

THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF BRAND IMAGE AND DIGITAL PROMOTION ON REPURCHASE INTENTION AT ASSALAM DATES STORE

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Abstract

This study aims to analyze the influence of Brand Image and Digital Promotion on Repurchase Intention with Customer Satisfaction as a mediating variable at Toko Kurma Assalam, a date retail business in Makassar City. This study uses a quantitative approach with a causal associative research type, where primary data is collected through a five-point Likert scale questionnaire distributed to customers who have made purchases at least twice in the past year, using a purposive sampling technique. The number of respondents in this study was 160 people. Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4 software. The results show that Brand Image and Digital Promotion have a positive and significant effect on Customer Satisfaction and Repurchase Intention. Customer Satisfaction is also proven to have a positive and significant effect on Repurchase Intention, as well as partially mediating the effect of Brand Image and Digital Promotion on Repurchase Intention. The R-Square value shows that Brand Image and Digital Promotion are able to explain Customer Satisfaction by 43.1%, while Brand Image, Digital Promotion, and Customer Satisfaction are able to explain Repurchase Intention by 47.0%. This finding confirms that strengthening brand image and optimizing digital promotions need to be accompanied by increasing customer satisfaction to be able to encourage continuous repeat purchases, especially in the retail business of religious food products such as dates.

Keywords: Brand Image, Digital Promotion, Customer Satisfaction, Repurchase Intention.

1. INTRODUCTION

Dates are a religiously valued food commodity whose demand in Indonesia continues to grow and is no longer merely seasonal. The Central Statistics Agency (BPS) recorded national date imports in February 2025 reaching 16.47 thousand tons worth US\$18.09 million, bringing total imports from January–February 2025 to 32.89 thousand tons worth US\$38.76 million, with Egypt as the main supplier, followed by Saudi Arabia, the United Arab Emirates, Tunisia, and Iran. Throughout the 2021–2025 period, Indonesia recorded

imports of 278,292 tons of dates worth US\$384 million, placing Indonesia as the tenth largest date importing country in the world. This import trend consistently surged in the five months leading up to Ramadan, confirming that dates have become a strategic commodity with a large and recurring demand base every year, not just a temporary trend.

This market opportunity is also felt by date retail businesses in Makassar City, one of which is the Assalam Dates Store located on Jalan Rappokalling Raya, Tallo District, and has been operating as an importer and distributor of dates since 2017. This store actively utilizes social media as its main promotional channel, reflected in its official Instagram account which has more than 4,800 followers with more than 1,100 product promotional content posts. However, initial search results on the store's official business page on Facebook indicate that this intensive promotional activity has not been fully balanced by a trail of reviews and social proof from customers, where the store's business page has only recorded two customer reviews. This gap between the intensity of digital promotion and the lack of public feedback indicates a problem in strengthening brand image and building customer trust after purchase, which has the potential to hinder the formation of satisfaction and continuous repeat purchases.

This issue is increasingly relevant given the increasingly fierce competition in the date retail business in Makassar. In addition to the Assalam Date Store, there are also similar, larger-scale businesses that explicitly position themselves as the most comprehensive and largest date sales center in Makassar, with more than 25 types of dates from eight countries and two physical stores operating simultaneously, actively conducting wholesale and retail promotions digitally. This competitive environment requires the Assalam Date Store to not only rely on promotional activities but also ensure that the brand image it builds is truly able to differentiate itself from competitors and foster customer loyalty, as satisfied customers who trust a brand are empirically proven to be more likely to make repeat purchases than customers who are only attracted by temporary price promotions (Fahmi & Astuti, 2023; Erniati, Yantih, & Widyastuti, 2024).

This phenomenon is also reflected in the internal customer data of Toko Kurma Assalam. As of the research period, this store recorded 662 customers consisting of 31 agent customers, 4 reseller customers, and 627 end-user customers. Of these customers, only 137 customers (20.69%) were classified as repeat customers, while 566 customers (79.31%) were still new customers. This condition indicates that although Toko Kurma Assalam has succeeded in attracting a sufficient number of consumers to make their first purchase, the rate of customers making repeat purchases is still relatively low, so that the success in acquiring new customers has not been fully followed by the ability to retain customers to remain loyal. Therefore, a marketing strategy is needed that is not only oriented towards customer acquisition, but also on strengthening brand image and optimizing digital promotions that can increase customer satisfaction and thus encourage repurchase decisions (repurchase intention) on an ongoing basis.

On the other hand, the phenomenon of digital transformation in the MSME sector in Makassar City also serves as an important context for this research. Data from the South Sulawesi Cooperatives and MSMEs Office shows that only around 8 percent of the total 1.5 million MSMEs in the province have utilized digital technology to market their products, which, if assumed proportionally in Makassar City, is equivalent to around 120,000 MSMEs that have switched to digital channels. The Makassar City Government, through the Cooperatives Office, also encourages MSMEs to maximize the use of e-commerce as a market expansion strategy. This condition shows that although digital promotion is a policy-driven trend, not all small and medium enterprises, including date retailers like Toko Kurma Assalam, have the capacity to manage digital promotions strategically and measurably to truly impact customer satisfaction and loyalty, rather than simply increasing exposure.

Although various previous studies have demonstrated that brand image, digital promotions, and customer satisfaction are important factors influencing repurchase decisions, several research gaps remain, indicating inconsistent results. Research by Erniati et al. (2024) and Fahmi and Astuti (2023) found that brand image significantly influences customer satisfaction and repurchase decisions. However, Kalimasada, Rofiq, and Mugiono (2024) demonstrated that the influence of brand image on repurchase occurs more through mediation mechanisms than direct influence. Similarly, research by Harpis (2026) demonstrated that digital promotions influence loyalty and repurchase, while several other studies indicate that digital promotions may not necessarily increase repurchase without the support of customer satisfaction. Furthermore, Iriantini (2022) stated that customer satisfaction is not the only variable capable of mediating this relationship because there are still other factors that influence customer loyalty. The differences in these research results indicate that the relationship between variables is still inconsistent and requires further testing.

In terms of research context (contextual gap), most previous studies on brand image, digital promotion, customer satisfaction, and repeat purchases were conducted in the cosmetics, fashion, culinary, tourism, and hospitality industries (Suryantari & Respati, 2022; Erniati et al., 2024; Kalimasada et al., 2024), while research on the retail business of dates as a food product based on religious values is still very limited. The characteristics of date products that have a religious dimension, seasonal demand patterns especially before Ramadan, and different consumption behaviors allow for the formation of relationships between variables that are not entirely the same as other business sectors. Therefore, this study was conducted to re-examine the effect of brand image and digital promotion on repurchase intention with customer satisfaction as a mediating variable at the Assalam Dates Store in Makassar City.

Theoretically, Brand Image is a consumer's perception of a brand formed from brand associations stored in consumers' memories and has been shown to be positively correlated

with customer satisfaction in both online and offline shopping contexts (Liao, Wang, & Lin, 2022). In the context of food product retail businesses such as dates, brand image is formed from perceptions of product quality, halal and hygiene, taste consistency, seller credibility, and reputation built through word of mouth and customer reviews, with indicators such as brand association superiority (favorability), brand association strength (strength), brand association uniqueness (uniqueness), and trust in product quality (Suryantari & Respati, 2022). Digital Promotion is a series of marketing activities that utilize digital platforms and technologies, such as social media, marketplaces, websites, and messaging applications, to communicate product value to consumers in an interactive and measurable manner (Chaffey & Ellis-Chadwick, 2022). The interactivity of digital promotions has been shown to influence consumer purchasing decisions (Djamas & Rosalina, 2020), while content quality and publication consistency also determine the effectiveness of digital marketing in shaping brand image in consumers' minds (Fadhilah & Marlina, 2020). Relevant digital promotion dimensions in this study include promotional content quality, publication intensity, customer interactivity, and the integrated use of various digital channels.

Customer satisfaction is defined as a post-purchase evaluation that occurs when the consumer perceives the product or service performance to meet or even exceed their expectations (Kotler, Keller, & Chernev, 2022). In this study, customer satisfaction is positioned as a mediating variable that bridges the influence of brand image and digital promotion on repurchase intention, in line with the finding that brand image has a significant effect on customer satisfaction but does not always act as a sole mediator of loyalty (Iriantini, 2022). Repurchase intention (repurchase decision) is a consumer behavior that repeatedly purchases the same product or brand after going through a previous purchase experience, and is one indicator of early customer loyalty. Recent studies show that brand image, product quality, and price together influence customer satisfaction, which in turn encourages repeat purchases (Erniati, Yantih, & Widyastuti, 2024). Meanwhile, in the small and medium-scale culinary business sector, the combination of branding, digital promotion, and price perception has been shown to have a significant effect on customer loyalty and repeat purchase tendencies (Harpis, 2026).

Based on the theoretical study and previous research, the framework of this research is structured by positioning Brand Image (X1) and Digital Promotion (X2) as exogenous variables that influence Customer Satisfaction (Z) as a mediating variable, which ultimately influences Repurchase Intention (Y) as an endogenous variable. In addition to the indirect path through Customer Satisfaction, this study also tests the direct influence path of Brand Image and Digital Promotion on Repurchase Intention, so that the model built is a partial mediation model. This conceptual model distinguishes this research from previous studies that generally examine the relationship between brand image, digital promotion, satisfaction, and repurchase partially or in the context of non-religious products, so that this research provides a more integrated empirical test, especially on the object of the date retail business.

Based on the description of the phenomena and research gaps, this study aims to: (1) analyze the influence of Brand Image on Customer Satisfaction; (2) analyze the influence of Digital Promotion on Customer Satisfaction; (3) analyze the influence of Brand Image on Repurchase Intention; (4) analyze the influence of Digital Promotion on Repurchase Intention; (5) analyze the influence of Customer Satisfaction on Repurchase Intention; (6) analyze the mediating role of Customer Satisfaction on the influence of Brand Image on Repurchase Intention; and (7) analyze the mediating role of Customer Satisfaction on the influence of Digital Promotion on Repurchase Intention. Practically, Assalam Dates Store requires an empirical evidence base to formulate a strategy to strengthen its brand image and optimize digital promotions that are right on target, so that it can maintain and increase customer loyalty amidst the increasingly competitive date retail business in Makassar City. Theoretically, this study is expected to enrich the marketing literature regarding the mediating role of customer satisfaction in the context of religious-based food product retail businesses, which have not received much attention in national academic studies.

2. RESEARCH METHOD

This study uses a quantitative approach with a causal associative research type that aims to determine the influence of the independent variables (Brand Image and Digital Promotion) on the dependent variable (Repurchase Intention) through the mediating variable (Customer Satisfaction). The study was conducted at the Assalam Dates Store operating in Makassar City, with the research objects being customers who had made purchases, either directly in the store or through digital channels (social media and messaging applications). The population in this study was all Assalam Dates Store customers who had made purchases at least twice in the past year. Given the unknown population size, the sample size was determined using the sample size guidelines for PLS-SEM analysis, which ranged from 5 to 10 times the number of indicators in the research model (Hair, Hult, Ringle, & Sarstedt, 2022). This study used 4 constructs with a total of 16 indicators, so the minimum required sample size was $16 \times 10 = 160$ respondents. To strengthen the representativeness and feasibility of the model estimation, this study successfully collected data from 160 respondents, or twice the minimum threshold required.

The sampling technique used purposive sampling, with the following respondent criteria: (1) minimum age of 17 years, (2) having made a purchase at the Assalam Dates Store at least twice, and (3) willing to fill out the research questionnaire in full. Primary data was collected by distributing questionnaires directly (offline) to customers who shop at the Assalam Dates Store and online via a Google Form link shared with customers on the store's social media channels and WhatsApp groups. Secondary data was obtained from the store's internal documentation (transaction data and number of customers), scientific journal

publications, and data sources from related agencies to support the background analysis of the research.

The research instrument was a closed-ended questionnaire with a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) developed from the indicators of each variable. Before being used for primary data collection, the instrument was validated through expert judgment by the supervising lecturer and piloted on 30 initial respondents to measure validity (Pearson correlation test) and reliability (Cronbach's Alpha ≥ 0.70). Invalid or unreliable items were corrected or dropped before the instrument was used on the actual research sample.

The collected data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. The analysis was carried out in two stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The outer model evaluation was carried out to test the quality of the instrument through the outer loading value (the indicator is declared valid if ≥ 0.70), Average Variance Extracted or AVE (declared valid if ≥ 0.50), Composite Reliability, rho_A, and Cronbach's Alpha (declared reliable if ≥ 0.70). Discriminant validity was evaluated through the Fornell-Larcker criteria, namely by comparing the square root of the AVE of a construct with its correlation to other constructs, as well as through the Heterotrait-Monotrait Ratio (HTMT), where a value below 0.85 indicates good discriminant validity. The collinearity test was conducted using the Inner Variance Inflation Factor (VIF) value, while the model suitability was evaluated using model fit indicators (SRMR, d_ULS, d_G, Chi-Square, and NFI).

After the measurement model was declared to meet the validity and reliability criteria, the structural model was evaluated through the Coefficient of Determination (R-Square), Effect Size (F-Square), and hypothesis testing using the bootstrapping procedure. The hypothesis was declared accepted if the T-Statistic value was > 1.96 and P-Value < 0.05 at a significance level of 5%. In addition to testing the direct effect, this study also tested the indirect effect to determine the role of Customer Satisfaction as a mediating variable in the relationship between Brand Image and Digital Promotion on Repurchase Intention. The mediation role category was determined based on the Variance Accounted For (VAF) value, with the formula $VAF = \text{indirect effect} \div \text{total effect}$, where $VAF > 80\%$ indicates full mediation, VAF between 20%–80% indicates partial mediation, and $VAF < 20\%$ indicates no mediation.

The variables in this study were operationalized based on concepts and indicators relevant to the customer context of Toko Kurma Assalam. The operational definitions and indicators used in this study are presented in Table 1.

Table 1. Operational Definitions and Indicators of Research Variables

Variables	Operational Definition	Indicator
Brand Image (X1)	Customer perception and belief in the image of Assalam Dates Shop based on experience and information received.	1) Brand association advantages; 2) Strength of brand association; 3) Uniqueness of brand association; 4) Trust in the quality and halalness of the product.
Digital Promotion (X2)	Assalam Dates Store marketing activities through social media, marketplaces, and messaging applications to communicate products to customers.	1) Quality of promotional content; 2) Publication intensity; 3) Interactivity with customers; 4) Reach and diversity of digital channels.
Customer Satisfaction (M)	Customer post-purchase evaluation of the suitability of product and service performance to customer expectations.	1) Conformity to expectations; 2) Perceived product quality; 3) Satisfaction with service; 4) Willingness to recommend.
Repurchase Intention (Y)	Customers' tendency to repurchase products at Assalam Dates Store in the future.	1) Repurchase interest; 2) Purchase frequency; 3) Preference over other stores; 4) Commitment to being a regular customer.

Source: Processed from research indicators, 2026.

3. RESULTS AND DISCUSSION

This study involved 160 customers of Assalam Dates Shop as respondents. Respondent characteristics are presented based on gender, age, highest education, and occupation to provide a general overview of customer backgrounds used in analyzing the influence of Brand Image and Digital Promotion on Repurchase Intention through Customer Satisfaction.

Table 2. Respondent Characteristics

Characteristics	Category	Number (n)	Percentage (%)
Gender	Man	94	58.75
	Woman	66	41.25
Age	17–25 years	12	7.50
	26–30 years	13	8.13
	31–35 years	20	12.50
	36–40 years	46	28.75

Characteristics	Category	Number (n)	Percentage (%)
	> 40 years	69	43.12
Last education	High School/Equivalent	35	21.88
	Diploma (D3/D4)	14	8.75
	S1	83	51.87
	S2	24	15.00
	S3	4	2.50
Work	ASN/PNS	35	21.88
	Private Employees/Staff	42	26.25
	Self-employed/Entrepreneur	36	22.50
	Housewife	18	11.25
	Professional	15	9.37
	Students	8	5.00
	Other	6	3.75

Source: Processed primary data, 2026.

Based on Table 2, the research respondents were dominated by men, amounting to 94 people (58.75%), while female respondents numbered 66 people (41.25%). In terms of age, respondents were dominated by the age group over 40 years (43.12%) and the age group 36–40 years (28.75%), which indicates that the customers who became respondents were relatively mature age groups with sufficient purchasing experience, in line with the sample criteria that required respondents to have made at least two purchases. In terms of the last education, the majority of respondents had a bachelor's degree (51.87%), which indicates a relatively high level of information literacy in evaluating Brand Image and Digital Promotion. Meanwhile, based on occupation, the respondents mostly came from the employee/private employee group (26.25%), followed by self-employed/entrepreneurs (22.50%) and ASN/PNS (21.88%), which indicates that Assalam Dates Store customers come from various occupational backgrounds and are not concentrated in one particular group.

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model was carried out to measure the validity and reliability of the indicators that form the research variables using the SmartPLS 4 program through the PLS Algorithm method, by paying attention to the outer loading value, Average Variance Extracted (AVE), Composite Reliability, ρ_A , and Cronbach's Alpha.

Table 3. Outer Model Test Results

Construct / Indicator	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Brand Image (X1)		0.861	0.874	0.905	0.705
X1.1	0.865				
X1.2	0.871				
X1.3	0.843				
X1.4	0.776				
Digital Promotion (X2)		0.883	0.889	0.919	0.740
X2.1	0.868				
X2.2	0.851				
X2.3	0.868				
X2.4	0.854				
Customer Satisfaction (M)		0.874	0.874	0.914	0.725
M1.1	0.851				
M1.2	0.861				
M1.3	0.867				
M1.4	0.828				
Repurchase Intention (Y)		0.869	0.875	0.911	0.719
Y.1	0.864				
Y.2	0.872				
Y.3	0.793				
Y.4	0.860				

Source: Data processed using SmartPLS 4, 2026.

Based on Table 3, all indicators in the Brand Image, Digital Promotion, Customer Satisfaction, and Repurchase Intention variables have outer loading values above 0.70, so all instruments are declared valid in reflecting their constructs. In the Brand Image variable, the highest outer loading value is found in the brand association strength indicator (X1.2) of 0.871, while in Digital Promotion the highest values are found in the quality of promotional content (X2.1) and interactivity with customers (X2.3) which are each 0.868. In the Customer Satisfaction variable, the highest value is found in the service satisfaction indicator (M1.3) of 0.867, while in Repurchase Intention the highest value is found in the purchase frequency indicator (Y.2) of 0.872.

In addition to the outer loading values, all constructs also had AVE values above 0.50 (Brand Image 0.705; Digital Promotion 0.740; Customer Satisfaction 0.725; Repurchase Intention 0.719), indicating that each construct was able to explain more than 50% of the

variance of its indicators, thus meeting the convergent validity criteria. The Composite Reliability values for all constructs were also above 0.70 (0.905–0.919), as were the Cronbach's Alpha values (0.861–0.883) and rho_A (0.874–0.889), indicating that the research instrument had good internal consistency and reliability (Hair et al., 2022). Thus, the research measurement model was declared feasible to proceed to the structural model testing stage.

Discriminant Validity, Collinearity Test, and Model Fit

Discriminant validity tests are conducted to determine the extent to which a construct is truly different from other constructs in the model, using the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) criteria.

Table 4. Fornell-Larcker Criterion

Construct	Brand Image	Customer satisfaction	Digital Promotion	Repurchase Intention
Brand Image	0.840			
Customer satisfaction	0.518	0.852		
Digital Promotion	0.359	0.562	0.860	
Repurchase Intention	0.507	0.613	0.537	0.848

Source: Data processed using SmartPLS 4, 2026

Based on Table 4, the square root of the AVE value for each construct is greater than its correlation value with other constructs. The square root of the AVE value for Brand Image is 0.840, greater than its correlation with Customer Satisfaction (0.518), Digital Promotion (0.359), and Repurchase Intention (0.507). The same pattern also applies to the other three constructs, so all constructs meet the Fornell-Larcker criteria.

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Construct Pair	HTMT
Brand Image – Customer Satisfaction	0.593
Brand Image – Digital Promotion	0.410
Brand Image – Repurchase Intention	0.575
Customer Satisfaction – Digital Promotion	0.636
Customer Satisfaction – Repurchase Intention	0.701
Digital Promotion – Repurchase Intention	0.605

Source: Data processed using SmartPLS 4, 2026.

All HTMT values in Table 5 are below the 0.85 limit, with the highest value found in the relationship between Customer Satisfaction and Repurchase Intention at 0.701. These results confirm that Brand Image, Digital Promotion, Customer Satisfaction, and Repurchase

Intention are constructs that can be empirically distinguished from each other, so that the measurement model meets the discriminant validity requirements to proceed to testing the structural model.

Collinearity testing was conducted using the Inner Variance Inflation Factor (VIF) value to ensure there was no excessive correlation between predictor variables. The test results showed that the VIF values for all structural relationships ranged from 1.148 to 1.758, namely the relationship between Brand Image and Digital Promotion to Customer Satisfaction of 1.148, Brand Image to Repurchase Intention of 1.380, Digital Promotion to Repurchase Intention of 1.476, and Customer Satisfaction to Repurchase Intention of 1.758. All of these values were well below the threshold of 5, so no serious multicollinearity problems were found in the research model. Furthermore, the results of the model fit test show an SRMR value of 0.0566, d_ULS of 0.4351, d_G of 0.2197, Chi-Square of 211.509, and NFI of 0.8653, both in the Saturated Model and the Estimated Model. These values indicate that the research model has an adequate level of suitability for use in the structural model analysis stage.

Coefficient of Determination (R-Square) and Effect Size (F-Square)

The R-Square value is used to determine the extent of the ability of exogenous variables to explain variations in endogenous variables in the research model.

Table 6. R-Square Test Results

Endogenous Variables	R-Square	R-Square Adjusted
Customer satisfaction	0.431	0.424
Repurchase Intention	0.470	0.460

Source: Data processed using SmartPLS 4, 2026.

Based on Table 6, the R-Square value of Customer Satisfaction of 0.431 indicates that Brand Image and Digital Promotion are able to explain the Customer Satisfaction variable by 43.1%, while the remaining 56.9% is explained by other variables outside this research model. Furthermore, the R-Square value of Repurchase Intention of 0.470 indicates that Brand Image, Digital Promotion, and Customer Satisfaction together are able to explain Repurchase Intention by 47.0%, while the remaining 53.0% is explained by other variables outside the model. Both R-Square values according to Hair et al.'s (2022) criteria are classified as moderate to weak, which indicates that the research model has sufficient explanatory ability but still opens the possibility of other variables, such as product quality, price, and brand trust, which also influence Customer Satisfaction and Repurchase Intention of Assalam Dates Store customers.

Table 7. Effect Size Test Results (F-Square)

Variable Relationship	F-Square
Brand Image → Customer Satisfaction	0.187
Digital Promotion → Customer Satisfaction	0.263
Brand Image → Repurchase Intention	0.061
Digital Promotion → Repurchase Intention	0.067
Customer Satisfaction → Repurchase Intention	0.086

Source: Data processed using SmartPLS 4, 2026.

The F-Square value in Table 7 shows that Digital Promotion provides the largest contribution to Customer Satisfaction (0.263), greater than the contribution of Brand Image (0.187). In relation to Repurchase Intention, Customer Satisfaction provides the largest contribution (0.086), followed by Digital Promotion (0.067) and Brand Image (0.061). These findings indicate that Digital Promotion activities are a relatively stronger factor in shaping Customer Satisfaction, while Customer Satisfaction has a relatively greater role than the direct influence of Brand Image or Digital Promotion in driving Repurchase Intention.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4 by examining the Original Sample (path coefficient), T-Statistic, and P-Value values. The hypothesis was accepted if the T-Statistic value was > 1.96 and the P-Value < 0.05 at a 5% significance level. The explanation can be seen in Tables 8 and 9 below:

Figure 1. Outer Model

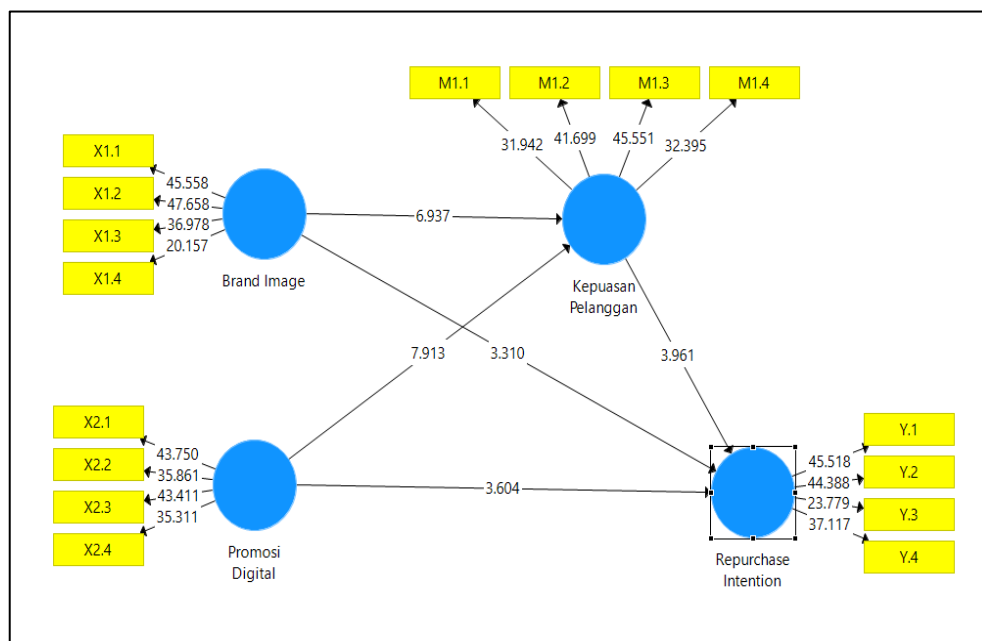


Table 8. Results of Direct Effect Hypothesis Testing

Hypothesis	Variable Relationship	Original Sample (β)	T-Statistic	P-Value	Decision
H1	Brand Image $\rightarrow$ Customer Satisfaction	0.363	6,937	0,000	Accepted
H2	Digital Promotion $\rightarrow$ Customer Satisfaction	0.432	7,913	0,000	Accepted
H3	Brand Image $\rightarrow$ Repurchase Intention	0.235	3,310	0.001	Accepted
H4	Digital Promotion $\rightarrow$ Repurchase Intention	0.258	3,604	0,000	Accepted
H5	Customer Satisfaction $\rightarrow$ Repurchase Intention	0.346	3,961	0,000	Accepted

Source: Data processed using SmartPLS 4, 2026.

In this study, testing was carried out *indirect effect* to determine the indirect effect of the independent latent variable on the dependent latent variable with a double mediation effect. The results of the indirect effect are presented in Table 9 below:

Table 9. Results of Indirect Effect Testing

Hypothesis	Indirect Relationship	Indirect Effect (β)	T-Statistic	P-Value	Decision
H6	Brand Image $\rightarrow$ Customer Satisfaction $\rightarrow$ Repurchase Intention	0.126	3,338	< 0.05	Accepted
H7	Digital Promotion $\rightarrow$ Customer Satisfaction $\rightarrow$ Repurchase Intention	0.149	3,274	< 0.05	Accepted

Source: Data processed using SmartPLS 4, 2026.

Based on the results of PLS data processing in the path coefficient estimation table and indirect effect testing which includes the P Value, the results of the research hypothesis testing can be explained as follows:

1. Brand image has a positive and significant effect on customer satisfaction. **(hypothesis accepted)**
2. Digital Promotion has a positive and significant impact on Customer Satisfaction. **(hypothesis accepted)**
3. Brand image has a positive and significant effect on repurchase intention. **(hypothesis accepted)**
4. Digital Promotion has a positive and significant effect on Repurchase Intention. **(hypothesis accepted)**
5. Customer satisfaction has a positive and significant effect on repurchase intention. **(hypothesis accepted)**
6. Brand image has a positive and significant effect on repurchase intention through customer satisfaction. **(hypothesis accepted)**
7. Digital Promotion has a positive and significant effect on Repurchase Intention through Customer Satisfaction. **(hypothesis accepted)**

Based on Table 8 and Table 9, all hypotheses in this study, both direct effects (H1–H5) and indirect effects (H6–H7), are declared accepted because they have a T-Statistic value above 1.96 and a P-Value below 0.05. Brand Image has a positive effect on Customer Satisfaction with a path coefficient of 0.363 (T-Statistic 6.937; P-Value 0.000), and Digital Promotion has a positive effect on Customer Satisfaction with a path coefficient of 0.432 (T-Statistic 7.913; P-Value 0.000). In the direct influence path on Repurchase Intention, Brand Image has a path coefficient of 0.235 (T-Statistic 3.310; P-Value 0.001), Digital Promotion of 0.258 (T-Statistic 3.604; P-Value 0.000), and Customer Satisfaction of 0.346 (T-Statistic 3.961; P-Value 0.000). Furthermore, the indirect influence of Brand Image on Repurchase Intention through Customer Satisfaction is 0.126 (T-Statistic 3.338), while the indirect influence of Digital Promotion on Repurchase Intention through Customer Satisfaction is 0.149 (T-Statistic 3.274), both of which are significant at the 5% level.

Variance Accounted For (VAF) analysis was then used to determine the mediating role of Customer Satisfaction. In the Brand Image pathway, the total effect on Repurchase Intention (direct effect of 0.235 plus indirect effect of 0.126) was 0.361, so the VAF value = $0.126 \div 0.361 \times 100\% = 34.8\%$. In the Digital Promotion pathway, the total effect on Repurchase Intention was approximately 0.407, so the VAF value = $0.149 \div 0.407 \times 100\% \approx 36.7\%$. Both VAF values were in the range of 20%–80%, and because the direct effect of both Brand Image and Digital Promotion on Repurchase Intention remained significant, Customer Satisfaction was categorized as a partial mediator in both pathways. Thus, Brand Image and Digital Promotion can still drive Repurchase Intention directly, but some of the influence occurs more strongly through increasing Customer Satisfaction first.

Discussion of Research Results

The Influence of Brand Image (X1) on Customer Satisfaction (M)

The results of the study indicate that Brand Image has a positive and significant effect on Customer Satisfaction at the Assalam Dates Store. This finding indicates that customer satisfaction is not only formed from the experience during the transaction, but is also influenced by the perceptions that have been formed about the Assalam Dates Store before and during the customer's purchase. When customers have a positive perception of the store, they are more likely to provide a positive assessment of the purchasing experience obtained. Thus, Brand Image becomes an important part in shaping customer expectations and evaluations of the store.

The findings from the Brand Image indicator show that the strength of brand association is the most prominent aspect. This indicates that Toko Kurma Assalam has established a strong impression in customers' minds. This association strength can be formed through repeated purchasing experiences, customer recognition of the store name, and inherent perceptions of the date products offered. This is important because customers who

have a strong association with a brand are more likely to recognize, remember, and consider that brand when they need a similar product.

In addition to the strength of associations, brand excellence and uniqueness also play a role in shaping customer perceptions. Customers evaluate Assalam Dates Store not only based on the availability of date products, but also on characteristics that differentiate it from other stores. Excellence can be reflected in product selection, product quality, service, and the shopping experience, while uniqueness can emerge from the store's character and the way it builds relationships with customers. When these excellence and uniqueness are tangible, customers will have a stronger reason to evaluate the store positively.

Trust in product quality and halal certification is also crucial in explaining these findings. Dates are a food product closely aligned with the consumption needs of the Muslim community, so perceptions of quality, cleanliness, safety, and halal certification are more important than simply functional considerations. This trust can alleviate customer hesitation in product selection and provide a sense of security during the purchasing process. Therefore, the brand image of Assalam Dates Store is not solely related to the store's name or identity, but also to customer confidence in the value and quality offered.

These findings reinforce the view that brand image is part of the customer satisfaction process. Customers tend to evaluate the brand based on the match between pre-purchase expectations and post-purchase experiences. If the store's communicated image aligns with the quality of the product and service received, customers will experience a consistent experience and achieve satisfaction more easily. Conversely, if there is a gap between the constructed image and the actual experience, the positive image will not optimally generate satisfaction.

The results of this study align with the findings of Liao, Wang, and Lin (2022), which demonstrated a positive relationship between brand image and customer satisfaction in the context of e-commerce. These findings suggest that positive brand perceptions can contribute to customer experience evaluations. These results are also consistent with research by Erniati, Yantih, and Widyastuti (2024) and Fahmi and Astuti (2023), which demonstrated that brand image plays a role in increasing customer satisfaction.

However, this study provides a more specific context because the relationship was found in a date retail business, a food product with characteristics different from those of previous studies. In the context of the Assalam Date Shop, brand image is not only related to commercial appeal but also to trust in the product's quality and halal status. Therefore, this study demonstrates that brand image development in a retail business with religious food products requires attention to both functional aspects and the inherent trustworthiness of the product.

These findings imply that Assalam Dates Store needs to maintain its brand image through consistency between the communicated image and actual customer experiences.

Brand strengthening is not simply achieved through visual identity or communication activities; it must be demonstrated through consistent product quality, cleanliness, halal certification, service, and a consistent purchasing experience. This way, the positive associations already formed in customers' minds can be maintained and developed into stronger satisfaction.

The Influence of Digital Promotion (X2) on Customer Satisfaction (M)

The research results show that digital promotion has a positive and significant impact on customer satisfaction. This finding suggests that marketing activities through digital media not only serve to introduce products and attract potential customers, but also play a role in shaping customer experiences, which ultimately determine levels of satisfaction. Information received through digital media can help customers understand products, learn about available offers, and facilitate communication with stores.

From the Digital Promotion indicators, aspects related to interactivity and communication quality are crucial in explaining the research findings. Digital promotions, which allow customers to obtain information and interact with the store, provide a different experience than one-way marketing communications. Customers can ask questions, obtain product explanations, check availability, and receive responses to their needs. This allows digital media to function not only as a promotional tool but also as part of customer service.

These findings indicate that customers not only need information about products, but also relevant and reliable information. Clear promotional content explaining product type, date characteristics, price, purchase package, quality, and availability can reduce customer uncertainty before making a transaction. The easier it is for customers to obtain the information they need, the less likely a gap between expectations and the actual condition of the product will arise.

Digital promotions can also be a way to build rapport between stores and customers. A consistent store presence on digital media allows customers to stay informed even when they're not making a transaction. In this context, social media and digital communication channels can serve as a bridge between stores and existing customers. Consistent interactions can create a closer relationship with customers and facilitate easier communication with the store. These findings align with research by Djamas and Rosalina (2020), which demonstrated the importance of digital promotional interactivity in shaping consumer responses. These findings also align with research by Fadhilah and Marlina (2020) on the role of digital marketing and brand image in consumer behavior. Research by Harpis (2026) also supports the role of digital promotions in building customer relationships in small and medium-sized businesses.

However, this study's findings demonstrate that the success of digital promotions at Assalam Dates Store is not solely determined by the store's publication frequency. Information quality, content relevance, communication consistency, and the store's ability to

respond to customers are integral to the effectiveness of digital promotions. Promotions that are too sales-oriented without providing the information customers need have the potential to generate attention, but not necessarily satisfaction.

Therefore, digital promotions at Assalam Dates Store need to be directed as both a communication and customer service medium. Digital content should not only showcase products and prices but also provide education, build trust, showcase customer experiences, and provide a space for interaction. This strategy will make digital activities more effective in generating positive experiences and strengthening customer satisfaction.

The Influence of Brand Image (X1) on Repurchase Intention (Y)

The results of the study indicate that Brand Image has a positive and significant effect on Repurchase Intention at the Assalam Dates Store. This finding indicates that the image formed in customer perception plays a role in driving customer decisions to make repeat purchases. Customers who have a positive perception of the Assalam Dates Store tend to have confidence that the store is able to provide products and purchasing experiences that match their expectations, so the choice to repurchase becomes stronger. Thus, Brand Image not only functions as an identity that distinguishes the store from competitors, but also becomes a psychological basis that makes customers feel confident to maintain their purchasing choices.

The findings from the Brand Image indicator indicate that the strength of brand association is the most prominent aspect. This demonstrates that Assalam Dates Store has established a strong impression in the minds of customers. This impression can be formed from customer experiences during previous purchases, interactions with the store, the quality of the product received, and information obtained through various communication channels. When a store has a strong association, customers don't need to conduct lengthy evaluations every time they need date products because the store name has become a recognizable and memorable choice.

In addition to the strength of the association, the superiority and uniqueness of Assalam Dates Store also explain the formation of Repurchase Intention. Customers have a tendency to return to stores that are perceived as being able to provide something of value compared to other alternatives. This superiority can be in the form of product quality, product selection, service, or shopping experience, while uniqueness can relate to the characteristics of the store that distinguish it from other date stores. When these superiority and uniqueness are consistently perceived by customers, they form a stronger reason for maintaining their preference.

Trust in product quality and halal certification also plays a crucial role in the relationship between brand image and repurchase intention. As a food product associated with religious values, customers consider not only taste or price but also the belief that the

product they consume is of good quality, safe, clean, and meets halal standards. This trust can reduce uncertainty in the purchasing process. When customers have a positive experience and trust in the quality and halal certification of a product, they are less likely to seek alternatives.

These findings suggest that repeat purchases at Assalam Dates Store can be fostered through a process of strengthening brand trust. Customers with previous purchasing experiences will use those experiences as a reference when making their next purchase. If these experiences are consistent with the store's image, the brand image is strengthened, ultimately encouraging repeat purchases. The results of this study align with the findings of Fahmi and Astuti (2023) and Erniati et al. (2024), which showed that brand image is related to both repurchase intention and decisions. These findings are also relevant to research by Kalimasada, Rofiq, and Mugiono (2024), which demonstrated the importance of brand image in explaining repurchase behavior.

However, the findings of this study also provide insight that brand image alone is not sufficient to be the sole basis for customer retention. Brand image can attract and build customer trust, but the decision to repurchase is ultimately heavily influenced by the actual customer experience. Therefore, the positive image that Toko Kurma Assalam has built must always be supported by product quality, halal certification, service, and a consistent purchasing experience. Thus, brand image is not just a perception, but a true experience that encourages customers to repurchase.

The Influence of Digital Promotion (X2) on Repurchase Intention (Y)

The results of the study indicate that digital promotion has a positive and significant effect on repurchase intention at the Assalam Dates Store. This finding demonstrates that promotional activities through digital media not only play a role in introducing products to potential customers but also have an important function in maintaining relationships with customers who have already made purchases. The store's presence through digital media keeps customers informed about products, offers, and store activities, thus maintaining the presence of the Assalam Dates Store in the minds of customers.

These findings can be explained through the Digital Promotion indicator, which emphasizes information quality, communication consistency, interactivity, and the use of digital channels. Customers who receive clear and relevant information are more likely to understand available products and reconsider the store when they need dates. Thus, digital promotions serve as reminders that can reactivate previous purchasing experiences.

Interactivity is crucial because the relationship between stores and customers is no longer one-way. Digital media allows customers to ask questions, obtain additional information, express their needs, and respond to displayed content. When stores respond effectively, this communication can foster closeness with customers. Maintaining

relationships through digital communication can ultimately increase the likelihood of repeat purchases.

Digital promotions can also help stores build trust and brand recall. Customers who consistently view Assalam Dates Store content will more easily remember the store when they need date products. However, this recall will be even more effective if the content provided is not only persuasive but also provides the information customers truly need. Information about products, quality, variety, price, availability, and offers can help customers make purchasing decisions more easily. The findings of this study align with research by Harpis (2026), which showed that digital promotions play a role in building customer loyalty in small and medium-sized businesses. These findings reinforce the understanding that digital media not only serves as a customer acquisition tool but can also be used to retain existing customers.

However, research findings suggest that digital promotion should be understood beyond simply publishing or increasing the frequency of posts. Frequent promotions may not necessarily result in repeat purchases if customers don't receive a satisfactory experience. This is relevant to the Assalam Dates Store phenomenon, which demonstrates that promotional activities via social media have not been fully supported by social proof in the form of strong customer reviews and experiences. Therefore, digital promotion should be directed toward strengthening the actual customer experience through accurate information, responsive communication, and consistent service.

Thus, Assalam Dates Store's digital promotion strategy needs to move beyond sales communication to relationship communication. Digital media should be utilized to maintain communication after a transaction, provide relevant information, build trust, manage feedback, and remind customers of their next purchase needs.

The Influence of Customer Satisfaction (M) on Repurchase Intention (Y)

The research results show that customer satisfaction has a positive and significant effect on repurchase intention. This finding demonstrates that the actual experience a customer experiences after making a purchase is a significant factor in determining whether they will return to Toko Kurma Assalam. Customers who feel their needs and expectations are met tend to have positive evaluations of the store and consider that experience when making subsequent purchases.

This finding is significant because customer satisfaction is the strongest direct predictor of repurchase intention in the research model. This means that, rather than relying solely on brand image or promotional activities, customer retention success is more determined by the customer's actual experience after making a purchase. This demonstrates that marketing strategies must ultimately lead to creating a satisfying experience.

From an indicator perspective, customer satisfaction is related to the match between customer expectations and the experience they receive. Customers come with specific expectations regarding product quality, service, price, ease of transaction, and product condition. If the actual experience meets or exceeds these expectations, customers will provide a positive evaluation. This positive evaluation then forms the basis for a desire to make a repeat purchase.

In the context of the Assalam Date Shop, product quality and consistent service are crucial factors in shaping customer satisfaction. The date products received by customers must match the information provided. Likewise, the service provided must create a comfortable experience from the moment customers seek information to the completion of the transaction. Inconsistencies at any point in the customer experience can impact a customer's overall evaluation of the store. This finding is consistent with the view of Kotler, Keller, and Chernev (2022) that post-purchase satisfaction is a crucial factor in determining repeat purchase behavior. This finding also aligns with research by Suryantari and Respati (2022) and Erniati et al. (2024), which demonstrates the importance of customer satisfaction in driving repeat purchases.

In the context of Assalam Dates Store, these findings have significant implications. Internal data used in the study revealed a gap between customers who have made transactions and those who actually make repeat purchases. This indicates that acquiring new customers does not automatically result in repeat purchases. Therefore, the post-purchase experience deserves greater attention, as post-transaction satisfaction is a key driver of repurchase intention.

Therefore, Toko Kurma Assalam needs to prioritize customer satisfaction as the center of its customer retention strategy. Customer retention efforts aren't simply about offering continuous promotions; they must begin with ensuring that the products and services they receive truly deliver a positive experience. When customers are satisfied, repeat purchases are no longer driven solely by promotional incentives but rather become informed choices based on previous experiences.

The Mediating Role of Customer Satisfaction in the Influence of Brand Image on Repurchase Intention

The results of the study indicate that customer satisfaction mediates the influence of brand image on repurchase intention. This finding provides an understanding that the influence of brand image on repurchase occurs not only directly, but also through the satisfaction experience felt by customers. In other words, the positive image of Assalam Dates Store shapes customer expectations and beliefs, which are then compared with the actual experience obtained when making a purchase.

This process demonstrates that brand image has two pathways in shaping repurchase intention. First, a positive image can directly inspire customers to trust and choose Toko

Kurma Assalam again. Second, this image can shape specific expectations that are then realized through the purchasing experience. When these experiences align with the established image, customers are satisfied, and this satisfaction strengthens the desire to repurchase.

In the context of this research, brand image indicators such as association strength, superiority, uniqueness, and trust in product quality and halal certification are important foundations for shaping customer expectations. For example, when Toko Kurma Assalam is perceived as providing high-quality and reliable products, customers will carry that perception into their transactions. If the quality of the product received truly aligns with that perception, there is consistency between image and experience.

Conversely, if the communicated image isn't supported by actual experiences, the potential for satisfaction will be lower. Therefore, these mediation findings suggest that a strong brand image must be demonstrated through customer experiences. A positive image will be more meaningful when customers truly experience the quality and service that aligns with that image. This finding supports research by Kalimasada, Rofiq, and Mugiono (2024), which showed that the relationship between brand image and repeat purchases can occur through a mediating mechanism. This finding is also relevant to research by Iriantini (2022), which showed that brand image does not automatically generate loyalty if it is not accompanied by positive customer evaluations.

This mediating role also implies that strengthening brand image alone is not enough to maximize repurchase intention. Assalam Dates Store needs to ensure that all elements of the customer experience reinforce the established image. Product quality, halal certification, cleanliness, service, ease of transactions, and customer responsiveness must align with the message conveyed through brand communications.

Thus, customer satisfaction in this context can be understood as a mechanism for converting perceptions into behavior. Brand image shapes beliefs and expectations, the purchasing experience generates evaluations, positive evaluations generate satisfaction, and this satisfaction then strengthens the customer's desire to repurchase. This pattern demonstrates the importance of integrating brand-building strategies with customer experience management.

The Mediating Role of Customer Satisfaction in the Influence of Digital Promotion on Repurchase Intention

The results of the study indicate that customer satisfaction mediates the effect of digital promotion on repurchase intention. This finding suggests that digital promotion not only influences repurchase through exposure to information or product reminders, but also through positive experiences formed through digital communication and interactions with customers.

Digital promotions are essentially the starting point for interaction between stores and customers. Through digital media, customers obtain information about available products and offers. However, this information then creates certain expectations. When customers make a transaction and experience the information they received, digital promotions not only attract attention but also generate satisfaction. This satisfaction, in turn, increases the likelihood of repeat purchases.

In the context of Assalam Dates Store, these mechanisms can be seen in the importance of accurate information, interactivity, consistent communication, and ease of access to information for customers. Promotions that provide clear information will help customers have more realistic expectations of the product. Meanwhile, responsive interactions can provide a sense of attention and help customers find solutions to their needs.

These findings also demonstrate that digital promotion plays a dual role. On the one hand, digital promotion can directly remind customers about the existence and products of Toko Kurma Assalam. On the other hand, digital promotion can create a positive communication experience, thereby increasing customer satisfaction. Therefore, the effectiveness of digital promotion should not be solely determined by the volume of published content or its reach, but also by the communication's ability to generate a positive customer experience. These findings align with Chaffey and Ellis-Chadwick's (2022) view of the importance of digital communication in building interactive relationships with consumers. The research findings also reinforce previous research showing that digital interactivity plays a role in shaping positive consumer responses.

Interestingly, the mediating role of Customer Satisfaction in this relationship suggests that a good digital promotion doesn't necessarily automatically lead to repeat purchases. Customers may be attracted to a promotion, view content, or learn about a product, but the decision to repurchase is strengthened when the actual experience after the promotion matches expectations. Therefore, there is a need to maintain continuity between digital messages and the products and services customers receive.

For Toko Kurma Assalam, these findings demonstrate that digital media needs to be developed as part of customer relationship management, not solely as a promotional tool. Digital content can be used to build post-purchase communication, solicit feedback, showcase customer experiences, provide relevant product information, and maintain connections with existing customers. Thus, digital promotion can serve as a gateway to customer satisfaction and subsequently serve as the basis for repeat purchases.

4. CONCLUSION

Based on the results of research on the influence of Brand Image and Digital Promotion on Repurchase Intention with Customer Satisfaction as a mediating variable at Assalam Dates Store, it can be concluded that Brand Image and Digital Promotion have a positive and significant effect on Customer Satisfaction and Repurchase Intention. Customer

Satisfaction is also proven to have a positive and significant effect on Repurchase Intention and is able to mediate the influence of Brand Image and Digital Promotion on Repurchase Intention. Thus, all research hypotheses are declared accepted. These findings indicate that customer repeat purchases are not only influenced by store image and digital promotional activities, but are mainly formed through customer experiences that result in satisfaction.

In practice, Assalam Dates Store needs to strengthen its brand image through consistent product quality, excellence, uniqueness, cleanliness, and halal certification, as well as increasing digital promotion through informative, educational, interactive content that reflects the actual product's condition. The store also needs to prioritize customer satisfaction by improving the customer experience, from information search, communication, the purchasing process to after-sales service. Strategies such as loyalty programs, special offers for existing customers, post-purchase communication, and utilizing customer reviews and feedback can be developed to strengthen customer relationships and increase repeat purchases.

This study has limitations due to the presence of other factors outside the model that could potentially influence Customer Satisfaction and Repurchase Intention, such as product quality, price, brand trust, and service quality. Furthermore, research focused on a single business entity limits the generalizability of the results. Therefore, future research is recommended to expand the model by including these variables, expanding the research object to retail businesses of dates or other religiously valued food products, and using a longitudinal approach to gain a deeper understanding of changes in customer repurchase behavior, especially during seasonal demand periods such as Ramadan.

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