

The Influence of Social Media and Brand Image on Repurchase Intention Mediated By Customer Satisfaction (An Empirical Study Of Consumers of Roman Brand Ceramic Tiles In Jakarta)

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ABSTRACT: The objective of this study is to investigate the impact of social media and brand image on repurchase intention, while also examining the role of customer satisfaction as a mediating variable among consumers of Roman ceramic tiles brand in Jakarta. This research was conducted using online and offline methods to 134 respondents with the criteria of being or having been a Roman brand ceramic tile consumer in Jakarta. This study uses a quantitative approach using structural equation models and is processed using AMOS 24 software. The results also show that social media and brand image have a positive and significant effect on repurchase intention mediated by customer satisfaction. Based on the results of the study, it can be concluded that both independent variables and mediating variables can maximally increase consumer repurchase intention for Roman brand ceramic tile consumers in Jakarta. The limitation of this research is that the survey was conducted on Roman ceramic tile consumers in Jakarta and the survey period was only carried out for one month, and the respondents in this study were only consumers who live in the Jakarta area. This study seeks to understand the effect of social media and brand image on repurchase intention mediated by customer satisfaction. The results of this study are expected to provide insight for marketers and manufacturers in designing social media strategies and brand image to increase repurchase intention.

Keywords: social media, tiktok, brand image, repurchase intention, customer satisfaction

INTRODUCTION

As one of the largest ceramic tile producing countries in the world, Indonesia must be able to meet the consumption of ceramic tiles in its own country. According to data from the Association of Various Ceramic Industries of Indonesia (ASAKI), the production of ceramic tiles continues to increase from 347,188,809 m² in 2019 to 439,561,348 m² in 2022. ASAKI also noted that the production capacity of Indonesia's ceramic tile industry can reach 557,484,718 m² in 2022.

Of the total production capacity in 2022, ASAKI noted that around 87% is used to meet the demand for domestic ceramic tiles, both for the construction of housing, offices, apartments, malls, public facilities, and other buildings. This puts Indonesia in 2022, as the country with the fifth largest consumer of ceramic tiles in the world based on data from

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Ceramic World. ASAKI itself urged the Ministry of Trade to implement anti-dumping virtue on Chinese ceramic imports in line with the decline in ceramic utilization in the country. Based on data from the Central Statistics Agency (BPS), Indonesia's ceramic imports from China in 2023 will reach US\$553.57 million or equivalent to 78.97% of Indonesia's total ceramic imports that year.

Nevertheless, the increase in production and production capacity in 2022 puts Indonesia in the top 8 positions in the world as the world's largest ceramic producer country below China, India, Brazil, Viet Nam, Spain, Iran and Italy based on *Statista data*.

The development of the need for building materials, especially floor tiles, continues to increase in line with the improvement of the property and construction sector in Jakarta. Based on data from BPS in 2023, the gross domestic product (GDP) for property is 123,874 billion rupiah and construction GDP is 216,505 billion rupiah in Jakarta. One of *the* leading ceramic tile brands in Indonesia is Roman. Based on the Top Brand Award in Indonesia in Phase I of 2024 for the floor ceramic category, Roman is in the top 4 top *brand award* category, while for the natural stone ceramic category, Roman is in first place.

The Top Brand Award is given to superior brands with good performance in the Indonesia market. The award was given with reference to the Top Brand Index, which is an official Top Brand survey with a methodology independently operated by Frontier Research.

Meanwhile, in January 2024 as a whole in Indonesia, *We Are Social* recorded that there are 185 million internet users in Indonesia or equivalent to 66.5% of the total national population

Of the number of internet users in Indonesia, *We Are Social* also noted that there are 139 million identities of social media users in Indonesia or equivalent to 49.9% of the national population.

WhatsApp is the most used application in Indonesia, at 90.9%. Followed by *Instagram* at 85.3% and *Facebook* at 81.6%. Although it is relatively new compared to other social media, *the TikTok* social media *platform* is ranked fourth with the most users in January 2024. Based on ByteDance.com website, in September 2016, Bytedance launched a platform called Douyin. A year later, ByteDance accelerated globalization by launching its global short video product, TikTok. It is rapidly growing rapidly in markets such as Southeast Asia, signaling new opportunities for the company. ByteDance acquired Musical.ly in November 2017 and later merged it with TikTok. Indonesia itself ranks in the top two based on *We Are Social* data as the country with the widest reach of *TikTok* ads, reaching as many as 126.83 audiences in January 2024.

According to Derwinkel-Kalt & Köster (2022), Nowadays, there are many sellers not only operate physical stores, but they also sell products over the internet, either in their own online stores or on platforms like Amazon or eBay. The consumer's decision to choose a product to buy is based on advertisements, reviews or *Reviews* other consumers to online stores and social media of a product being marketed. Consumers are not willing to shop online if they don't find convincing digital content (Yazgan Pektaş & Hassan, 2020). They process advertising messages with a high level of compliance more efficiently and with higher processing speeds, resulting in purchase intent (*repurchase intention*) of the larger (Zhao et al., 2024). According to Mason et al. (2021), Social media is an important source for influencing consumers' shopping and purchasing behavior as they share product reviews, service experiences, and/or tips on using the product. Therefore, effective social media implementation should be part of every business's marketing strategy. For example, visual social media, content, promotional activities, and the use of opinions. Social media platforms are an essential marketing tool for

building brands, especially when it comes to building brand awareness and enthusiasm (Mason et al., 2021). Company image or brand image (*brand image*) must convey the benefits and different product positions. Consumers' formulated beliefs about certain products and services shape the product picture and brand image (*brand image*) that influences buying behavior (Kotler, Armstrong, & Balasubramanian, 2023). Customer satisfaction (*customer satisfaction*) has a significant and positive impact on customer loyalty. This indicates that one will buy back if satisfaction with the product is fully met. This shows that satisfied customers are bound to become loyal customers (Wantara & Tambrin, 2019).

This research focuses on four variables, namely Social Media, *brand image*, customer satisfaction and *repurchase intention*. Two variables x or independent variables will be studied partially and *independently* of customer satisfaction as a mediator and *repurchase intention* as a dependent variable. Based on this background. The author raises this in a research paper titled: "The Influence of Social Media and *Brand Image* on *Repurchase Intention* Mediated by Customer Satisfaction (Empirical Study: Roman Ceramic Tile Consumers in Jakarta)".

The objective of this study is to investigate the impact of social media and brand image on repurchase intention, while also examining the role of customer satisfaction as a mediating variable among consumers of Roman ceramic tiles brand in Jakarta.

The novelty of this research lies in its exploration of the interplay between social media influence, brand image, and repurchase intention specifically within the context of the ceramic tile industry in Jakarta, Indonesia—a sector that has not been extensively studied in the digital marketing landscape. This study is particularly innovative in its focus on Roman ceramic tiles, a leading brand in Indonesia, examining how social media and brand image directly impact customer satisfaction and, consequently, repurchase intention. While previous studies have explored these variables in different industries, this research uniquely combines them within the context of the Indonesian ceramic tile market, providing new insights into how digital marketing strategies and brand perception influence consumer behavior in a highly competitive industry. Additionally, the study's emphasis on customer satisfaction as a mediating variable adds a new dimension to understanding the mechanisms through which social media and brand image contribute to consumer loyalty and repeat purchasing decisions in a developing economy context.

RESEARCH METHODOLOGY

A research design is a comprehensive research plan that includes everything the researcher will undertake, from the submission of the hypothesis and its practical implications to the analysis of the completed data. Furthermore, the researcher draws conclusions and makes recommendations to answer the research question (Sekaran et al., 2020). All research structures are included in the design process or research draft; this includes ideas, objectives, plans, sources of information or data, and a literature review for research planning and execution (Noor, 2017).

This research employs hypothesis testing to explain the relationship, difference, or independence of two or more factors (Sekaran & Bougie, 2020). Quantitative research, chosen for its accuracy and precision, focuses on variable frequencies and uses surveys to collect data (Morissan, 2017; Noor, 2017). Hypothesis testing is causal, evaluating relationships or influences between variables (Sekaran & Bougie, 2020). The study's cross-sectional time dimension involves daily, weekly, and monthly data collection (Noor, 2017). Research data sources include primary data from questionnaires and secondary data from literature research.

The analysis unit comprises Roman ceramic tile consumers in Jakarta, focusing on four variables: social media, brand image, customer satisfaction, and repurchase intention.

RESULT AND DISCUSSION

Test Instrument

The analysis stages of this study are divided into three stages, namely (1) Validity Test, (2) Reliability Test, and (3) Goodness Of Fit (GOF) Model Test.

Instrument Validity Testing

In this study, the validity of the research instrument was tested using the *Confirmatory Factor Analysis (CFA) Test*. This test is carried out to determine the validity of the construct or to find out whether each indicator can explain the existing construct. The indicators used as a measure of the validity of the research variables are those that have a *loading factor* of > 0.5 while indicators that have a *loading factor* of < 0.5 are eliminated from the model. Figure 4.1 shows the CFA test for exogenous (independent) and endogenous (dependent) variables using the AMOS program.

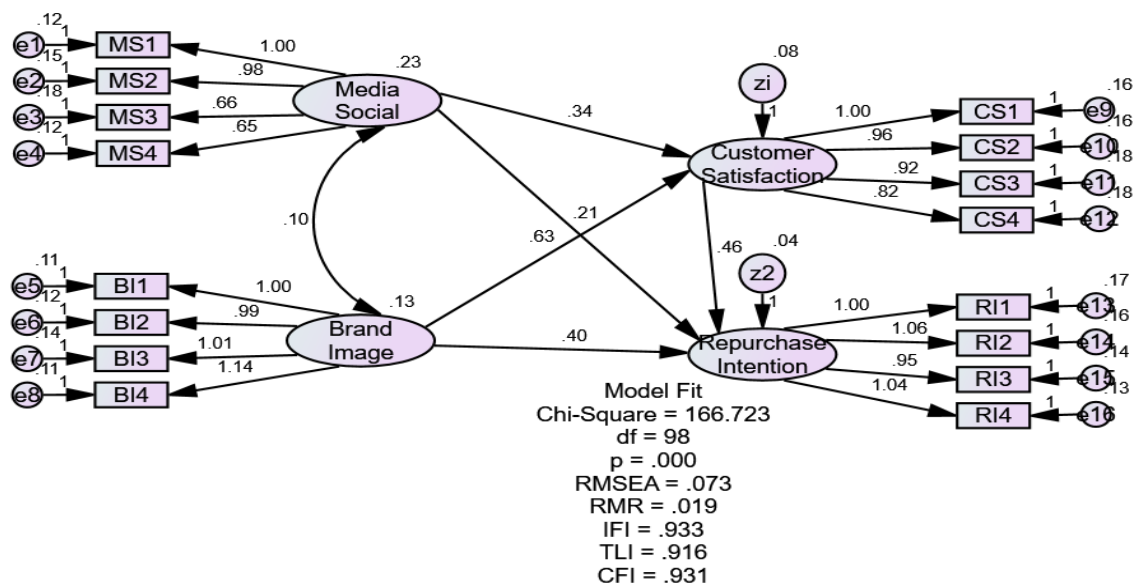


Figure 1 CFA Test on AMOS

(Source: Data processed by the Author, 2024)

Tabel 1 Test CFA (Confirmatory Factor Analysis)

			Estimate
Customer_Satisfaction	<---	Media_Social	.336
Customer_Satisfaction	<---	Brand_Image	.633
Repurchase_Intention	<---	Media_Social	.215
Repurchase_Intention	<---	Brand_Image	.397
Repurchase_Intention	<---	Customer_Satisfaction	.456
MS4	<---	Media_Social	.653
MS3	<---	Media_Social	.660
MS2	<---	Media_Social	.983
MS1	<---	Media_Social	1.000
BI4	<---	Brand_Image	1.138
BI3	<---	Brand_Image	1.007
BI2	<---	Brand_Image	.990

BI1	<---	Brand_Image	1.000
CS1	<---	Customer_Satisfaction	1.000
CS2	<---	Customer_Satisfaction	.963
CS3	<---	Customer_Satisfaction	.915
CS4	<---	Customer_Satisfaction	.821
RI1	<---	Repurchase_Intention	1.000
RI2	<---	Repurchase_Intention	1.059
RI3	<---	Repurchase_Intention	.951
RI4	<---	Repurchase_Intention	1.037

(Source: Data processed by the Author, 2024)

The purpose of the *Confirmatory Factor Analysis* (CFA) test is to confirm or test a model, which is a measurement model whose formulation is derived from theory. CFA can be said to have two focus of study, namely; (1) whether the indicators conceptualized unidimensionally are valid, and (2) what dominant indicators form the constructed construct studied. The reference value of the *loading factor estimate* (Ghozali, 2017) should ideally be above 0.50. The results of the CFA test are shown in Table 1 which shows the *loading factor* values of each indicator and each dimension to the construction where all values are > 0.5 which means that the indicators and dimensions of this study are valid for measuring the construction.

Reliability Test

In this study, the reliability test of each variable was measured using *Cronbach's alpha*. *Cronbach Alpha* is a reliability measure that has a value ranging from zero to one (Hair, 2020). The results of the reliability test for each of the variables of this study can be seen in Table 4.7 where four research variables have a *Cronbach's alpha* value between 0.897 to 0.952 which means that all variables have very reliable reliability as a research instrument.

Table 2 Results of Reliability Testing of Research Variables

Variable	Cronbach's Alpha	Results
Social Media	0.803	Highly Reliable
Brand Image	0.824	Highly Reliable
Customer Satisfaction	0.796	Highly Reliable
Repurchase Intention	0.845	Highly Reliable

Source: Data processed by the author (2024).

Test Goodness Of Fit (GOF) Model

In this study, the *Goodness of Fit* (GOF) test was used to determine whether the model was acceptable. This test was carried out because the data analysis method used was the *Structural Equation Model* (SEM) with the AMOS program. The *Structural Equation Model* (SEM) is a *multivariate* technique that combines aspects of multiple regression and factor analysis to estimate a series of simultaneous dependency relationships (Hair et al., 2022). According to Ghozali (2017), in SEM there are 12 *cut-off value* provisions as shown in Table 3 which are used to measure the entire research model and determine whether the model has functioned properly.

Table 3 Fit Model Measurement Criteria

No	Goodness of Fit Index	Cut-off Value	Criterion
1	Degree of Freedom (DF)	> 0	Over Identified
2	Statistic Chi-Square (X ²)	$< \alpha, df; \alpha = CMINDF/DF$	Good Fit
3	Probability	≥ 0.05	Good Fit
4	Goodness of Fit Index (GFI)	≥ 0.90	Good Fit

5	<i>Adjusted Goodness of Fit Index (AGFI)</i>	≥ 0.90	<i>Good Fit</i>
6	<i>Comparative Fit Index (CFI)</i>	≥ 0.90	<i>Good Fit</i>
7	<i>Tucker Lewis Index (TLI)</i>	≥ 0.90	<i>Good Fit</i>
8	<i>CMIN/DF</i>	≤ 2.00 a.m.	<i>Good Fit</i>
9	<i>Root Mean Square Error of Approximation (RMSEA)</i>	≤ 0.08	<i>Good Fit</i>
10	<i>Root Mean Square Residual (RMR)</i>	≤ 0.05	<i>Good Fit</i>
11	<i>Normed Fit Index (NFI)</i>	≥ 0.90	<i>Good Fit</i>
12	<i>Parsimonious Normed Fit Index (PNFI)</i>	> 0.60	<i>Good Fit</i>

Source: Ghozali (2017)

Based on the research model shown in Figure 1, the results of the *Goodness of Fit* test have been summarized in Table 3. In this research model, there are 10 model evaluations that are *fit*, so it can be concluded that this research model is fit and ready to proceed to the hypothesis analysis process.

Table 4 Goodness of Fit Test Results

Goodness of Fit	Cut off value	Results of Analysis	Model Evaluation
Chi Square	The smaller, the better	166.723	
Degrees of freedom (dof)		98	
Probability	≥ 0.05	.000	
CMIN/DF	< 2	1.701	Good Fit
GFI	≥ 0.90	0.865	Poor Fit
RMSEA	≤ 0.08	0.073	Good Fit
RMR	≤ 0.05	0.019	Good Fit
AGFI	≥ 0.90	0.813	Marginal Fit
TLI	≥ 0.90	0.916	Good Fit
NFI	≥ 0.90	0.851	Marginal Fit
CFI	≥ 0.90	0.931	Good Fit
YOUTH	≥ 0.90	0.933	Good Fit
PGFI	≥ 0.50	0.623	Good Fit
PNFI	≥ 0.50	0.695	Good Fit
PCFI	≥ 0.50	0.760	Good Fit

Source: Data processed by the author (2024).

Hypothesis Testing (Influence Between Variables)

Hypothesis testing is carried out after the research model can be considered fit. While the basis for decision-making is as follows:

- If the P value (Probability) > 0.05 or CR < 1.96 , then H1 is rejected and H0 is accepted (no effect)
- If the P value (Probabilitas) ≤ 0.05 and the CR ≥ 1.96 then H1 is accepted and H0 is rejected (there is an effect)

Hypothesis testing is carried out by looking at the results of the *regression weight of the research model*. Table 5 describes the results of the estimation of the research model.

Table 5 Results of Structural Model Coefficient Evaluation

Information		Estimate	S.E.	C.R.	P
Repurchase_Intention	<--- Media_Social	0.215	0.092	2.328	0.020
Repurchase_Intention	<--- Brand_Image	0.397	0.144	2.765	0.006
Repurchase_Intention	<--- Customer_Satisfaction	0.456	0.142	3.206	0.001

Information	Estimate	S.E.	C.R.	P
Customer_Satisfaction <--- Media_Social	0.336	0.101	3.342	***
Customer_Satisfaction <--- Brand_Image	0.633	0.143	4.429	***

Source: Data processed by the author (2024).

Based on Table 5, it can be seen that the influence of significance or at least known is from the p-value and *the Critical Ratio* (CR) value. The significance of the alpha used is 0.05. If the CR value is above 1.967 and the p-value is less than 0.05, the hypothesis is accepted. The following is an explanation of the testing of all research hypotheses:

1. H1: Social media has a positive and significant effect on *repurchase intention*.

In Table 5, the p-value of the MS variable = $0.02 < 0.05$ and $CR = 2,328 > 1,967$ so that H0 is rejected and H1 is accepted, so it can be concluded that the MS variable has a positive and significant influence on RI, every change to social media will give a change that is directly proportional to the *repurchase intention*.

2. H2: Brand *image* has a positive and significant effect on *repurchase intention*.

In Table 5, the p-value of BI variables = $0.006 < 0.05$ and $CR = 2,765 > 1,967$ so that H0 is rejected and H2 is accepted, so it can be concluded that BI variables have a positive and significant influence on RI, every change in *brand image* will give a change that is directly proportional to *repurchase intention*.

3. H3: Customer satisfaction has a positive and significant effect on *repurchase intention*.

In Table 5, the p-value of the CS variable = $0.001 < 0.05$ and $CR = 3.206 > 1.967$ so that H0 is rejected and H3 is accepted, so it can be concluded that the CS variable has a positive and significant influence on RI, every change in customer satisfaction will give a change that is directly proportional to the *repurchase intention*.

4. H4: Social media has a positive and significant effect on customer satisfaction.

In Table 5, the p-value of the MS = *** variable < 0.05 and $CR = 3,342 > 1,967$ so that H0 is rejected and H4 is accepted, so it can be concluded that the BI variable has a positive and significant influence on CS, every change to social media will give a change that is directly proportional to customer satisfaction.

5. H5: *Brand image* has a positive and significant effect on customer satisfaction.

In Table 5, the p-value of *the BI* variable = *** < 0.05 and $CR = 4,429 > 1,967$ so that H0 is rejected and H5 is accepted, so it can be concluded that the BI variable has a positive and significant influence on CS, every change in the *brand image* will give a change that is directly proportional to customer satisfaction.

Table 6 Hypothesis Testing Results

Description	Results
H1 Social media has a positive and significant effect on <i>repurchase intention</i> .	Accepted
H2 <i>Brand image</i> has a positive and significant effect on <i>repurchase intention</i> .	Accepted
H3 Customer satisfaction has a positive and significant effect on <i>repurchase intention</i> .	Accepted
H4 Social media has a positive and significant effect on customer satisfaction.	Accepted
H5 <i>Brand image</i> has a positive and significant effect on customer satisfaction.	Accepted
H6 Social Media has a positive and significant effect on <i>repurchase intention</i> mediated by customer satisfaction.	Accepted
H7 <i>Brand image</i> has a positive and significant effect on <i>repurchase intention</i> mediated by customer satisfaction.	Accepted

Source: Data processed by the author (2024)

Direct, Indirect and Total Influence

This stage of analysis aims to measure the magnitude of the coefficient of direct influence, indirect influence, and total influence of all variables studied. To determine the indirect influence in this study, the Sobel test was used. The sobel test is a method used to assess whether a mediating variable can significantly act as a mediator in a relationship. This method has higher power (Preacher and Hayes, 2008). The calculation of the Sobel test can be done using a certain formula.

$$Sab = \sqrt{((b^2)(Sa^2)) + ((a^2)(Sb^2)) + ((Sa^2)(Sb^2))}$$

Information:

Sat = Amount *standard error* Indirect influence

A = Regression coefficient of the influence of independent variables on mediation variables

b = Regression coefficient of the influence of the mediating variable on the dependent variable

Sa = *Standard error* for coefficient A

Sb = *Standard error* for coefficient B

To test the significance of the indirect influence, it is necessary to calculate the CR value from the coefficient with the following formula:

$$CR = \frac{a \times b}{Sab}$$

The CR value from the calculation results must be $> 1,967$ with a significance of 5% *cut off value* in this study. If the $CR > 1,967$, it can be concluded that there is an influence on mediation (Ghozali, 2017).

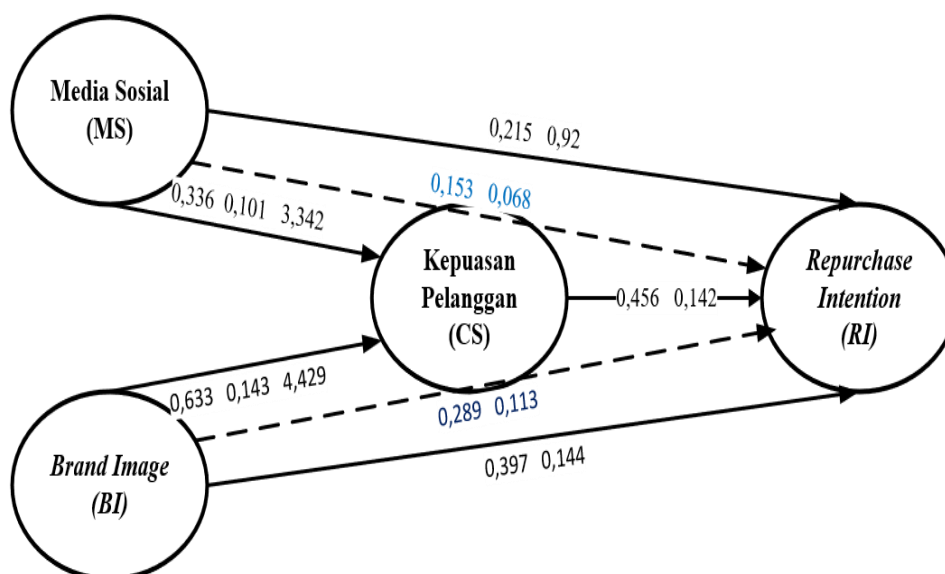


Figure 2 Direct and Indirect Influence of MS and BI on RI (Direct) through CS Mediation (Indirect)

Source: Data processed by the author (2024)

Based on Figure 2, the calculation according to the Sobel formula can be described to determine the magnitude of direct and indirect influence between variables as follows:

Media Sosial --> Customer Satisfaction --> Repurchase Intention

$Estimate = 0.336 \times 0.456 = 0.153216$

$SE = \sqrt{(0.336)^2(0.142)^2 + (0.456)^2(0.101)^2 + (0.101)^2(0.142)^2} = 0.067847498$

$CR = Estimate / SE = 0.153216 / 0.067847498 = 2.25824096 (CR > 1.967)$

MS-CS-RI is significant because the value ($CR = 2.258$) > 1.967

Brand Image \rightarrow Customer Satisfaction \rightarrow Repurchase Intention

$0.633 \times 0.456 = 0.288648$

$Estimate = 0.633 \times 0.456 = 0.288648$

$SE = \sqrt{(0.633)^2(0.142)^2 + (0.456)^2(0.143)^2 + (0.143)^2(0.142)^2} = 0.112888927$

$CR = Estimate / SE = 0.288648 / 0.112888927 = 2.556920391$ ($CR > 1.967$)

BI-CS-RI is significant because the value ($CR = 2.556$) > 1.967

Table 7 Comparison of Direct and Indirect Influences

Variable	Estimate	Status	Conclusion
MS – RI	0.215	Significant	
MS - CS – RI	0.153	Significant	Better direct influence
BI – RI	0.397	Significant	
BI - CS - RI	0.289	Significant	Better direct influence

Source: Data processed by the author (2024)

Direct and Indirect Influence of Social Media on Repurchase Intention Through Customer Satisfaction.

Stages Based on Table 7, The direct influence of social media on *repurchase intention* has significant results, and the influence of social media on *repurchase intention* mediated by customer satisfaction also has significant results, but it is obtained that the direct estimate value of 0.215 is greater than the *estimate value* through mediation of 0.153, then the influence of social media on *Repurchase intention* will be maximized if directly or without mediation of customer satisfaction. In this case, the customer satisfaction variable has a significant influence in mediating the social media relationship on *repurchase intention* but has a smaller influence as a mediator when compared to the direct influence of social media variables on *repurchase intention*. This is because social media can directly have a positive impact on consumers of Roman *brand* ceramic tiles. Even when the company is unable to provide satisfaction for its consumers, social media will be able to make consumers have the intention to buy Roman brand ceramic tile products again.

Direct and indirect influence of brand image on repurchase intention through customer satisfaction.

Stages Based on Table 7, The direct influence of *brand image* on *repurchase intention* has significant results, and the influence of *brand image* on *repurchase intention* mediated by customer satisfaction also has significant results, but the direct *estimate* value of 0.397 is greater than the *estimate value* through mediation of 0.289, then the influence of *Brand image* to *repurchase intention* will be maximized if directly or without customer satisfaction mediation. In this case, the customer satisfaction variable has a significant influence in mediating the *brand image* relationship on *repurchase intention*, but has a smaller influence as a mediator when compared to the direct influence of the *brand image* variable on *repurchase intention*. This is because the *brand image* can directly have a positive impact on the consumers of Roman brand ceramic tiles. Even when the company is unable to provide satisfaction for its consumers, the *brand image* will be able to make consumers have the intention to buy Roman brand ceramic tile products again.

Direct and indirect influence.

Based on Figure 2, the total influence of social media on *repurchase intention* directly and indirectly (mediation: customer satisfaction) is 0.368. Meanwhile, the total influence of *brand image* on *repurchase intention* directly and indirectly (mediation: customer satisfaction) was

0.686. So it can be concluded that the total influence both directly and indirectly is the largest is *brand image* to *repurchase intention* then followed by social media to repurchase intention.

Discussion

Social Media has a significant positive effect on *Repurchase Intention*

Social Media have a positive and significant effect on *repurchase intention* so that Hypothesis-1 is accepted. The higher / positive Social Media then it will be higher / positive *repurchase intention*. This means that respondents have the perception that companies that promote their products using social media such as using TikTok social media are things that affect the interest in buying a product such as ceramic tile products *Brand Roman* in Jakarta. Through social media, Consumers look for information about a product, then study it and have a buy request. Meanwhile, for consumers who already have experience using products with *Brand Roman*, when looking at information on social media can affect buying interest again (Oo & Lee, 2021) to the product *Brand Novel*.

Short video services available on social media such as TikTok, have allowed their users to create videos about reviews or suggestions about *Roman brand* products and share them with social media users (Kim & Yu, 2022). If consumers who give good reviews or influence on *Roman brand* ceramic tile products are higher or more positive on social media, then the higher and more positive consumer interest in *Roman brand* ceramic tile products will be .

The Company's ability to establish communication with consumers in long-term relationships, such as repurchase interest, is crucial. In this case, social media can be a means of connecting brands and consumers.

Brand Image has a significant positive effect on *Repurchase Intention*

Brand Image have a positive and significant effect on *repurchase intention* so that Hypothesis-2 is accepted. The higher / positive *brand image* then it will be higher / positive *repurchase intention*. This means that the respondents have an image that *Brand* which has an image/*Image* strong and has been known for its products as examples *Brand Roman* is something that affects the interest in buying a product again. Influence *brand image* strong, good and well-known market will greatly affect the interest in buying back a product (Liao, Hu, & Chou, 2022).

Consumer beliefs and impressions about ceramic tile products *Brand Roman* after using a product, will form the image of a *Brand* (KIM, KWON, YOON, & ..., 2023). This can affect the repurchase interest in products with *Brand* who already have *Image*/positive image. It can also be interpreted that *brand image* as something that is very inherent in the minds of consumers that is difficult to replace even with other similar products.

The company's ability to maintain the quality and quality of the product will be able to improve *the image* of a *brand*. The more often a *brand* is mentioned and requested by the market, the higher the interest in buying back products from *that brand*.

Customer Satisfaction has a significant positive effect on *Repurchase Intention*

Customer satisfaction have a positive and significant effect on *repurchase intention* so that Hypothesis-3 is accepted. The higher / positive Customer satisfaction then it will be higher / positive *repurchase intention*. This means that respondents have an idea that using a product that is already known, liked and has been used before, will cause a feeling of satisfaction in customers (Yaqi, Lee, & Liu, 2021; Yim, Park, Park, Air, & South, 2021).

Customers who have used ceramic tile products *Brand Roman* and feel satisfied, can share a review of his or her satisfied feelings about the usefulness of a *Brand* like *Roman* on the review *Online* or on social media, as well as to their relationships and colleagues which will greatly affect the interest in buying a product again (Choi & Kang, 2023).

A company's ability to understand what consumers need from a product will increase customer satisfaction with a *brand*. Long experience of using a *brand*, will increase buying interest in the future.

Social Media has a significant positive effect on Customer Satisfaction.

Social Media have a positive and significant effect on customer satisfaction so that Hypothesis-4 is accepted. The higher / positive Social Media then it will be higher / positive Customer satisfaction. This means that respondents have an idea that they use social media to review a product's satisfaction (Park & Na, 2024) from *Brand Novel*.

On social media, customers can leave a review of a *Brand* who have given a feeling of satisfaction with various services, such as those found on Tiktok social media, namely with video services that illustrate the positive value of *Brand Roman* ceramic tiles and their uses (Nln & Nt, 2023; Yaqi et al., 2021).

Brand Image has a significant positive effect on Customer Satisfaction.

Brand image have a positive and significant effect on customer satisfaction so that Hypothesis-5 is accepted. The higher / positive *brand image* then it will be higher / positive Customer satisfaction. This means that the respondent has the perception that using a *Brand* that is already known and liked will cause a feeling of satisfaction in customers (Dam & Dam, 2021).

Customers who have used ceramic tile products *Brand Roman* and feel satisfied, can share a review of his or her satisfied feelings about the usefulness of a *Brand* like Roman this will strengthen the image *Brand* (Liao, Hu, & Liu, 2024) Roman as a leading manufacturer of ceramic tiles.

The company's ability to understand what consumers need for a product will increase customer satisfaction with a *brand*. Having a brand with a good reputation and already well known to the *global* community (*brand image*), will have an impact on customer satisfaction.

Social Media towards Repurchase Intention mediated by Customer Satisfaction.

The results of this study show that social media has a positive and significant effect on *repurchase intention* mediated by customer satisfaction in Roman ceramic tile consumers in Jakarta so that Hypothesis 6 is accepted. Based on the results of descriptive statistics, it shows that the most valid respondents in this study are women between the ages of 27 – 45 years with the last education of S1 who have a job as a Civil / Private Servant and have a monthly expenditure of less than 10 million. This means that the use of social media for customer satisfaction from *the Roman brand*, has a good influence on respondents with this profile where Roman tile ceramic products are more purchased by consumers who are at that age, because this age is a productive age to the age that is close to the peak of their career. The greater the positive influence of social media on customer satisfaction, the greater the positive *repurchase intention* and vice versa. Thus, it can be interpreted that respondents have a perception that social media with high customer satisfaction can attract attention thereby increasing *repurchase intention* from consumers. The influence of attractive social media information can contribute significantly to driving consumer *repurchase intention* through previous experiences that provide a feeling of satisfaction after using.

Customer satisfaction can serve as a significant mediator in influence Social Media against *repurchase intention* user. Social Media often featuring interesting reviews about the experience of using a product, which not only describes the feeling of satisfaction with the product, but also showcases the strengths and advantages of the brands involved. (Bläse, Filser, Kraus, Puumalainen, & Moog, 2024). thus increasing interest in repurchasing the product (Shao, Ho, Tan, Ooi, & Dennis, 2024).

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Thus, social media with customer satisfaction reviews of a product delivered by satisfied consumers can increase *repurchase intention*.

Brand Image towards Repurchase Intention mediated by Customer Satisfaction.

The results of this study show that *brand image* has a positive and significant effect on *repurchase intention* mediated by customer satisfaction in Roman ceramic tile consumers in Jakarta so that Hypothesis 7 is accepted. Based on the results of descriptive statistics, it shows that the most valid respondents in this study are women between the ages of 27 – 45 years with the last education of S1 who have a job as a Civil / Private Servant and have a monthly expenditure of less than 10 million. This means that the influence of *brand image* on customer satisfaction from the Roman brand has a good influence on respondents with this profile where Roman tile ceramic products are more purchased by consumers who are at that age, because this age is a productive age to an age close to the peak of their career. The greater the positive influence of *the brand image* on customer satisfaction, the greater the positive *repurchase intention* and vice versa. Thus, it can be interpreted that respondents have a perception that *the brand image* of high customer satisfaction can attract attention so as to increase *repurchase intention*. The influence of *a strong and positive/high brand image can contribute significantly to encouraging repurchase intention*.

Customer satisfaction can serve as a significant mediator in influence *brand image* against *repurchase intention* user. *Brand image* is often described as *Brand* who has *image* responsible for its products and services so that it becomes the hallmark of a product (Cuesta-Valiño, Gutiérrez-Rodríguez, García-Henche, & Núñez-Barriopedro, 2024). so that *brand image* which strongly increases interest to repurchase the product (Bläse et al., 2024).

Thus, *the brand image* of a product that has a positive or high image, can increase *repurchase intention*.

CONCLUSION

The results of this study show that social media, brand image, which is mediated by customer satisfaction by consumers has a strong relationship and a significant influence on repurchase intention in consumers of Roman brand ceramic tiles in Jakarta. However, social media, brand image and direct customer satisfaction have a stronger relationship and a significant influence on repurchase intention. So it can be concluded that the mediation role of customer satisfaction is better directly than indirectly.

The results of the study also show that in total, brand image to repurchase intention is the largest contributor to repurchase intention, followed by social media to repurchase intention.

Based on the results of the research, brand image is proven to be the largest contributor to repurchase intention. This shows that brand image has a significant impact in increasing consumer interest in buying back products. Brand image is often a bigger and more attractive attraction for consumers, which can also strengthen the consumer's image after using a product. When a brand already has a strong brand image, then whatever the brand does will be considered a benchmark that will be seen by its competitors. This of course makes consumers choose an interest in using a brand that already has a reputation and experience. This can add value to a brand in the eyes of consumers, which ultimately drives the purchase decision.

Social media also plays an important role in influencing repurchase intention. Social media has an influence in terms of disseminating information about the benefits, how to use,

usability and everything that can be related to a product from various points of view. Thus, brand image and the role of social media are equally important in marketing strategies.

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