Brand Image, Price, and Repurchase Intention of Powercat Cat Food Customers in Bandung City

Dede Geri Gantara [a*] and Faizal Fardhani Sigarlaki [a]

[a] General Achmad Yani University, Jl. Terusan Sudirman, Cimahi, Jawa Barat, Indonesia.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

This study aims to analyze the brand image and price of customers' repurchase intention of Powercat cat food products in Bandung City. The population in this study consisted of customers who had shopped for Powercat cat food products who are ≥17 years old and domiciled in Bandung City. The sample size of this study is 90 respondents, selected using purposive sampling. This study exerts a quantitative approach using a five-point Likert of online questionnaires and was conducted in Bandung City in November 2023. This study utilizes analytical techniques like validity and reliability assessments for instruments, tests for classical assumptions, and hypothesis testing by multiple linear regression. This study is backed by the Statistical Program for Social Science (SPSS) version 25. All hypotheses regarding this study's variable relationship that leads to repurchase intention are supported. Hence, the customer repurchase intention of Powercat cat food products has two main triggering factors: brand image and customer perception of price. Furthermore, the results show that brand image has the biggest impact on forming customer repurchase intention. The results of this study provide a practical implication for Powercat to focus on developing strategies that can increase customer perceptions of brand image, and price to increase repurchase intention among Powercat customers.

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Keywords: Brand image; price; repurchase intention.

1. INTRODUCTION

"The pet food industry in Indonesia, especially cat food, has become one of the growing industry sectors. Based on the results of a survey conducted by research institute Rakuten Insight Global in 2021, more than half of people (59%) admit to keeping animals at home. The survey was conducted among 97,000 respondents from China, the Philippines, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Taiwan, Thailand and Vietnam. One of the results of the survey states that cats are the most commonly kept animals by Indonesians with a percentage of 47% of respondents in 2021, and this is the highest percentage when compared to other countries" [1]. "This large number certainly has a significant impact on the pet economy industry, especially those related to cats. Powercat is one of the cat food products on the Indonesian market. The product is manufactured in Malaysia and is a proud brand of Powerpet, a subsidiary of Adabi Consumer Industries introduced in 2014. Market competition in the modern globalized world requires companies to offer better service quality and brand image to win customer loyalty" [2]. This happens because there are a wide variety of brands available to customers, including cat food brands. Thus, competition between companies is increasing to win customer loyalty which ultimately results in repurchasing products. The following is the Top Brand Award in the cat food category from 2018-2022:

Based on Table 1 of the Top Brand Index (TBI) data for the cat food category released by the Top Brand Award (TBA) Indonesia, it shows that Powercat took second place in 2018 with an index of 8.7%, and was followed by Royal Canin in third place with an index of 5.4%, and in 2019 the Powercat brand experienced a decline which still took second place with an index of 4.2%. In 2020 Powercat still occupies second place with an index of 10.9%, in 2021 Powercat has decreased with an index of 9.1% followed by its

competitor Royal Canin with an index of 9.5%, and in 2022 Powercat still occupies third place with an index of 8.7% also still with its competitor Royal Canin above it in second place with an index of 9.9%. Based on this data, it is a phenomenon that shows that competition between cat food brands is still very competitive, although in 2022 Powercat must occupy the third position, and this phenomenon indicates a decline in Powercat customer purchases as a problem in this research.

"Loyal customers can be a very valuable asset for the company. Therefore, companies must maintain loyal customers because they can save more costs by maintaining old customers than finding new customers" [3]. Customers who have high loyalty or premium loyalty along with strong interest will carry out repeat purchase activities [4]. Brand image and price perceptions affect consumer repurchase intention [5]. Therefore, if the brand image and price perception of a product are known to be positive by consumers, consumers will be interested or have an interest in buying the product according to their needs. In this research, the sample used was customers who had shopped for Powercat cat food products who are ≥17 years old and domiciled in Bandung City.

2. LITERATURE REVIEW

2.1 Repurchase Intention

"Repurchase intention shows the buyer's desire to make a repeat visit in the future. The definition of repurchase intention according to Peter and Olson is a purchasing activity that is carried out more than once or several times" [6]. "The satisfaction obtained by a customer can encourage someone to make repeat purchases, become loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others. Repurchase intention is a response in the form of consumers' feeling to make repeat purchases in the same brand

Table 1. Top brand index

No	Brands	2018	2019	2020	2021	2022
1.	Friskies	10.5%	11.6%	16.0%	12.7%	14.2%
2.	Royal Canin	5.4%	0.9%	8.8%	9.5%	9.9%
3.	Powercat	8.7%	4.2%	10.9%	9.1%	8.7%

Source: Top brand award, 2022

they use the brand" [7]. The greater the commitment or interest of consumers in making repeat purchases, the possibility of them staying with the same brand will be even greater. According to Ferdinand [8], "the indicators of repurchase interest are transactional interest (a person's tendency to repurchase products he has consumed); referential intention (a person's tendency to refer to the product he has bought so that other people also buy it concerning his consumption experience); and preferential intention (interest that describes the behavior of a person who always has a primary preference for the product he has consumed, this preference can only be changed if something happens to the reference product)".

2.2 Brand Image

Customers' impressions of a product's brand, or brand image, are formed by information obtained from their experiences using the product. According to Kotler and Keller [9], brand image is the consumer perception of a brand as a reflection of the associations that exist in consumers' minds. Positive views and consumer confidence in a product or service can be formed through brand image, which in turn increases brand loyalty. This loyalty plays a role in helping companies create a positive and accepted image, which is in line with customer preferences for the goods and services offered. This image can be maintained because it reflects the essence of a thing, such as the image or main impression received by a person. A strong brand can differentiate itself from others and excel from competitors in a particular field. The level of customer satisfaction will also increase along with their perception of the company's brand image. On the other hand, poor customer satisfaction can be caused by a negative impression of the brand image.

In brand image, 3 dimensions make it up, which are strength, favorability, and uniqueness[10]. In brand strength, the advantages are physical and not found in other brands, this refers to the attributes of the brand so that it can be considered an advantage over other brands such as the physical product, the function of the product, and the supporting appearance of the product. Favorability leads to the ability of the brand to be easily remembered by consumers, such as the ease of brand pronunciation, the ease of remembering the brand, the suitability of the brand impression in the minds of consumers, and the ease of getting the product needed.

Uniqueness is the ability to distinguish a brand from other brands. This impression arises from the attributes of the product that become a differentiating material from other products, such as service variations, appearance, or the name of a brand and the physical product.

2.3 Price

Price is an element in the marketing mix that not only determines sales and profit, but price can also be a way to communicate the value proposition of a product [9]. Price itself is a game in marketing, if the price set by the seller is too high, the price cannot be reached by consumers, which will ultimately have an impact on the sluggishness or decline in marketing of a product in the company. Conversely, when the price set by the company is too low, it will have an impact on the low level of profitability and consumers think that the goods offered at low prices are old goods or goods of poor quality. According to the views of Murniati and Bawono [11], "pricing is based on the adopted marketing strategy, cost structure, revenue stream, and consumer willingness to pay". "Price measures are affordability, suitability for quality and benefits and competitive prices" [12].

2.4 Theoretical Frameworks and Hypotheses

"Many previous studies have established the relationship between brand image and customer repurchase intentions. Brand image is a predictor of customer satisfaction and has a positive effect on customer repurchase intentions", according to Arifi [13], and Krisnanda et al. [14]. This means that the better the company's brand image, it will increase customer repurchase intentions. Thus, the following hypothesis can be formulated as follows:

H1: Brand Image has a significant and positive effect on Customer Repurchase Intention.

According to [15] affordable prices will further increase consumers' desire to always buy the products offered. This assertion is substantiated by an empirical study conducted by Ali [16], and Mudfarikah, et al. [17]. Thus, the following hypothesis can be formulated as follows:

H2: Price has a significant and positive effect on Customer Repurchase Intention.
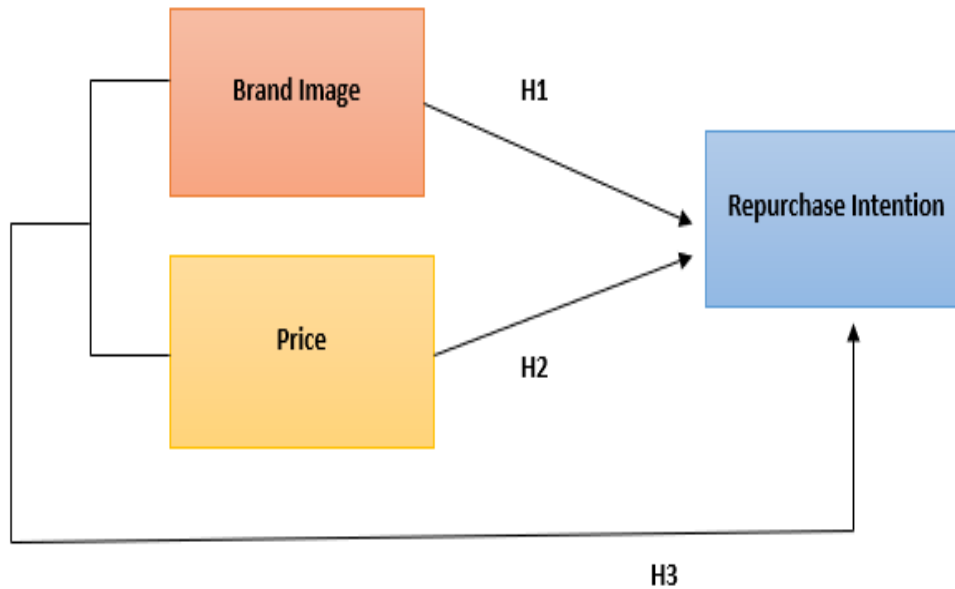
Fig. 1. Conceptual framework

Research conducted by Lumenta and Kadafi [5] found that repurchase intentions are positively influenced by brand image and price. This statement is supported by research by Andarini and Kurniawan [18] which states that there is a direct influence between brand image and price on repurchase intentions. According to the findings of this study, there is a positive correlation between brand image and price and customer repurchase intention in the e-commerce sector. In other words, when customers' perceptions of the brand image and price of a product increase, so does their repurchase intention. Powercat operates also in the e-commerce sector. Therefore, it is believed that brand image and price have a favorable impact on customer repurchase intention. This explanation forms the basis for building the next hypothesis:

H3: Brand image and price have a significant and positive effect on Customer Repurchase Intention.

The interrelationships among the variables outlined in the aforementioned framework are illustrated in the conceptual model presented in the image.

The conceptual model illustrates the relationship between brand image and price on repurchase intention among customers of Powercat cat food products as shown in Fig. 1.

3. METHODOLOGY

3.1 Research Objectives, Approaches, And Strategies

This research uses quantitative techniques using surveys as the main research tool. The process of operationalizing variables and assessing the three variables in this research was carried out using a Likert scale. Participants indicated their level of agreement or disagreement with the items using a five-point Likert scale, providing a rating from 1 to 5. Questionnaires were used to collect primary data. Assessment of the validity of each statement on the questionnaire was carried out using the product moment correlation approach, meanwhile, reliability was evaluated using Cronbach's alpha coefficient measurement technique. This research uses purposive sampling as a sampling strategy. which is a type of nonprobability sampling. Purposive sampling is a limited sampling technique with a specific purpose that can provide the information needed. A person is taken as a sample because the researcher considers that person to have the information necessary for his research [19]. That way, anyone who agrees to provide the required information to the researcher, either directly or indirectly, can be used as a sample in this research if the respondent is suitable as a data source. This research has a minimum sample size referring to the ideas put forward by Wiguna and Padmantyo [20] which is supported by Yunus [21] where the sample size recommended

by these experts is at least 10 times the number of research variables. Meanwhile, in this research, researchers applied a sample size of 30 times the number of variables consisting of brand image, price, and customer repurchase intention.

3.2 Characteristics of the Research Population

This research will involve samples from the population of Powercat cat food customers who live in Bandung City with an age range of 17 years. The age requirement is set based on the assumption that they have sufficient cognitive capacity to be able to fill in the statements that remain on the questionnaire. Apart from that, this age is included in the productive group [22].

3.3 Data Processing and Analysis Methods

According to Mudfarikah et al [17], after the data was obtained through a survey using a questionnaire, the next step was data processing which consisted of four stages, namely data coding, data entry, data editing, and data transformation. Data processing to analyze multiple regression researchers used Statistical Program for Social Science (SPSS) version 25.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

According to the data presented in Table 2, the participants in this study are individuals acting as

Table 2. Respondent profile

No	Information	Sum	%
Age			
1.	17-19	23	25.6%
2.	20-22	31	34.5%
3.	23-25	28	31.1%
4.	26-28	3	3.3%
5.	29-31	1	1.1%
6.	32-34	1	1.1%
7.	35-37	2	2.2%
8.	38-40	1	1.1%
	Total	90	100%
Occupation			
1.	Students	16	17.8%
2.	College students	31	34.4%
3.	Employees	24	26.7%
4.	Self-employed	5	5.6%
5.	Civil servants	5	5.6%
6.	Housewives	3	3.3%
7.	Others	6	6.7%
	Total	90	100%
Income			
1.	<1.000.000	51	56.7%
2.	1000.000-3.000.000	19	21.1%
3.	>3.000.000-5.000.000	10	11.1%
4.	>5.000.000	10	11.1%
	Total	90	100%
Location			
1.	Bandung City	90	100%
	Total	90	100%
Have shopped for Powercat cat food products			
1.	Yes	90	100%
2.	No	0	0%
	Total	90	100%

Source: Researcher-processed information (2023)

Table 3. Validity and reliability test

No	Statement	R.calculate	Note	Cronbach's alpha	Note
Brand Image (X1)					
1.	Powercat's products use good packaging design	0.8802	Valid	0.871	Reliable
2.	Powercat's products have a better reputation than other brands	0.9016	Valid		
3.	Powercat's products have a strong fish/meat aroma	0.9127	Valid		
4.	Powercat's products have a non-hard texture	0.8618	Valid		
5.	Powercat's products have the right size	0.9238	Valid		
Price (X2)					
1.	The price is in line with expectations	0.7674	Valid	0.862	Reliable
2.	Powercat product prices are competitive in the market	0.7805	Valid		
3.	Powercat products are affordable	0.8889	Valid		
4.	The price of Powercat products is by the benefits obtained	0.8865	Valid		
Customer Repurchase Intention (Y)					
1.	I am interested in repurchasing Powercat products	0.9061	Valid	0.959	Reliable
2.	I would recommend Powercat products to others	0.9616	Valid		
3.	I prefer Powercat products over others	0.96	Valid		

Source: Researcher-processed information (2023)

Table 4. Normality test one-sample kolmogorov-smirnov

Unstandardized Residual		
N		90
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,08835887
Most Extreme Differences	Absolute	,064
	Positive	,064
	Negative	-,063
Test Statistic		,064
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction
d. This is a lower bound of the true significance

Source: SPSS output data version 25 (2023)

consumers with a minimum age of 17 years also had shopped for Powercat cat food products and lived in Bandung City.

4.2 Validity and Reliability Test

This study examines three variables, namely brand image (X1), price (X2), and customer repurchase intention (Y). Each of these variables consists of several indicators with measurements that have been determined in the questionnaire statement. Before evaluating the results, it is important to conduct validity and reliability tests for the measurement of the three variables. By using SPSS version 25 software, the calculations for the validity and reliability tests provide the following results.

4.3 Classical Assumptions Test

4.3.1 Normality test

Based on the normality test results in Table 4, it is known that the significance value (Asymp. Sig. (2-tailed)) is 0.200> 0.05, so it can be concluded that the data in this study are normally distributed, which means that the regression model meets the assumptions of normality.

4.3.2 Multicollinearity test

The test results in Table 5 show that the correlation value between the independent variables, namely the brand image (X1) and the price variable (X2), has the same VIF output value of 2.301 < 10 and the tolerance output value of each variable also shows the same number, namely 0.435> 0.1, so it can be concluded that there is no multicollinearity between the independent variables studied or passes the multicollinearity test.

4.3.3 Heteroscedasticity test

Based on the Scatter Plot graph, it shows that the points on the diagram do not form a clear pattern. The dots spread randomly and are well distributed above and below the number 0 on the Y-axis. So it can be concluded that there is no heteroscedasticity problem in the regression model.

4.4 Result of Multiple Regression Analysis

From the results of the analysis shown in Table 6, it can be deduced that the brand image (X1) and price (X2) variables partially have a significant effect on the customer repurchase interest variable (Y), given that the significance value is 0.00 <0.05. In addition, based on the results of the SPSS output in Table 7 Anova, it shows that the brand image and price variables have a calculated F value of 132,480 with a significant value of 0.000. The calculated F value is greater than the F Table 132.480> 3.100 (df1 = k; df2 = n-k = 2; 90-2 = 2; 88) and the significance value on the brand image and price variables is smaller than the significance value of 0.000 <0.05. As a result, Ha1, Ha2, and Ha3 are accepted. In addition, based on Tables 8, 9, and 10, it can be seen that the brand image variable influences the customer repurchase interest variable by 70.5%, the price variable influences the customer repurchase interest variable by 59.1% and the brand image and price variables simultaneously influence the customer repurchase interest variable by 74.7%.
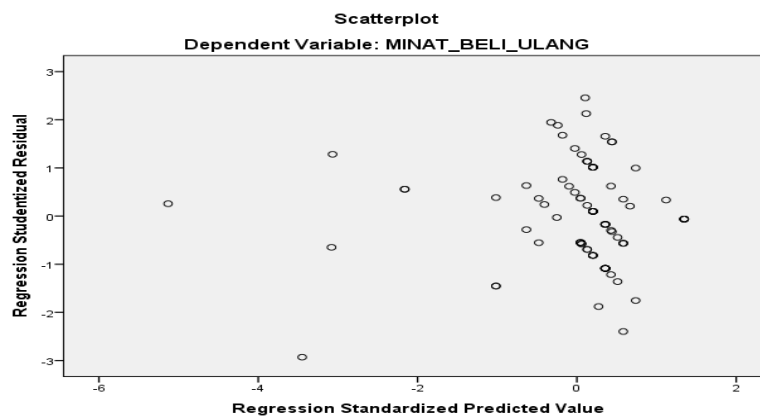

Fig. 2. Heteroscedasticity test
Source: SPSS output data version 25 (2023)

Table 5. Multicollinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	,435	2.301
	Price	,435	2.301
a. Dependent Variable: Repurchase Intention			

Source: SPSS output data version 25 (2023)

Table 6. Multiple regression test results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**T**	**Sig.**
1	(Constant)	-1,586	,888		-1,787	,077
	Brand Image	,430	,058	,602	7,440	,000
	Price	,295	,075	,319	3,949	,000
a. Dependent Variable: Repurchase Intention						

Source: SPSS output data version 25 (2023)

Table 7. F Test – Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	321,066	2	160,533	132,480	,000[b]
	Residual	105,423	87	1,212		
	Total	426,489	89			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Price, Brand Image						

Source: SPSS Output data version 25 (2023)

Table 8. Determination coefficient test X1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,842[a]	,709	,705	1,189
a. Predictors: (Constant), Brand Image				
b. Dependent Variable: Repurchase Intention				

Source: SPSS output data version 25 (2023)

Table 9. Determination coefficient Test X2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,772[a]	,596	,591	1,400
a. Predictors: (Constant), Price				
b. Dependent Variable: Repurchase Intention				

Source: SPSS output data version 25 (2023)

Table 10. Determination coefficient Test X1 and X2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,868[a]	,753	,747	1,101
a. Predictors: (Constant), Price, Brand Image				
b. Dependent Variable: Repurchase Intention				

Source: SPSS output data version 25 (2023)

5. CONCLUSION

Based on the results of the research that has been conducted, the researcher will convey the conclusions of the thesis entitled The Effect of Brand Image and Price on Repurchase Intention of Powercat Cat Food Customers in Bandung City as follows:

1. Brand image has a positive and significant effect on the repurchase intention of Powercat cat food customers in the city of Bandung.
2. Price has a positive and significant effect on the repurchase intention of Powercat cat food customers in the city of Bandung.

3. Brand image and price simultaneously have a positive and significant effect on the repurchase intention of Powercat cat food customers in the city of Bandung.

6. SUGGESTION

Referring to the findings of this research, several suggestions are presented that can provide benefits for Powercat product companies, the following is the explanation:

6.1 Scientific Implications

This research complements previous findings with different scientific contributions, namely external and construct validity tests. The test aims to ensure that data collection instruments can measure precisely, through tests of indication, causality, and the logic of the relationship between indicators. The instrument has passed both logical and empirical validity tests, reducing the potential for cheating by number. The focus of the study was only on PowerCat cat food products in Bandung, suggesting further research involving a wider location and a larger number of respondents (90 people at present). The variables that influence repurchase intention are brand image and price. It is recommended to add variables such as word of mouth, customer satisfaction, product quality, and product variety to better understand the factors that influence repurchase intention. Research can be extended to other areas with a focus on the same product.

6.2 Managerial Implications

Based on the results of the study, it is known that repurchase intention is directly influenced by brand image and price with a large influence, which is above 50%. This shows that the company that houses Powercat products needs to improve or pay attention to customer perceptions of the brand image of their products to compete with similar products circulating in Bandung City, when viewed from the respondents' answers, the things that must be improved from the brand image of Powercat products are its reputation from other similar brands, the aroma of the product and the texture of the product. Then in the aspect of product prices, Powercat has been considered good and can compete in the Indonesian market, especially in Bandung City. Thus, if Powercat products make improvements or improvements to the brand image and prices of their products, it is expected to increase the level of interest in repurchasing products from Powercat. The intention here is apart from intention in the transactional form, namely repurchasing the product, but also intention in the referential form, namely recommending Powercat products to others, and preferential intention, namely preferring Powercat products over other products.

COMPETING INTERESTS

The authors have declared that no competing interests exist.

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