil has a characteristic product scent that its competitors don't have. Table 7 repurchase intentions variable that has the highest average is 3.86 which is in the good criteria, this means that in general the respondents want to repurchase Bokashi Rub Oil Product.

Structure 1: $\quad M = \beta_1 X + \varepsilon_1$
$\quad\quad\quad\quad\quad M = 0.147\ X + \varepsilon_1$

Table 5.
Description Of Respondent's Anwers To Product Quality Variables

No.	Statement	Frequency of Respondent's Answer					Amount	Average	Criteria
		1	2	3	4	5			
1.	Bokashi Rub Oil Products has a product's ability to accelerate the healing process of pain.	2	14	25	65	46	595	3,91	Good
2.	Bokashi Rub Oil Products has flavonoids and tannins which are rich in antioxidants.	3	11	36	72	30	571	3,75	Good
3.	Bokashi Rub Oil Products has a product quality level that can be used according to the expiration date.	8	11	31	57	45	576	3,78	Good
4.	Bokashi Rub Oil Products has a good standards and suitable for consumer use.	4	7	27	56	58	613	4,03	Good
5.	Bokashi Rub Oil products has an attractive designs and easy for consumers to remember.	6	5	36	59	46	590	3,88	Good
	The overall average of Product Quality variables							3,87	Good

Sources: Primary Data, processed in 2022

Table 6.
Description of Respondent's Anwers To Brand Image Variables

No.	Statement	Frequency of Respondent's Answer					Amount	Average	Criteria
		1	2	3	4	5			
1.	Bokashi Rub Oil Products succeeded in creating a positive brand image.	2	7	27	54	62	623	4,09	Good
2.	Bokashi Rub Oil Products is able to provide a distinctive scent product that is not owned by its competitors.	1	4	27	49	71	641	4,21	Very Good
3.	Bokashi Rub Oil Products is known and known by many people.	2	6	26	49	69	633	4,16	Good
	The overall average of Brand Image variables							4,15	Good

Sources: Primary Data, processed in 2022

Table 7.
Description Of Respondent's Anwers To Repurchase Intentionss

No.	Statement	Frequency of Respondent's Answer					Amount	Average	Criteria
		1	2	3	4	5			
1.	I will refer Bokashi Rub Oil Products to others.	7	6	57	52	30	548	3,60	Good
2.	I'm looking for information about Bokashi Rub Oil Products.	6	14	29	59	44	577	3,79	Good
3.	I will be repurchasing Bokashi Rub Oil Products.	3	4	32	84	29	588	3,86	Good
4.	I make Bokashi Rub Oil Products my main preference among similar products.	5	3	58	52	34	563	3,70	Good
	The overall average of Repurchase Intention variables							3,73	Good

Sources: Primary Data, processed in 2022

Table 8.
Path Analysis Outcomes In Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	10,275	1,224		8,392	0,000
Product Quality	0,114	0,062	0,147	1,825	0,070
R Square	0,022				
F Statistics	3,330				
F Test Significance	0,070				

Sources: Primary Data, processed in 2022

The value of β1 in this equation, which is 0.147, can be interpreted as indicating that the product quality variable positively affected brand image, if product quality improves, brand image will improve by 0.147. The significance F value is 0.070 greater than 0.05, structural equation 1 is deemed to be invalid. This indicates that the product quality variable influences brand image positively but not significantly.

Table 9.
Path Analysis Outcomes In Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	6,298	1,389		4,534	0,000
Product Quality	0,302	0,059	0,376	5,110	0,000
Brand Image	0,227	0,076	0,218	2,971	0,003
R Square	0,213				
F Statistics	20,144				
F Test Significance	0,000				

Sources: Primary Data, processed in 2022

Structure 2: $Y = \beta_2 X + \beta_3 M + \varepsilon_2$
$Y = 0.376X + 0.218M + \varepsilon_2$

The value of β2 is 0.376 in this equation, indicates that the product quality variable positevly influences repurchase intentions, if product quality increases then the repurchase intentions will increase by 0.376. The next coefficient is β3 which has value 0.218 indicates that brand image variable positively influences to repurchase intentions if brand image improve then repurchase intentions will rise by 0.218. The significance F value is 0.000 less than 0.05, structural equation 2 is deemed fit or valid. This indicates that the variables pertaining to product quality and brand image have a significant positif effect on repurchase intentions variable.

Table 10.
Path Analysis Outcomes Without Mediation Variable

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	8,630	1,175		7,342	0,000
Product Quality	0,327	0,060	0,408	5,468	0,000
R Square	0,166				
F Statistics	29,903				
F Test Significance	0,000				

Table 11.
The Effect Of Variables

Effect of variable	Direct effect	Indirect effect	Total effect
X→M	0,147		0,147
X→Y	0,376	0,032	0,408
M→Y	0,218		0,218

Sources: Primary Data, processed in 2022

Product quality variable directly affect 0.147 on brand image. Product quality variable directly affect 0.376 to repurchase intentions and brand image variable directly affect 0.218 to repurchase intentions. Product quality variable inderctly affect 0.032 to repurchase intentions through brand image. Product quality variable total effect on repurchase intentios is 0.408. It's mean product quality variable affect on repurchase intentions without through brand image greater than product quality variable directly affect on repurchase intentions through brand image variable is 0.376.

This research used classic assumption test such as normality test, multicolinearity test, and heteroscedasticity test. According to table 12 and 13, *Kolmogrov Smirnov* (K-S) values are 0.071 and 0.048, meanwhile *Asymp. Sig (2-tailed)* are 0.062 and 0.200. These results indicate that the regression equation model is normally distributed because *Asymp. Sig (2-tailed)* greater than the alpha value of 0.05. The tolerance and VIF values of the product quality and brand image are 0.978 and 1.002 based on the Table 14. The VIF values less than 10 means the regression equation model is free from multicolinearity. According to Table 15 and 16, the significance value of product quality variable is 0.747 in structure 1, and in the structure 2 the significance value of the product quality variable is 0.734 and brand image variable is 0.275. This values are greater than 0.05, means there's no influence between independent variable to absolute residual. Thus, the model created doesn't contain heteroscedasticity.

Table 12.
Normality Test Structural 1

	Unstandardized Residual
N	152
Kolmogorov Smirnov	0,071
Asymp. Sig. (2-tailed)	0,062

Sources: Primary Data, processed in 2022

Table 13.
Normality Test Structural 2

	Unstandardized Residual
N	152
Kolmogorov Smirnov	0,048
Asymp. Sig. (2-tailed)	0,200

Sources: Primary Data, processed in 2022

Table 14.
Multicolinearity Test

Variable	Tolerance	VIF
Product Quality	0,978	1,002
Brand Image	0,978	1,002

Sources: Primary Data, processed in 2022

Table 15.
Heteroscedasticity Test Structural 1

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,032	0,747		2,722	0,007
	Product Quality	-0,012	0,038	-0,026	-0,323	0,747

Sources: Primary Data, processed in 2022

Table 16.
Heteroscedasticity Test Structural 2

Model		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error		t	Sig.
1	(Constant)	2,181	0,852		2,561	0,011
	Product Quality	0,012	0,036	0,028	0,340	0,734
	Brand Image	-0,051	0,047	-0,090	-1,096	0,275

Sources: Primary Data, processed in 2022

According to Table 9, H_1 tesing about a relationship between product quality and repurchase intentions variable, resulted a positive beta value of 0.376 with 0.000 significance lower than 0,05. This means that H_1 accepted because there's a significant positive relationship between product quality and repurchase intentions variable. This means that, as Bokashi Rub Oil improve its product quality consumers in Denpasar City will rise to repurchase intentions, and vice versa. The result of this research lined to the results of research by Ekaprana et al., (2020), Prayoni and Respati (2020), Mahemba and Rahayu (2019), Suartama and Setiawan, (2019), Sanjaya and Ardani (2018) stated that product quality influences significant positive to repurchase intentions.

H_2 testing hypothesis about a relationship between product quality and brand image variable, which shown in Table 8. Resulted a positive beta value of 0.147 with 0.70 significance greater than 0.05. This means that product quality insignificant positive affect to brand image, so H_2 rejected. This means if Bokashi Rub Oil improve the product quality the consumers in Denpasar City will rise to repurchase intentions, vice versa. Insignificant effect of product quality to brand image Bokashi Rub Oil inseparable from conditions where Bokashi Rub Oil has to compete with companies that offer high quality for their rub oil products. The results of this research are accordance to the research of Nuraini and Maftukhah (2015) declared that there's no affect of product quality on brand image of Wardah cosmetics.

According to the Table 9, H_3 testing about a relationship between brand image and repurchase intentions variable, resulted a positive beta value of 0.218 with 0.03 significance lower than 0.05. This means that H_3 accepted, brand image has significant positive effect on repurchase intentions. The results of this research are lined to the research by Sandi and Ajeng (2022) and Wiguna and Santika (2020) declared that brand image has significant positive effect on repurchase intentions, also lined with research from Setiana and Marlien (2021) declared that brand image variable has a positive effect on intentions to repurchase.

Sobel Test and VAF Test used in testing H_4, it produces a calculated Z value of 1.52 < 1.96 and a VAF value of 7.84% which is less than 20%. This means that H_0 accepted and H_4 rejected, so brand image variable isn't a mediating variable the effect of product quality on repurchase intentions

Bokashi Rub Oil in Denpasar City. This means that to generate repurchase intentions for a product, directly can be seen from the quality of the product without consumers having to look at the brand image that the product has. In Denpasar City, Bokashi Rub Oil Product aren't mediat by brand image because the effect of product quality is greater than when mediated by brand image.

CONCLUSION AND SUGGESTION

The discussion results of this research, the conclusion are: 1. Product quality has a significant positive effect on the repurchase intentions Bokashi Rub Oil product, the quality of a product rised. The higher the level of consumer loyalty or loyalty to a product to do repurchase intentions. 2. Product quality has an insignificant positive effect on brand image for Bokashi Rub Oil product, it's means that the more companies improve the quality of their products, the better the brand image of the product, but haven't a significant impact. 3. Brand image has a significant positive effect on the repurchase intentions of Bokashi Rub Oil product, means the higher the level of consumer memory regarding the brand, the higher the consumer's intentions to repurchase. 4. Brand image is unable to mediate the effect of product quality on repurchase intentions of Bokashi Rub Oil product in Denpasar City, this means to generate repurchase intentions of a product directly can be seen from the product quality without consumers having to see the brand image that the product has. The next research expected examine additional variables and models, as well as the scope of the researxh beyond the Bokashi Rub Oil consumers in Denpasar City, in order to provide additional benefits and insights that can be felt across the board.

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