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

(A Study of Fore Coffee Customers in Denpasar City)

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Abstract

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

INTRODUCTION

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