Research Article

Examining the Influence of Product Quality on Repurchase Intention: The Mediating Roles of Brand Image and Word of Mouth in the Context of Weber Products

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Abstract: This study investigates the structural relationships among Product Quality (PQ), Brand Image (BI), Word of Mouth (WOM), and Repurchase Intention (RI) to empirically understand the sequential mechanisms driving consumer loyalty in a highly competitive market. Grounded conceptually in the Stimulus-Organism-Response (S-O-R) paradigm, the research posits that PQ acts as an external antecedent influencing RI through the mediating cognitive and behavioural constructs of BI and WOM. Data were collected from a sample of 187 Weber product consumers in Surabaya and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The empirical results confirm all hypothesized direct and indirect relationships. Specifically, PQ significantly and positively influences both BI ($\beta=0.337$, $p<0.000$) and WOM ($\beta=0.351$, $p<0.000$). Furthermore, both BI and WOM significantly predict RI, with WOM ($\beta=0.498$, $p<0.000$) demonstrating a markedly stronger effect compared to BI ($\beta=0.414$, $p<0.000$). The model successfully explains a moderate 57% of the variance in Repurchase Intention. These findings underscore the strategic imperative for management to prioritize superior product quality, which organically fosters a positive brand perception and stimulates potent word-of-mouth promotion identified as the most critical driver of repeated purchases. Future research is encouraged to integrate additional affective factors, such as customer satisfaction or perceived price fairness, to enhance the explanatory power of the consumer loyalty model.

Keywords: Brand Image; Consumer Loyalty; Product Quality; Repurchase Intention; Word of Mouth.

1. Introduction

Journal of Future Artificial Intelligence and Technologies accepts research paper submissions that contain at least 4000 to 8000 words or around 8 to 20 pages for research articles and a maximum of 30 pages for review articles. The introduction must be written briefly, concisely, and clearly. The introduction must contain an explanation of (1) the Research object, (2) Methods that have been used previously, (3) the Weaknesses and strengths of each method or may briefly allude to related work and/or hypotheses, (4) Research problems (5) Proposed solutions and/or approaches (6) List of Contributions (6) Rest of paper. The introduction section must be scientific and rich in citations. Use "maintext_FAITH" style for this paragraph.

Customer loyalty is a highly crucial aspect in today's business world, driven by a dynamic and competitive market landscape (Mansoor et al., 2025). In this intense competitive climate, market players are compelled to continuously race and compete for survival (Sugiyanto & Maryanto, 2021). Therefore, companies must strive not only to acquire new customers but also to retain existing ones to endure and achieve success (Ismail, 2022). Customer loyalty is defined as a condition of deep commitment to consistently repurchasing or subscribing to a product/service in the future, resulting in repeat purchases of the same

brand despite situational influences that could potentially cause brand switching (Purnamabroto et al., 2022). The repurchase intention of consumers is a sign of customer loyalty (Ismail, 2022). The importance of customer loyalty for a product or company lies in its direct impact on financial health and long-term survival (Purnamabroto et al., 2022). Customer loyalty is a highly effective strategy for increasing profit margins and ensuring long-term corporate success (Ismail, 2022). Loyal customers will provide significant revenue for the company, and conversely, losing loyal customers will be detrimental. Loyalty also ensures repeat sales (García-Salirrosas et al., 2024). Consumers will form a strong repurchase intention if they derive value and feel satisfied with previous purchases of the same product and service (Ismail, 2022). This loyalty is a manifestation and continuation of trust in using the products and services provided by the company, as well as the willingness to remain a consumer of that company (Purnamabroto et al., 2022).

Loyalty is closely related to customer satisfaction, as stronger company-customer relationships will increase repeat purchases (Shin et al., 2017). Satisfied customers usually remain loyal for a longer time, buy again when the company introduces new products or updates old ones, and most importantly, speak favorably about the company and its products or services to others (Puspasari, 2014). Good product quality and satisfactory service tend to generate a positive attitude, and customer loyalty serves to encourage positive recommendations and brand advocacy. This means that loyal customers not only guarantee their own sales but also act as brand ambassadors who attract new customers for the company (Puspasari, 2014). Repurchase intention is a strong indication of consumer loyalty because the act of buying again reflects the customer's deep commitment to continue using the same product or service in the future (Ismail, 2022). Loyalty is defined as a condition that requires purchasing behavior to occur at least twice within a certain period, or the customer's intention to continue purchasing in the future (Purnamabroto et al., 2022). As the relationship between the company and the customer strengthens, repurchase intention also increases, indicating the customer's personal preference to buy a specific product again (Shin et al., 2017). Customers who buy a product have the potential to repeat their purchase, and a strong repurchase intention is a highly effective strategy to ensure the company's long-term success because it demonstrates the ability to retain customers (Suherman et al., 2021).

Repurchase intention of a product can be influenced by several variables, including product quality, brand image, and word of mouth. The relationship between these variables is based on the Stimulus-Organism-Response (S-O-R) theory. The S-O-R theory is a framework that explains how individuals respond to stimuli from their environment. This theory posits that external stimuli (stimulus) do not directly cause a behavioral response but are first processed by internal factors within the individual (organism), such as cognition (thoughts, perceptions) and affection (feelings, emotions). This internal process then mediates and determines how the individual will react or behave (response). A person's response is not solely determined by the stimulus itself, but by how the stimulus is internally interpreted and perceived, as the S-O-R framework shows that external stimuli influence an individual's internal cognitive and affective states, which in turn influence their behavioral response (Kıymalı oğlu et al., 2024).

In the context of the S-O-R theory, the relationship between the variables product quality (PQ), brand image (BI), word of mouth (WOM), and repurchase intention (RI) can be explained as a complete psychological process flow. Product quality (PQ) acts as the Stimulus (S), which is the external stimulus received and experienced by the consumer. This stimulus does not immediately generate a response but is first processed inside the consumer, which is called the Organism (O). In this model, the organism stage is represented by the internal process of forming perceptions and attitudes, namely brand image (BI), as well as the processing of information from the social environment in the form of word of mouth (WOM). After the stimulus is processed through cognitive and affective filters, the Response (R) emerges, which in this context is repurchase intention (RI). The S-O-R theory clarifies that repurchase intention is the result of how consumers internally process the product quality stimulus through the formation of brand image and social influence.

Product quality is fundamentally defined as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs, or the characteristics of a product or service that support its ability to satisfy customer needs

(Cahayani & Sutar, 2020). This concept is also interpreted as a product's ability to demonstrate its function, including overall durability, reliability, accuracy, ease of operation and repair, as well as other product attributes (Puspasari, 2014). Furthermore, quality is a property of a good that creates value for every buyer who uses it and is the overall combined characteristic of a good/service that results in the utilized good/service meeting customer expectations (Amelia et al., 2025). Quality is also a direct representation of a product such as performance, reliability, aesthetics, and so on, and a product is considered of good quality if it can fulfill consumer desires or needs, making it the main factor prioritized by consumers when choosing a product (Kusuma et al., 2022).

Brand image is essentially defined as a set of beliefs, perceptions, and confidence held by consumers about a brand, which is reflected or embedded in their minds and memory (Sugiyanto & Maryanto, 2021). This concept is the consumer's evaluation of the brand in a market and involves consumers' perceptions of the brand and/or product, reflected by the associations stored in the consumer's memory (Lin et al., 2021). Brand image is formed based on personal experience as well as hearing its reputation from others or the media, and it arises from consumers' selective perception and selective memory (Chang, 2025). Furthermore, brand image refers to the personality nature of the company or one of its brands, encompassing tangible and intangible attributes such as ideas, beliefs, values, and features that make a brand unique and memorable in consumers' minds (Sugiyanto & Maryanto, 2021). In addition, brand image is also a depiction of the extrinsic nature or characteristics of a product or service that seeks to fulfill the psychological or social needs of customers, thus it can be concluded as the consumers' perspective regarding a product that is genuinely understood (Anisa & Telagawathi, 2022).

Word of mouth (WOM) communication is fundamentally defined as various opinions from one customer to another, referring to the exchange of messages, perceptions, responses, and ideas among consumers (Purnamabroto et al., 2022). This concept is an informal communication that occurs between private parties who have consumed or used a good or service and then convey their experience, whether positive or negative, to other consumers who plan to purchase it (Soleimani & Einolahzadeh, 2018). WOM is verbal communication involving customers talking to others about products, services, and brands, and can be done in verbal forms, including face-to-face, over the phone, or via the Internet (Freddy et al., 2020). In the marketing context, WOM is one of the most powerful and highly effective marketing methods, which triggers consumers to talk about, promote, recommend, and sell products or brands to other consumers, where the source of trust comes from people who do not benefit from their recommendation (Rahmawati et al., 2024). Additionally, WOM is the exchange of comments, thoughts, or ideas between two or more consumers, and none of them are a source of marketing (Purnamabroto et al., 2022).

Repurchase intention is a concept designed to encompass or explain an individual's personal preference for buying a specific product again, which reflects the customer's tendency to buy products from the same company and the likelihood of the customer repeating their purchase after buying a product (Suherman et al., 2021). This concept can also be defined as the customer's actual act of buying or using the same product, and the increase in customer repurchase intention often occurs as the relationship between the company and the customer strengthens (Shin et al., 2017). Repurchase intention is a sign of customer loyalty, and its measurement usually involves the current consumer's tendency to buy the same brand, product/service, and from the same company (Ismail, 2022). Explicitly, indicators of repurchase intention include the intent to extend or renew a contract and a strong feeling of loyalty towards the company, making it a very effective strategy for increasing profit margins and ensuring the company's long-term success (Ismail, 2022).

2. Literature Review

Product quality has a positive influence on brand image because perceived quality serves as the fundamental basis for consumers' perception of a brand (Anisa & Telagawathi, 2022). An increase in the product quality provided by the company will significantly and tangibly enhance the brand image. Good product quality is a critical point that can change the general consumer perception of a product, which in turn helps build a trustworthy brand image in their minds (García-Salirrosas et al., 2024). Consumers will judge the brand image as

good or bad based on the product attributes offered, especially quality, so if consumers receive better product quality, their view of the product's brand image will also improve (Saraswati & Giantari, 2022). Strategically, this positive relationship indicates that high product quality reflects a good brand image. Optimal product quality strongly supports the creation of a high brand image, as this means the brand provided by the company meets or even exceeds consumer expectations (Pratami et al., 2020). Trust in high product quality will positively affect the user's brand image (Cahayani & Sutar, 2020). Therefore, companies are required to pay attention to product quality as an important factor prioritized by consumers, because consumers assume that a well-known brand must have good and reliable quality, which then becomes a consideration for potential new consumers (Cahayani & Sutar, 2020). If product quality is better, it will enhance the brand image.

H1: Product quality positively influences brand image.

Product quality has a direct positive influence on word of mouth (WOM). Fundamentally, good quality products and good service tend to generate positive word of mouth (Amelia et al., 2025). The better the product quality, the higher the word-of-mouth behavior that consumers will engage in. Good product quality is one of the main considerations prioritized by consumers when choosing, and this triggers positive behavior where consumers will be happy to use the product and then gladly give favorable reviews and recommend the business to others (Sari et al., 2024). Product quality will also increase consumer satisfaction. Improved product quality will increase customer satisfaction, and satisfied customers tend to give good references (positive word of mouth) about the product or service to others (Puspasari, 2014). This means that the better the product quality perceived by customers, the more satisfied they will be, and that satisfaction triggers positive word of mouth, which ultimately influences the acquisition of new customers (Yasa & Setiawan, 2018). Optimal product quality will increase word of mouth, because customers feel satisfied and thus make the decision to buy the product.

H2: Product quality positively influences word of mouth.

Brand image has a positive influence on repurchase intention because a strong and positive image creates a psychological foundation of trust and preference in the consumer's mind (Suherman et al., 2021). Brand image reflects the product itself, and a better and positive image will impact the increase in consumer repurchase intention. Consumers will use brand image as an extrinsic cue when evaluating a product before purchasing (Dana & Pramudana, 2021). The better the brand image, the greater the consumer's interest in buying the product, because a good brand image will make consumers feel confident and secure in making a purchase (Suherman et al., 2021). The higher the brand image perceived by consumers, the higher their repurchase intention. Strategically, a good brand image is one of the factors that determines the decision to repurchase. When a product's brand image becomes more positively embedded in the consumer's mind, it will significantly increase the purchase decision. The improvement of brand image is very important because it has a significant impact on consumers repurchase decision behavior. Additionally, consumers who have a positive attitude towards a brand are more likely to increase their repurchase intention, and a strong brand image makes customers resistant to competitive forces, so they are more likely to transact again with the same brand (Ismail, 2022).

H3: Brand image positively influences repurchase intention.

Word of mouth (WOM) communication has a positive influence on repurchase intention. This influence is very substantial because positive WOM is a highly trusted and effective source of information, which is nine times more effective in spreading information compared to print media (Ismail, 2022). Customers tend to trust messages and recommendations that come from relatives or friends they know more than messages from the business organization itself (Shin et al., 2017). The trust arising from positive WOM acts as a mechanism that aids consumers in purchase decisions and psychologically helps reduce various risks (social, psychological, and financial) associated with the decision to repurchase a product or service (Soleimani & Einolahzadeh, 2018). Therefore, when WOM intention (intention to spread WOM) and the company-customer relationship strengthen, the customer's repurchase intention will also increase. Furthermore, WOM can positively influence repurchase intention by making it an important indicator of loyalty behavior. Repurchase intention can be enhanced through WOM, via consumer satisfaction (Puspasari,

2014). Customers who are satisfied with the service and product experience tend to recommend the service to their friends and, as a result, they are also willing to repeat their purchase or visit the same place. The positive experience and favorable impression expressed through WOM reciprocally benefit the customer themselves in triggering future repurchase intention. This means that positive WOM not only attracts new customers but also encourages existing customers to maintain loyalty and behave supportively through repeat purchases (Ismail, 2022).

H4: Word of mouth positively influences repurchase intention.
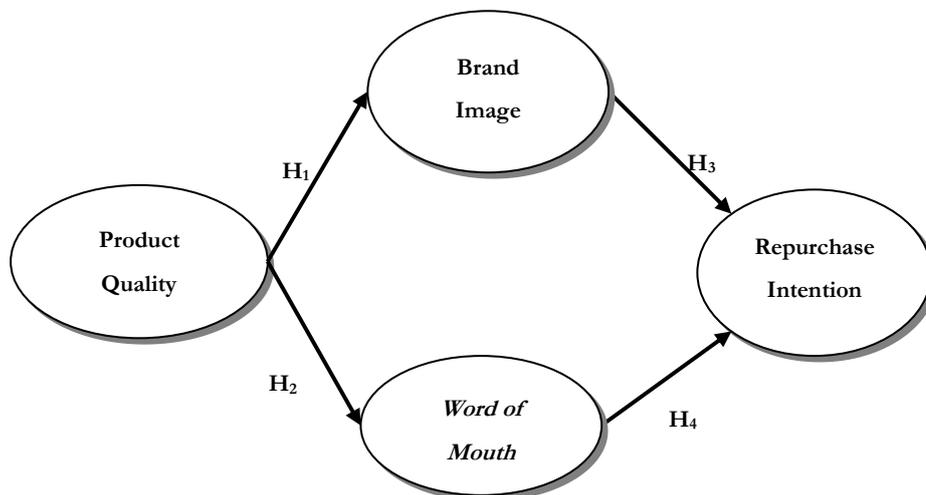

Figure 1. Conceptual Framework

3. Materials and Method

The research sample consists of 187 consumers of Weber products in Surabaya. Each research variable was measured based on previous research. The product quality variable was measured with 5 statement items adopted from Cahyani et al. (2025). Brand image was measured with 5 statement items also adopted from Cahyani et al. (2025). Word of mouth was measured with 4 statement items adopted from Soleimani & Einolahzadeh (2018). Repurchase intention was measured with 5 statement items adopted from Ismail (2022). All indicator items were measured using a 5-point Likert Scale. The analysis technique used is Partial Least Squares (PLS), which is a component based predictive model with a variance based or component-based approach (Ghozali, 2019). The evaluation of the measurement model consists of three stages: convergent validity test, discriminant validity test, and composite reliability test. The evaluation of the structural model is performed by conducting the R-squared (R^2) test and the path coefficient significance test.

4. Results and Discussion
Result

Table 1. Respondent Characteristics.

Demographic	Category	Frequency (n)	Percentage (%)
Gender	Male	139	74%
	Female	48	26%
Age	< 25 years	6	3%
	25 – 35 years	69	37%
	36 – 45 years	46	25%
	> 45 years	66	35%
Education	High School (SMA)	25	13%
	Diploma (D3)	49	26%
	Bachelor's Degree (S1)	78	42%
	Others	35	19%
Monthly Expenditure on Weber Products	< IDR 150,000	77	41%
	IDR 150,000 – 300,000	93	50%
	> IDR 300,000	17	9%

Source: Output SmartPLS 2025.

Respondents were dominated by males, totaling 139 people or 74%, the majority of whom, 69 people or 37%, were aged between 25 and 35 years. Education was dominated by respondents with an S1 (Bachelor's) level of education, totaling 78 people or 42%. As for the level of expenditure for Weber products, the dominant group had an expenditure level between 150 – 300 thousand rupiahs, totaling 93 people or 50%.

Table 2. Validity and Reliability

Variable / Item	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Product Quality *(Cahyani et al., 2025)*	—	0.915	0.936	0.746
Weber products meet my expectations.	0.838			
This product has distinctive characteristics compared to others, and Weber products possess advantages over similar brands.	0.886			
Weber products are reliable and consistently accepted by consumers and the market.	0.852			
The physical appearance of Weber products enhances their attractiveness to consumers.	0.830			
Weber products leave a positive impression that increases consumers' intention to choose them.	0.910			
Brand Image *(Cahyani et al., 2025)*	—	0.894	0.921	0.701
The physical appearance of Weber products has an appealing and distinctive identity compared to other brands.	0.847			
The Weber brand has a unique character compared to other brands.	0.817			
The Weber brand is suitable for collaboration or sponsorship with other companies.	0.817			
My perception of Weber products is always positive.	0.830			
The Weber brand has competitive advantages and is capable of competing with other brands.	0.874			
Word of Mouth *(Soleimani & Einolahzadeh, 2018)*	—	0.836	0.891	0.672
I will speak positively about Weber products to others.	0.803			
I will recommend Weber products to anyone seeking my opinion.	0.868			
I will encourage my friends and relatives to use Weber products.	0.841			
I will highlight the positive aspects of Weber products to anyone who criticizes them.	0.762			
Repurchase Intention *(Ismail, 2022)*	—	0.854	0.896	0.632
I will continue to purchase Weber products over others.	0.776			
I will prioritize Weber products for future use.	0.822			
I will keep using Weber products even if other brands are more popular.	0.778			
I will remain loyal to Weber products regardless of competitors.	0.811			
If Weber products are unavailable, I will not immediately switch to another brand.	0.787			

The results of the convergent validity analysis show that all outer loading values for each variable are greater than 0.7. This indicates that all research variable indicators have met the convergent validity criterion. The results of the convergent validity test with the AVE value also show that each variable has an AVE value greater than 0.5, thus it can be stated that the indicators for each variable have high convergent validity.

Table 3. Fornell-Larcker Criterion.

	BI	PQ	RI	WOM
Brand Image (BI)	0.837			
Product Quality (PQ)	0.337	0.864		
Repurchase Intention (RI)	0.596	0.436	0.795	
Word of Mouth (WOM)	0.366	0.351	0.649	0.820

Source: Output SmartPLS 2025

The results of the discriminant validity analysis using the Fornell-Larcker Criterion show that the square root of the AVE for the brand image (BI) construct, 0.837, is higher than the correlation between the brand image (BI) construct and product quality (PQ), repurchase intention (RI), and word of mouth (WOM). Similarly, the square root of the AVE for the product quality (PQ) construct is 0.864, repurchase intention (RI) is 0.795, and word of mouth (WOM) is 0.820, each being higher than the correlation with other constructs. This indicates that the indicators for each variable correctly measure their respective variable constructs.

Table 4. Crossloading.

Indicator	BI	PQ	RI	WOM
BI1	0.847	0.282	0.469	0.254
BI2	0.817	0.280	0.436	0.245
BI3	0.817	0.312	0.531	0.295
BI4	0.830	0.209	0.430	0.329
BI5	0.874	0.309	0.595	0.392
PQ1	0.324	0.838	0.341	0.277
PQ2	0.284	0.886	0.329	0.266
PQ3	0.262	0.852	0.393	0.318
PQ4	0.295	0.830	0.404	0.328
PQ5	0.287	0.910	0.411	0.323
RI1	0.429	0.304	0.776	0.592
RI2	0.483	0.300	0.822	0.556
RI3	0.465	0.380	0.778	0.468
RI4	0.509	0.354	0.811	0.513
RI5	0.484	0.408	0.787	0.438
WOM1	0.333	0.294	0.585	0.803
WOM2	0.269	0.304	0.473	0.868
WOM3	0.307	0.300	0.569	0.841
WOM4	0.282	0.250	0.483	0.762

Source: Output SmartPLS 2025

The results of the discriminant validity analysis with cross loading in Table 4 show that the correlation of the brand image (BI) construct with its indicators is higher than the correlation of the brand image (BI) indicators with the product quality (PQ), repurchase intention (RI), and word of mouth (WOM) constructs. This also holds true for the other three variables, namely product quality (PQ), repurchase intention (RI), and word of mouth (WOM). Therefore, based on the cross-loading test results, it is shown that each latent construct predicts its block indicators better than the indicators in the blocks of other variables.

The reliability analysis results in Table 2 show that the composite reliability and Cronbach's alpha values for each variable brand image (BI), product quality (PQ), repurchase intention (RI), and word of mouth (WOM) are all above 0.70, thus it can be stated that the construct of each variable has good reliability.

Table 5. Results of Path Coefficient Significance Testing of the Structural Model.

Hypothesis	Path Coefficient (β)	p-value	Result
H1: Product Quality (PQ) → Brand Image (BI)	0.337	0.000	Supported
H2: Product Quality (PQ) → Word of Mouth (WOM)	0.351	0.000	Supported
H3: Brand Image (BI) → Repurchase Intention (RI)	0.414	0.000	Supported
H4: Word of Mouth (WOM) → Repurchase Intention (RI)	0.498	0.000	Supported

Source: Output SmartPLS 2025

The hypothesis testing results show the following:

a. The path coefficient value for the influence of product quality (PQ) on brand image (BI) is a positive 0.337, with a p value of 0.000 < 0.05 significance level. This indicates that product quality (PQ) has a significant positive effect on brand image (BI). Thus, the first hypothesis, which states that product quality positively influences brand image, is supported.

b. The path coefficient value for the influence of product quality (PQ) on word of mouth (WOM) is a positive 0.351, with a p value of 0.000 < 0.05 significance level. This indicates that product quality (PQ) has a significant positive effect on word of mouth (WOM). Thus, the second hypothesis, which states that product quality positively influences word of mouth, is supported.

c. The path coefficient value for the influence of brand image (BI) on repurchase intention (RI) is a positive 0.414, with a p value of 0.000 < 0.05 significance level. This indicates that brand image (BI) has a significant positive effect on repurchase intention (RI). Thus, the third hypothesis, which states that brand image positively influences repurchase intention, is supported.

d. The path coefficient value for the influence of word of mouth (WOM) on repurchase intention (RI) is a positive 0.498, with a p value of 0.000 < 0.05 significance level. This indicates that word of mouth (WOM) has a significant positive effect on repurchase intention (RI). Thus, the fourth hypothesis, which states that word of mouth positively influences repurchase intention, is supported.
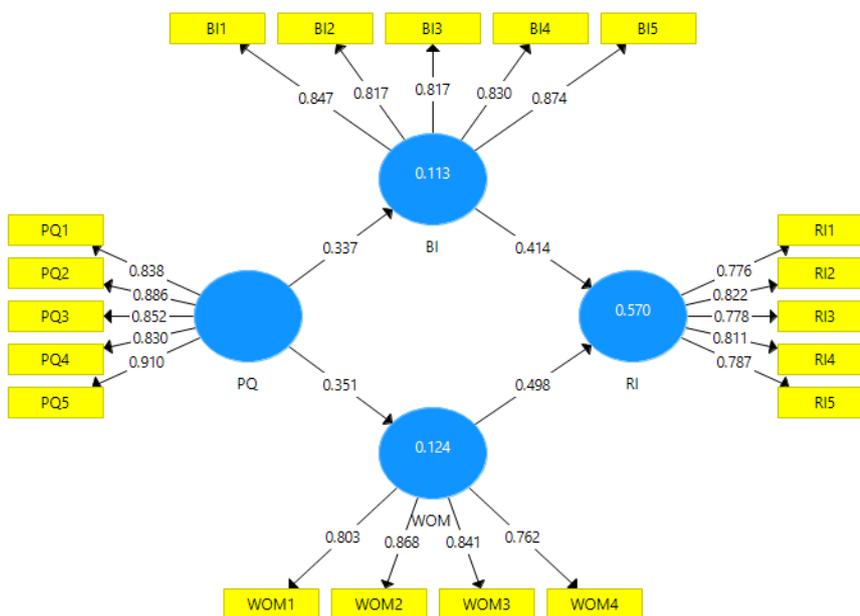

Figure 2. PLS analysis results with path coefficients.

Table 6. Coefficient of Determination or (R^2).

Variable Endogen	R^2
Brand Image (BI)	0.113
Word of Mouth (WOM)	0.124
Repurchase Intention (RI)	0.570

Source: Output SmartPLS 2025

Based on the coefficient of determination values, it can be explained that:

a. The influence of product quality (PQ) on brand image (BI) shows an R-Square value of 0.113, which can be interpreted that the variability of the brand image (BI) construct explained by product quality (PQ) is 11.3, while the remaining 88.7% is explained by other variables not studied.

b. The influence of product quality (PQ) on word of mouth (WOM) shows an R-Square value of 0.124, which can be interpreted that the variability of the word of mouth (WOM) construct explained by product quality (PQ) is 12.4%, while the remaining 87.6% is explained by other variables not studied.

c. The influence of brand image (BI) and word of mouth (WOM) on repurchase intention (RI) shows an R-Square value of 0.570, which can be interpreted that the variability of the repurchase intention (RI) construct explained by brand image (BI) and word of mouth (WOM) is 57%, while the remaining 43% is explained by other variables not studied.

According to Hair et al. (2019), generally, R^2 thresholds of 0.75, 0.50, or 0.25 for endogenous constructs can be described respectively as substantial, moderate, and weak influence. The analysis results show that the R^2 values for brand image (BI) and word of mouth (WOM) are 0.113 and 0.124, which fall into the very weak category, being below the 0.25 value. The R^2 value for repurchase intention (RI) is 0.570, which falls into the moderate category, being in the range of 0.50 - 0.75.

Table 7. Results of f² Effect Size Analysis.

	BI	WOM	RI
Product Quality (PQ)	0.128	0.141	
Brand Image (BI)			0.345
Word of Mouth (WOM)			0.499

Source: Output SmartPLS 2025

Based on the f² effect size analysis results, it can be explained that the product quality (PQ) variable in explaining the brand image (BI) variable has an f² effect size of 0.128. According to Hair *et al.* (2019), f² values of 0.02, 0.15, and 0.35 represent small, medium, and large influences of a variable, respectively. Referring to Hair et al.'s opinion (2019), it can be concluded that product quality (PQ) has a medium effect size because the value of 0.128 is in the range of 0.15 - 0.35. The influence of the product quality (PQ) variable in explaining the word of mouth (WOM) variable has an f² effect size of 0.141. Thus, it can be concluded that word of mouth (WOM) has a medium effect size because the value of 0.141 is in the range of 0.02 - 0.15. The influence of the brand image (BI) and word of mouth (WOM) variables in explaining the repurchase intention (RI) variable have f² effect sizes of 0.345 and 0.499, respectively. Thus, it can be concluded that brand image (BI) has a medium effect size because the value of 0.345 is in the range of 0.15 - 0.35. Furthermore, word of mouth (WOM) has a large effect size because the value of 0.499 is above 0.35. The influence of word of mouth on repurchase intention is stronger than the brand image variable, as it has a higher effect size value.

Discussion

H1: Product Quality → Brand Image

The research results show a positive and significant influence of product quality on brand image. This finding confirms that consumer perception of a product's superiority is the primary foundation for building a positive brand image in their minds (Anisa & Telagawathi, 2022). Product quality acts as the main external stimulus that is received and processed by consumers. When consumers interact with a product, they evaluate its various attributes, such as reliability, durability, performance, and ease of use (Puspasari, 2014). This evaluation does not stop at the mere functional experience but is processed further internally within the consumer, a stage called the organism in the S-O-R theory (Kıymalı oğlu et al., 2024). At this stage, positive experience with product quality is processed and interpreted, which then forms a set of beliefs and perceptions attached to the brand (Sugiyanto & Maryanto, 2021). When a product consistently meets or even exceeds consumer expectations, it builds a trustworthy brand image (García-Salirrosas et al., 2024). Consumers will judge the brand image as good

or bad based on the quality attributes they receive (Saraswati & Giantari, 2022). Superior product quality is a crucial prerequisite that not only satisfies functional needs (Cahayani & Sutar, 2020) but also actively shapes and strengthens positive perceptions and a unique and memorable brand image in the consumers' memory (Pratami et al., 2020).

H2: Product Quality → Word of Mouth (WOM)

The research results prove that product quality has a positive and significant influence on word of mouth (WOM). This relationship can be explained through customer satisfaction. Good product quality is one of the main considerations prioritized by consumers when choosing a product (Kusuma et al., 2022). When the product successfully meets or exceeds their expectations, consumers experience a high level of satisfaction. This satisfaction is an affective internal state that then triggers a positive behavioral response. One of the most common behavioral responses from satisfied consumers is the desire to share their positive experiences with others. They will gladly give favorable reviews and recommend the product to friends and relatives (Sari et al., 2024). This phenomenon shows that quality products and services tend to generate positive word of mouth (Amelia et al., 2025). The better the product quality perceived by customers, the more satisfied they will be, and that satisfaction triggers positive word of mouth (Yasa & Setiawan, 2018). Product quality not only impacts the relationship between the company and consumers but also has a multiplier effect through informal recommendations. Satisfied customers tend to give good references about the product or service to others (Puspasari, 2014), which can ultimately influence the acquisition of new customers.

H3: Brand Image → Repurchase Intention

The analysis results confirm that brand image has a positive and significant influence on consumer repurchase intention. This finding underscores the crucial role of brand image as a psychological asset that drives customer loyalty (Suherman et al., 2021). When consumers are faced with the decision to repurchase a product, they will rely on the brand image already formed in their minds to simplify the evaluation process. A positive and strong brand image creates a foundation of trust and a sense of security, which makes consumers confident in their choice (Suherman et al., 2021). This trust makes customers more resistant to competitive forces and the temptation to switch to another brand. Consumers who have a positive attitude towards a brand are more likely to increase their repurchase intention (Ismail, 2022). When a product's brand image becomes more positively embedded in the consumer's mind, it will significantly increase the purchase decision. Thus, a good brand image is not just an identity, but also a determining factor that tangibly increases the likelihood of repeat purchases, ultimately ensuring the company's long-term success.

H4: Word of Mouth (WOM) → Repurchase Intention

The research findings indicate that word of mouth (WOM) communication has a positive, significant, and highly substantial influence on repurchase intention. This influence is very strong because WOM, especially positive WOM, is considered a much more effective and trusted source of information compared to traditional marketing media (Ismail, 2022). This trust arises because the messages and recommendations come from personal sources who have no commercial interest, such as friends, relatives, or fellow consumers (Shin et al., 2017). When a consumer hears a positive recommendation from someone they know and trust, it psychologically helps reduce various risks they might perceive, whether financial, social, or psychological, associated with the decision to repurchase a product (Soleimani & Einolahzadeh, 2018). Customers who are satisfied with the service and product experience tend to recommend the service to their friends (Puspasari, 2014). This positive experience not only serves to attract new customers but also reciprocally benefits existing customers by reinforcing their belief in the choices they have made. This will ultimately trigger future repurchase intention. Therefore, positive WOM acts as a reinforcing mechanism that encourages customers to maintain their loyalty and behave supportively through repeat purchase actions, making it one of the most powerful drivers of consumer loyalty (Ismail, 2022).

5. Comparison

The results of this study are consistent with, yet extend beyond, the state-of-the-art literature on repurchase intention models that emphasize product quality, brand image, and word of mouth as key determinants of consumer loyalty. Previous works, such as those by García-Salirrosas et al. (2024), Suherman et al. (2021), and Ismail (2022), primarily highlighted the direct influence of product quality and brand image on customer loyalty and repurchase behavior. However, this research advances current understanding by empirically validating the dual mediating mechanisms of brand image and word of mouth (WOM) within the Stimulus-Organism-Response (S-O-R) theoretical framework. Unlike prior studies that often treated WOM as an outcome of satisfaction or trust, this study positions WOM as a behavioral mediator bridging product quality and repurchase intention, thereby deepening the explanatory mechanism of how product-related stimuli transform into loyalty-oriented behavioral responses.

Compared with existing studies, the findings of this research reveal several novel insights. First, the path coefficient of WOM → RI ($\beta = 0.498$) in this model surpasses those found in similar studies, such as Rahmawati et al. (2024) and Puspasari (2014), where WOM's influence typically ranged between 0.30–0.45. This indicates that in the Weber product context, WOM exerts a stronger behavioral effect than previously documented, affirming its role as a dominant driver of repurchase behavior in high-involvement, experience-based product categories. Second, while previous research (e.g., Anisa & Telagawathi, 2022; Saraswati & Giantari, 2022) primarily identified product quality as a determinant of brand image, this study empirically quantifies that relationship ($\beta = 0.337$) and demonstrates its indirect contribution to repurchase intention through both cognitive (brand image) and social (WOM) pathways. Thus, the study integrates and strengthens fragmented findings in earlier literature by constructing a more comprehensive, multi-layered causal model.

Furthermore, the explanatory power of the current model ($R^2 = 0.57$ for repurchase intention) exceeds that of comparable consumer behavior models, which typically report R^2 values between 0.40 and 0.50 (e.g., Shin et al., 2017; Pratami et al., 2020). This moderate-to-strong predictive capability underscores the robustness of the structural relationships and supports the theoretical premise that WOM and brand image jointly mediate the translation of perceived product quality into loyalty. Conceptually, this reinforces and extends the Stimulus-Organism-Response (S-O-R) paradigm by demonstrating that consumers' cognitive evaluation (brand image) and social communication (WOM) collectively form the internal processing system (Organism) that determines their behavioral output (Repurchase Intention).

In summary, this study contributes to the current body of knowledge by (1) extending the S-O-R model with dual mediating constructs brand image and WOM in the context of industrial consumer goods, (2) demonstrating the superior predictive influence of WOM compared to brand image, and (3) providing empirical evidence that superior product quality initiates both cognitive and social mechanisms that drive loyalty behavior. Practically, these findings suggest that companies like Weber should not only ensure consistent product quality but also cultivate positive brand associations and stimulate WOM through community engagement and digital advocacy strategies. This integrated model offers a more holistic understanding of repurchase intention formation and sets a stronger empirical foundation for future consumer behavior research in competitive product markets.

6. Conclusion

The findings confirm that Product Quality (PQ) is a fundamental factor that significantly and positively influences both Brand Image (BI) and Word of Mouth (WOM) communication. Furthermore, both BI and WOM are proven to be positive and significant drivers of Repurchase Intention (RI), with WOM demonstrating the strongest predictive influence, underscoring the critical role of personal recommendations in shaping consumer loyalty. The managerial implication is clear: the company must prioritize and consistently invest in superior product quality. This strategic focus is essential for building a strong, trustworthy brand image and, more importantly, for organically stimulating positive word of mouth, which is the most potent driver for securing customer loyalty and ensuring sales sustainability. For future research, it is recommended to expand this model by incorporating

additional antecedent or mediating variables, such as customer satisfaction, service quality, or price, to more comprehensively explain the remaining variance in BI, WOM, and Repurchase Intention. Testing the model in different industrial or geographical contexts is also suggested to enhance the generalization of the findings.

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