

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

The following findings are drawn from the analysis and discussion that have been conducted:

1. Bango soy sauce consumers in Surabaya City are mostly female. The age group of consumers includes all age categories, with the highest data aged 18-24 years. The latest education level is dominated by the bachelor categories, while the occupation includes all categories, dominated by housewives. Consumer income covers all categories except >Rp 10,000,000, dominated by Rp 3.000.000 - Rp 4.999.999. The frequency of product purchases is dominated by 1-3 purchases. The overall average indicator of each variable is in the high or good category.
2. Perceived quality and brand image are proven to have a positive and significant influence on brand loyalty for consumers of Bango soy sauce products in Surabaya City. This implies that the degree of brand loyalty increases with the consumer's opinion of Bango soy sauce's quality and the company's positive brand image. Consumers are more likely to be brand loyal when they believe that Bango soy sauce is of superior quality and a reliable brand.
3. Perceived quality has a positive and significant influence on repurchase intention. Consumers who think Bango soy sauce has good product quality are more likely to make repurchase. Meanwhile, brand image has a positive, but not significant effect on repurchase intention. This indicates that although the Bango soy sauce brand image is quite strong, it is not yet the main factor that

drives consumer decisions to repurchase products directly without being supported with the real quality of the product.

4. Brand loyalty has a positive and significant influence on repurchase intention.

Consumers who already have loyalty to Bango soy sauce, either because of previous positive experiences or because of the belief that the product matches their preferences, will tend to make repurchase.

5. There is an indirect influence between perceived quality and brand image on repurchase intention through brand loyalty. In other words, the perceived quality and image of Bango soy sauce not only influence repurchase decisions directly, but also strengthen brand loyalty first, which thus motivates consumers to keep selecting the goods. This result confirms the importance of building strong brand loyalty, as it can be a bridge between consumers' initial perceptions and their decision to continue purchase the product in the long term.

5.2 Suggestion

The following suggestions can be made in light of the research's findings:

1. The results of this research can be a guide in designing a more consumer-centric brand strategy, especially in building quality perceptions and a positive image that has an impact on loyalty and repurchase.
2. Retail management needs to be considerate of loyal consumer behavior to provide consistent availability of Bango soy sauce products and relevant product information. This can improve the consumer experience and maintain the continuity of repeat purchases.

3. Retail managers are recommended to work with manufacturers in developing promotional strategies at the point of purchase that emphasize product quality and the strength of the Bango soy sauce brand. Product placement that is easily accessible and visualizations that reflect brand identity consistently can form positive quality perceptions and brand images in the minds of consumers, thereby potentially increasing brand loyalty and encouraging repurchase intentions.
4. Future researchers are expected to expand this study by testing similar models on other products or brands in different industries, to enrich the literature on the relationship between perceived quality, brand image, brand loyalty, and repurchase intention.
5. The resulting structural model is limited to two exogenous latent variables, hence exogenous variables from other supporting theoretical mechanisms that can affect consumers' intentions to repurchase are anticipated to be added in future studies for Bango soy sauce in Surabaya City.