

**THE INFLUENCE OF PECEIVED QUALITY AND BRAND
IMAGE ON REPURCHASE INTENTION THROUGH
BRAND LOYALTY (CASE STUDY OF BANGO SOY
SAUCE CONSUMERS IN SURABAYA CITY)**

THESIS



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**AGRIBUSINESS STUDY PROGRAM
FACULTY OF AGRICULTURE
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
SURABAYA
2025**

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THESIS

Submitted to Partially Fulfill the Requirements
for a Bachelor of Agriculture Degree
in Agribusiness Study Program



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APPROVAL SHEET

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I declare that this scientific document, Final Project/Thesis, doesn't have any parts from other scientific projects that was submitted to get an academic degree at a Higher Education institution, and also doesn't have any projects or opinions that were written or published by other people/institutions, except for ones that are cited in this document and mentioned in full in the references.

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Surabaya, 14 July 2025

Sincerely,



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Surabaya, 14 July 2025

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**THE INFLUENCE OF PERCEIVED QUALITY AND BRAND IMAGE
ON REPURCHASE INTENTION THROUGH BRAND LOYALTY
(Case Study of Bango Soy Sauce Consumers in Surabaya City)**

Seftia Triwulan Dari, Wahyu Santoso, Risqi Firdaus Setiawan

ABSTRACT

Bango soy sauce is one of the popular brands that ranks first in the Top Brand Award, but has a decline in the Top Brand Index value starting in 2021, and this indicates a decline in consumer repurchase interest. This decline is related to the perception of quality and the weak brand image of Bango soy sauce. Therefore, this research was conducted with the aim of being able to explore the influence of perceived quality and brand image on repurchase intention with strength through the mediation of brand loyalty for consumers of Bango soy sauce products in Surabaya City. Surabaya City was purposively selected as the research location, with a focus on modern retail. The accidental sampling method was a method of sample determination, with a total sample size of 100 respondents obtained from the Cochran formula. Partial Least Square-based Structural Equation Modeling (PLS-SEM) is a data analysis through SmartPLS 4.0 software. The analysis results show that perceived quality and brand image have a role in influencing brand loyalty positively and significantly. In addition, perceived quality and brand loyalty have a positive and significant influence on repurchase intention, but brand image has no significant effect. Furthermore, brand loyalty successfully mediates the relationship between perceived quality and brand image on repurchase intention positively and significantly.

Keywords: Perceived Quality, Brand Image, Repurchase Intention, Brand Loyalty

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