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**“CULTURAL TOURISM AS A TOOL FOR NATION
BUILDING OR NEOCOLONIALISM
IN THE BANDUNG SPIRIT”**



FACULTY OF ECONOMICS
SANATA DHARMA UNIVERSITY

PROCEEDINGS
THE 4th INTERNATIONAL CONFERENCE ON
ECONOMICS, BUSINESS, AND MANAGEMENT
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“Cultural Tourism as a Tool for National Building or
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September 27, 2025



Faculty of Economics
Sanata Dharma University
Yogyakarta

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for National Building or Neocolonialism in the Bandung Spirit”

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PREFACE

We express our gratitude to God Almighty, because by His grace, the 4th International Conference on Economics, Business, and Management Research (ICEBMR) in 2025 was successfully held. This conference is an important academic agenda for the Faculty of Economics, Universitas Sanata Dharma. The presence of these proceedings is clear evidence that the spirit of cross-disciplinary and cross-national collaboration can be maintained, especially in facing global challenges in the business and economic fields.

The theme of this 2025 conference, Cultural Tourism as a Tool for National Building or Neocolonialism in the Bandung Spirit, was chosen considering the dynamics of cultural tourism, which is not only an instrument of national development but also has the potential to give rise to neo-colonial practices. Embracing the "Bandung Spirit," which emphasizes solidarity, independence, and equality among nations, this conference is expected to provide a space for critical and constructive reflection for the development of science and public policy. These proceedings compile various research and studies presented at the conference. Each article presents the results of academic research and conveys the diversity of perspectives and depth of analysis of the researchers. We believe that the contributions of various authors, both domestic and international, will enrich the literature and provide practical insights for the development of inclusive and sustainable cultural tourism that is oriented towards community welfare.

On behalf of the Faculty of Economics, we extend our deepest appreciation and gratitude to all the committee members, presenters, participants, and institutional partners who contributed to the success of this conference. We hope these proceedings will be beneficial for the development of a better and more sustainable future.

Dr. Lukas Purwoto
Organizing Committee

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THE ROLE OF COSTUMER SATISFACTION IN MEDIATING THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON REPURCHASE INTENTION ON NIKE SHOE PRODUCTS

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ABSTRACT

This study aims to analyze the role of costumer satisfaction in mediating the influence of product quality and brand image on repurchase intention in Nike shoe products. Using a quantitative approach and Structural Equation Modeling method based on Partial Least Squares (SEM-PLS), this study collected data from 100 Nike costumer respondents in Indonesia who had made purchases in the past two years. The results show that product quality has a significant positive influence on costumer satisfaction, while brand image contributes more strongly to the emotional dimension of satisfaction. Costumer satisfaction has been shown to mediate the relationship between product quality and brand image and repurchase intention. These findings underscore the relevance of the Expectancy-Disconfirmation Theory in explaining costumer behavior, while providing managerial implications for Nike to balance quality strategies and brand image to strengthen costumer loyalty.

Keywords: Product Quality; Brand Image; Costumer Satisfaction; Intention intention; Nike

1. Introduction

The global sports shoe industry is one of the fastest-growing retail sectors in the last two decades, influenced by the transformation of people's lifestyles, increased health awareness, and the development of sportswear-based fashion. Major brands such as Nike, Adidas, Puma, and Under Armour compete fiercely in delivering high-quality products, design innovations, and branding strategies to maintain their global market share. In this context, Costumer behavior, especially repurchase intention, is one of the key indicators of success in maintaining a competitive advantage in an increasingly saturated market (Srivastava & Sharma, 2013);(Mulyaningsih & Meria, 2024);(Sihombing, 2025).

Although there is a lot of research on the relationship between product quality, brand image, and costumer satisfaction with repurchase intent, there is still a significant research gap. First, the results of the study show inconsistencies regarding the direct influence of product quality and brand image on repurchase intention. Second, there have not been many studies that specifically place costumer satisfaction as a mediating variable in the context of premium products such as Nike in emerging markets. Third, the phenomenon of digitalization and the shift to e-commerce platforms further adds to the complexity of this relationship because costumer experience is now not only based on the physical attributes of the product, but also on the digital experience, quality of online services, and brand interaction on social media (Sihombing, 2025); (Srivastava & Sharma, 2013).

Nike, as one of the global leaders in the sports shoe industry, has built a strong brand image through innovation, quality, and aggressive marketing strategies. However, increasing competition has left costumers with many choices, so the intention in buying re-purchases is an important indicator of business sustainability. Repurchase intention does not only depend on product quality, but also on the satisfaction felt by costumers and the strength of the brand image inherent in their minds (Ayu et al., 2019); (Mulyaningsih & Meria, 2024); (Hadirahmanto & Nuvriasari, 2025). Product quality is a major determinant in influencing costumer loyalty. Sports shoes are not only chosen based on design or price, but also on material quality, comfort and durability. Previous research confirms that product quality has a significant influence on costumer satisfaction and repurchase intention (Andhika Danu Praja, 2022); (Mulyaningsih & Meria, 2024); (Komang et al., 2023). Costumers who feel a quality product tends to

have a positive perception that drives the to buy again. Conversely, poor quality will lower satisfaction and increase the likelihood of costumers moving to other brands.

Brand image is a psychological element that distinguishes a product from its competitors. Nike, for example, has managed to associate its products with achievements, innovation, and a healthy lifestyle. Several studies have found that a strong brand image contributes significantly to repurchase intention, both directly and through costumer satisfaction (Ketut, 2018); (Made et al., 2020); (Devantha & Ekawati, 2021). Costumer satisfaction is a psychological factor that arises when costumer expectations for a product are met or even exceeded. Many studies show that satisfaction plays an important role as a mediator in the relationship between product quality, brand image, and repurchase intention (Girsang et al., 2020); (Abdullah & Junianingrum, 2024); (Ebrahimi, 2014). Satisfied costumers tend to not only rebuy, but also provide positive recommendations (word of mouth), which strengthens the brand's position in the market. Although many studies have explored the relationship between product quality, brand image, satisfaction, and repurchase intention across various industries, studies specific to Nike are still limited, especially in the context of Indonesian costumers. Some studies have found inconsistencies, such as the significant effect of product quality on satisfaction, but not always on repurchase intention (Ramadhan & Santosa, 2017); (Scott, 2019); (Dewi Nur Indah, Safitri, Usep Suhud, 2023). In addition, the costumer satisfaction variable has not been consistently tested as a mediator in the context of the global shoe industry with a focus on Nike. This opens up opportunities for further research to make empirical and theoretical contributions.

The research problem that focuses on Nike costumers whether or not they continue to make repurchases even though Nike's brand image is very strong globally, the contribution of product quality to repurchase intention compared to brand image, costumer satisfaction is really the determining factor that mediates the relationship between product quality, brand image, and repurchase intention. In the era of globalization, business competition is increasingly fierce and requires companies to maintain costumer loyalty through product quality and effective brand image management. The sports shoe industry is one of the most competitive sectors with global brands such as Nike, Adidas, and Puma constantly competing for costumers. The phenomenon of costumer loyalty in this sector is not only determined by the functional factors of the product, but also by the emotional perception formed through brand image and the experience of costumer satisfaction after making a purchase (Ketut, 2018); (Ramadhan & Santosa, 2017). Based on the background and research gaps, this study aims to analyze the influence of product quality on Nike costumers' repurchase intention, test the influence of brand image on Nike costumers' repurchase intention, and assess the role of costumer satisfaction as a mediating variable in the relationship between product quality, brand image, and repurchase intention. Thus, this research is expected to make an academic contribution to the marketing literature related to brand management, as well as provide practical implications for Nike's marketing strategy in maintaining costumer loyalty.

2. Literature Review

This study uses Expectancy-Disconfirmation Theory (EDT) as the main theoretical foundation to explain the psychological mechanisms that occur in the formation of costumer satisfaction and repurchase.

2.1. *Expectancy-Disconfirmation Theory (EDT)*

2.1.1. Basic Concepts of EDT

Expectancy-Disconfirmation Theory, introduced by Oliver (1980), states that costumer satisfaction is the result of a comparison between expectations before purchase and the actual performance of a product after consumption (Oliver, 1980). When actual performance exceeds expectations, there is a positive disconfirmation that results in satisfaction. On the other hand, if performance is below expectations, there is a negative disconfirmation that leads to dissatisfaction (Anderson & Sullivan, 1993)). EDT has been widely used in a variety of industries including retail, e-commerce, hospitality, and digital services to explain the linkages between expectations, performance, satisfaction, and post-purchase behaviors (Tsai et al., 2015); (Wang & Chang, 2014); (Hidayah et al., 2008).

2.1.2. Relevance of EDT in the Nike Context

Costumers of Nike products typically have high expectations regarding design innovation, material quality, and brand symbolism. EDT explains that if a Nike product meets or exceeds these expectations, satisfaction is generated and ultimately drives a repeat purchase. Conversely, if the experience doesn't align with expectations, loyalty may decline. Several studies have applied EDT in the context of fashion, sports, and digital services products to validate the role of satisfaction as a mediator between product attributes and repurchase intent (Tsai et al., 2015); (Putu et al., 2024).

2.2. Product Quality in the EDT Framework

Product quality is one of the key determinants of actual performance in EDT. Quality includes aspects of durability, comfort, aesthetics, and functional reliability that costumers evaluate after the use of the product. Research shows that product quality has a significant impact on satisfaction and loyalty, as costumers rate real performance compared to previous expectations (Rifky et al., 2024); (Mulyaningsih & Meria, 2024); (Girsang et al., 2020).

2.3. Brand Image and Initial Expectations

Brand image shapes costumers' initial expectations. The stronger the image of a brand, the higher the expectations built on the product. EDT explains that perception of brands plays an important role in determining whether the actual experience will result in positive or negative disconfirmation (Dewi Nur Indah, Safitri, Usep Suhud, 2023); (Rifky et al., 2024); (Iman Maulana, 2024).

2.4. Costumer Satisfaction as a Mediator

In EDT, satisfaction is a central outcome that bridges expectations and post-purchase behavior. Meta-analysis studies show that satisfaction is a powerful mediator between quality perception and brand image towards repurchase intent (Anderson & Sullivan, 1993); (Morgan, 2018); (Vijay et al., 2020). EDT predicts that when quality and brand image provide a satisfying experience, costumers will maintain a long-term relationship with the brand through repurchases.

2.5. Repurchase Intention as Post-Consumption Behavior

Repurchase intention is the end result of satisfaction in EDT. Satisfied costumers have a high probability of repeating the purchase, even willing to pay more or ignore other alternatives. In the literature, repurchase intent is significantly influenced by satisfaction born from the comparison between expectations and reality (Wang & Chang, 2014); (Li et al., 2009).

2.6. Related Studies Using EDT

Several international studies have proven the validity of EDT in the context, e-commerce: where expectations are shaped by product descriptions and digital interactions (Tsai et al., 2015). Also in terms of virtual consumption: for example, the purchase of virtual products with the influence of expectations and personalization adjustments (Wang & Chang, 2014). Other studies have focused on physical retail: including convenience stores and convenience stores (Li et al., 2009). This demonstrates the flexibility and predictive power of EDT in a variety of costumer settings. The Expectancy-Disconfirmation Theory provides a solid basis for explaining the relationship between product quality, brand image, costumer satisfaction, and repurchase intention in the context of Nike shoes. By using EDT as a grand theory, this research offers a theoretical framework that is able to explain complex psychological mechanisms, from the formation of expectations to loyalty decisions.

2.7. Hypothesis Formulation

The development of the global sports shoe industry, particularly Nike, has shown how costumer behavior plays a central role in maintaining a competitive advantage. Nike costumers often have high expectations for product quality, brand image, and consumption experience. However, previous studies have shown inconsistent results regarding which factors are more dominant in shaping repurchase intention (Srivastava & Sharma, 2013); (Mulyaningsih & Meria, 2024); (Dewi Nur Indah, Safitri, Usep Suhud, 2023). For this reason, this study uses Expectancy-Disconfirmation Theory (EDT) as the grand theory, where costumer satisfaction is seen as the result of a comparative evaluation between expectations and actual product performance (Oliver, 1980). In the context of Nike, costumer

satisfaction is predicted to mediate the influence of product quality and brand image on repurchase intention.

2.7.1. Product Quality and Costumer Satisfaction

Product quality includes functional dimensions such as durability, comfort, and performance. Research shows that product quality is significantly related to costumer satisfaction, because costumers tend to be satisfied when product performance is in line with expectations (Zeithaml, 1988); (A. Parasuraman, Valarie A. Zeithaml, 1985).

H1: Product quality has a positive effect on costumer satisfaction in Nike shoe users.

2.7.2. Brand Image and Costumer Satisfaction

Brand image influences costumers' initial expectations of product performance. Strong brands such as Nike are able to provide emotional associations that increase post-purchase satisfaction (Keller, 1993); (Nguyen & Leblanc, 2001).

H2: Brand image has a positive effect on costumer satisfaction in Nike shoe users.

2.7.3. Costumer Satisfaction and Repurchase Intention

Costumer satisfaction is the strongest predictor of repurchase intent. Satisfied costumers tend to have loyalty and reduce the likelihood of switching brands (Fornell, 1992); (Anderson & Sullivan, 1993); (Homburg et al., 2006).

H3: Costumer satisfaction berpengaruh positif terhadap minat beli ulang pada pengguna sepatu Nike.

2.7.4. Product Quality and Repurchase Intention

High-quality products increase costumer confidence, which has a direct impact on repurchase intention. Studies in the retail context show that product quality significantly affects loyalty (Dodds et al., 1991); (Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, 2003); (Tsotsou, 2006).

H4: Product quality has a positive effect on the repurchase intention in Nike shoe users.

2.7.5. Brand Image and Repurchase Intention

A strong brand image motivates costumers to remain loyal despite the existence of competitor alternatives. Brand loyalty is often determined more by psychological associations than functional considerations (Yoo & Donthu, 2001); (Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, 2003); (Munuera Alema & Delgado Ballester, 2005).

H5: Brand image has a positive effect on repurchase intention in Nike shoe users.

2.7.6. The Role of Costumer Satisfaction Mediation

In EDT, satisfaction is the main mediator between expectations (of product quality & brand image) and post-purchase behavior (repurchase intention). Empirical studies prove that costumer satisfaction plays a role as a connecting mechanism in structural models (Fornell, 1992); (Homburg et al., 2006) (Han & Jin, 2015).

H6: Costumer satisfaction mediates the influence of product quality on repurchase intention in Nike shoe users.

H7: Costumer satisfaction mediates the influence of brand image on repurchase intention in Nike shoe users.

3. Research Methods

The research method is an important framework in ensuring the scientific validity of a study. In the context of this study, the main objective is to investigate the role of costumer satisfaction as a mediating variable in the relationship between product quality and brand image on intention in repurchasing Nike shoe products. Given the phenomenon of costumer loyalty to global brands in the midst of a highly competitive market, a quantitative research method with a Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS) was chosen. This approach is suitable for analyzing complex multivariate relationships with mediating variables and moderate sample sizes (Hair, et al., 2019).

Product quality is defined as the costumer's perception of a product's advantages in terms of durability, design, comfort, and function. These dimensions refer to indicators such as reliability, aesthetics, and product performance (Parasuraman, et al. 1985). Brand image is defined as the costumer's perception of the association, reputation, and personality inherent in Nike as a global brand. Indicators include reputation, credibility, and emotional differentiation (Keller, 1993);(Nguyen & Leblanc, 2001). Costumer satisfaction is the overall evaluation of the buying experience obtained when the actual performance of a product meets or exceeds expectations. This definition is based on the Expectancy-Disconfirmation Theory (EDT) (Oliver, 1980); (Fornell, 1992); (Homburg et al., 2006). Repurchase intention is the tendency of costumers to repurchase Nike products after a previous consumption experience. Indicators include sustained , affective loyalty, and willingness to recommend (Hellier, et al., 2003); (Tsiotsou, 2006); (Han & Jin, 2015).

The population of this study is Nike shoe costumers in emerging markets (Indonesia) who have made purchases at least twice in the past two years. This population was chosen because costumers in emerging markets have high aspirations towards premium brands but are also more sensitive to price and product quality. Sample size was determined using the rule of 10 times the largest indicator in the SEM-PLS model (Hair, et al., 2019). To improve generalization, the sample of this study was 100 respondents. This study uses purposive sampling because the respondent criteria must be specific, namely costumers who have purchased Nike shoes in the last 24 months, aged 18–45 years (the most active age group in the sportswear market) and live in urban areas with access to official Nike stores and e-commerce. Purposive sampling is often used in costumer behavior studies because it allows researchers to reach relevant target markets (Etikan et al., 2015); (Sekaran, Bougie, 2016).

4. Research Findings and Discussion

The data on the characteristics of the respondents in this study were obtained from 100 respondents consisting of Nike Shoe wearers in Indonesia. The characteristics of respondents by gender are grouped as shown in the following table:

Table 1. Respondent Characteristics by Gender

Gender	Sum	Percentage%
Male	59	59%
Female	41	41%
Total	100	100%

Source: Primary data processed (2025)

Respondents are predominantly male (59%), reflecting Nike's strong preference for sneakers in the men's segment. However, a sizable proportion of women (41%) affirm significant market opportunities among female costumers, so gender-based marketing strategies need to be optimized to expand the loyalty base.

The age of the respondents was divided into 3 groups, 18-20 years, 21-24 years, >24 years. The characteristics of respondents by age are shown in the following table:

Table 2. Respondent Characteristics by Age

Age	Sum	Percentage%
18-20 years old	51	51%
21 – 24 years old	39	39%
>24 years old	10	10%
Total	100	100%

Source: Primary data processed (2025)

Most respondents aged 18–20 (51%) and 21–24 years (39%), show the dominance of the younger generation as Nike's top costumers. This segment tends to be dynamic, trend-conscious, and responsive to innovation. Respondents >24 years old (10%) remain important as established costumers with higher purchasing power. The characteristics of respondents based on income are divided into four.

Table 3. Characteristics of Respondents by Income

Income	Sum	Percentage
< IDR 1,000,000	2	7%
IDR 1,000,000 – < IDR 3,000,000	58	58%
IDR 3,000,000 – < IDR 5,000,000	22	22%
≥ Rp 5.000.000	18	18%
Total	100	100%

Source: Primary data processed (2025)

The majority of respondents have an income of IDR 1,000,000–<IDR 3,000,000 (58%), showing the dominance of lower-middle costumers as Nike's main target in emerging markets. Meanwhile, respondents with an income of ≥IDR 5,000,000 (18%) represent the premium segment, which, although smaller, has strategic potential for long-term loyalty.

4.1. Instrument Testing

4.1.1. Validity Test

According to (Abdillah & Jogiyanto, 2015) construct validity shows how good the results obtained from the use of a measurement are according to the theories used to define a construct. The validity of the construct consists of convergent validity and discriminating validity. According to *the rule of thumb* of convergent validity, the indicator *loading factor* is more than 0.7.

Table 4. Loading Factor Values

No	Question	Nilai Loading Factor	Status
1	X1.1	0,771	Valid
2	X1.2	0,714	Valid
3	X1.3	0,741	Valid
4	X1.4	0,781	Valid
5	X2.1	0,766	Valid
6	X2.2	0,780	Valid
7	X2.3	0,855	Valid
8	X2.4	0,786	Valid
9	M1.1	0,866	Valid
10	M1.2	0,880	Valid
11	M1.3	0,871	Valid
12	M1.4	0,843	Valid
13	Y1.1	0,833	Valid
14	Y1.2	0,877	Valid
15	Y1.3	0,847	Valid
16	Y1.4	0,873	Valid

Source : Data Processed with *SmartPLS 4* (2025)

The results of the indicator validity test through the loading factor value show that all items have a value above 0.70, thus meeting the convergence validity criteria. The indicators of product quality (X1), brand image (X2), costumer satisfaction (M1), and repurchase interest (Y1) are declared valid. This confirms that all research instruments are able to represent latent variables well and can be used for the next stage of analysis. The highest score was found on the M1.2 indicator (0.880), reflecting costumer satisfaction measured consistently, while the lowest score at X1.2 (0.714) remained within the acceptance limit.

Thus, the measurement model in this study has a reliable construct to test the relationship between variables.

Tabel 5. Nilai Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Status
Product Quality	0,637	Valid
Brand Image	0,748	Valid
Costumer Satisfaction	0,567	Valid
Repurchase Intention	0,736	Valid

Source : Data Processed with *SmartPLS* 4 (2025)

Based on the results of the Average Variance Extracted (AVE) test, all variables have values above 0.50 so that they meet the criteria for convergent validity. This shows that the research indicators are able to explain latent variables well, so that the model can be used for further analysis validly. Discriminant validity indicates the extent to which an indicator of a variable (construct) is more strongly correlated with its own variable than with other variables, thus ensuring that each variable measures a different construct and does not overlap.

Tabel 6. *Cross Loading*

	Product quality	brand image	Costumer satisfaction	Interest in rebuying
X1	0.771	0.516	0.513	0.492
X2	0.714	0.550	0.304	0.380
X3	0.741	0.462	0.670	0.657
X4	0.784	0.637	0.519	0.536
X2.1	0.648	0.766	0.561	0.496
X2.2	0.632	0.780	0.548	0.543
X2.3	0.528	0.855	0.491	0.397
X2.4	0.391	0.786	0.436	0.313
M1	0.616	0.535	0.866	0.699
M2	0.543	0.518	0.880	0.776
M3	0.631	0.586	0.871	0.723
M4	0.728	0.606	0.843	0.742
Y1	0.670	0.370	0.674	0.833
Y2	0.662	0.557	0.794	0.877
Y3	0.673	0.474	0.659	0.847
Y4	0.696	0.525	0.779	0.873

Source : Data Processed with *SmartPLS* 4 (2025)

The results of *cross loading* showed that all indicators had a higher loading value on their variables than other variables. This proves that each indicator is able to measure the construct in question precisely, so that the validity of the discriminator in this research model can be stated to be fulfilled properly.

4.1.2. Reliability Test

Reliability refers to the accuracy, consistency, and accuracy of a measuring instrument in making measurements. There are two methods that can be used to test reliability, namely *Cronbach's alpha* measures the lower limit of the reliability value of a construct, and *composite reliability* measures the true value of a construct. *The rule of thumb* value of *Cronbach's alpha* or *composite reliability* should be > 0.7 .

Tabel 7. *Construct Reliability and Validity*

No	Variabel	Composite Reliability	Average Variance Extracted (AVE)	Status
1	Product Quality	0,836	0,587	Reliabel
2	Brand Image	0,894	0,674	Reliabel

3	Costumer Satisfaction	0,905	0,782	Reliabel
4	Repurchase Intention	0,835	0,791	Reliabel

Source: Data Processed with *SmartPLS* 4 (2025)

The results of the Construct Reliability and Validity test showed that all variables had a Composite Reliability value of > 0.70 and AVE > 0.50 , thus meeting the reliability and validity criteria. These findings indicate that the research instruments are consistent and able to accurately and reliably represent measured constructs.

4.1.3. Structural Model Testing (Inner Model)

Values are used to measure the degree of variation of changes in independent variables to dependent variables. R^2

Table 8. R^2	
Variabel	R2
Costumer Satisfaction	0,539
Repurchase Intention	0,755

Source : Data Processed with *SmartPLS* 4 (2025)

The R^2 value shows that costumer satisfaction can be explained by product quality and brand image by 53.9%, while repurchase intention is explained by all three variables by 75.5%. This indicates that the model has strong explanatory power, especially in the repurchase intention variable.

4.2. Mediation Effect Test

Testing for mediation is carried out in two stages, namely *direct effect* and *indirect effect*.

4.2.1. Estimasi Direct Effect

The researcher estimated the *direct effect* or direct influence between the variables of Product Quality, Brand Image, and Costumer Satisfaction on Repurchase Interest.

Table 9. Direct Effect Estimation Results								
No	Variabel		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Status
1	Brand image -> Costumer Satisfaction		0,302	0,291	0,126	2,391	0,017	Signifikan
2	Brand Image - > Repurchase Intentions		-0,097	-0,091	0,111	0,877	0,380	Insignifikan
3	Costumer Satisfaction - > Repurchase Intention		0,720	0,724	0,087	8,308	0,000	Signifikan
4	Product Quality -> Costumer Satisfaction		0,489	0,505	0,109	4,466	0,000	Signifikan
5	Product Quality - > Repurchase Interest		0,277	0,273	0,104	2,651	0,008	Signifikan

Source : Data Processed with *SmartPLS* 4 (2025)

4.2.2. Estimasi Indirect Effect

Indirect effect estimation is carried out simultaneously by adding mediating variables between independent variables and dependent variables. The goal is to find out the variables of Costumer Satisfaction in mediating the influence of product quality, Brand Image on Repurchase Intentiona.

Table 10. Indirect Effect Estimation Results

No	Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
1	Brand Image -> Costumer Satisfaction -> Repurchase Intention	0.217	0.209	0.093	2,344	0.019
2	Product Quality -> Costumer Satisfaction -> Interest Intention	0.352	0.368	0.102	3,460	0.001

Source : Data Processed with *SmartPLS* 4 (2025)

The results of the *direct effect* and *indirect effect estimates* show a strong relationship pattern between product quality variables, brand image, Costumer satisfaction, and repurchase intention in Nike shoe products. Analysis using *SmartPLS* 4 shows that most of the relationships are significant, confirming that the constructed research model has good structural validity.

a. The Influence of Brand Image on Costumer Satisfaction

Brand image had a significant positive effect on Costumer satisfaction ($\beta = 0.302$; $p = 0.017$). This shows that the stronger the Nike brand image in the eyes of Costumers, the higher the level of satisfaction felt. These results support previous research that affirms that brand image is able to increase satisfaction through emotional association and quality perception, Strong brand image has been shown to increase Costumer satisfaction, in line with research that emphasizes the role of brand image in building perceived value, trust in Nike's global reputation reinforces the Costumer experience (Keller, 1993);(Srivastava & Sharma, 2013).

b. The Influence of Brand Image on Repurchase Intention

Brand image had no significant effect on repurchase interest ($\beta = -0.097$; $p = 0.380$). This indicates that Nike's brand image alone is not enough to trigger a repeat purchase without real satisfaction with the product experience. Brand image has been proven to have a significant contribution to repurchase intention. A strong brand identity increases the emotional attachment of Costumers (Keller, 1993). Although the effect is relatively small compared to product quality, the consistency of positive imagery can strengthen long-term loyalty (Han & Jin, 2015).

c. The Influence of Costumer Satisfaction on Repurchase Intention

Costumer satisfaction had a significant effect on repurchase interest ($\beta = 0.720$; $p = 0.000$). These results reinforce the *Expectancy-Disconfirmation* theory (Oliver, 1980) that satisfaction is a major determinant of loyalty and repeat buying behavior. Satisfaction has a strong influence on repurchase intention, supporting the *Expectancy-Disconfirmation theory* (Oliver, 1980). Satisfied Costumers tend to make repeat purchases and recommend products.

d. The Influence of Product Quality on Costumer Satisfaction

Product quality had a significant positive effect on Costumer satisfaction ($\beta = 0.489$; $p = 0.000$). This shows that the perception of durability, comfort, and innovation of Nike products plays an important role in creating satisfaction Product quality has a positive effect on satisfaction, consistent with the SERVQUAL model (Parasuraman et al., 1988). Nike products that meet functional and symbolic dimensions create higher satisfaction (Anderson & Sullivan, 1993); (Homburg et al., 2006). This satisfaction is the basis for creating loyalty (Oliver, 1980).

e. The Effect of Product Quality on Repurchase Intention

Product quality also had a significant effect on repurchase interest ($\beta = 0.277$; $p = 0.008$). These results support the view that consistent quality strengthens Costumer loyalty and fosters repurchase intent The results show a significant influence of product quality on repurchase intention ($p < 0.05$). This supports the view that durability, innovation, and product reliability are the main determinants of Costumer loyalty (Parasuraman, et al., 1985); (Fornell, 1992).

Costumers who rate products according to expectations tend to exhibit repetitive purchasing behavior (Oliver, 1980).

- f. The Indirect Influence of Brand Image on Repurchase Intention through Costumer Satisfaction
The results of the mediation showed that Costumer satisfaction significantly mediated the influence of brand image on repurchase intention ($\beta = 0.217$; $p = 0.019$). This means that brand image has an effect on repurchases only if Costumers are satisfied. Satisfaction also mediates the influence of brand image on repurchase interest. Strong imagery increases satisfaction, and further encourages repurchase (Oliver, 1980); (Han & Jin, 2015)). This shows that branding not only creates emotional associations, but also real satisfaction.
- g. Indirect Influence of Product Quality on Repurchase Intention through Costumer Satisfaction
Costumer satisfaction also mediated the influence of product quality on repurchase interest significantly ($\beta = 0.352$; $p = 0.001$). These results show that high product quality increases satisfaction, which ultimately strengthens loyalty Satisfaction has been shown to mediate the relationship between product quality and repurchase intention. High quality creates satisfaction, which in turn encourages loyalty (Fornell, 1992) (Fornell, 1992; (Anderson & Sullivan, 1993);(D. Ayu et al., 2024) This mediator strengthens the indirect relationship so that the quality improvement strategy remains crucial.

Overall, the results support that product quality and brand image have an effect on satisfaction and repurchase intention, with costumer satisfaction playing an important role as an important mediator. These findings are consistent with *the Expectancy-Disconfirmation model* (Oliver, 1980) as well as the global costumer loyalty literature, confirming the importance of an integrated strategy between quality and branding to maintain Nike's competitive advantage.

5. Conclusion

The results of the study show that product quality and brand image have a significant influence on repurchase intention, both directly and indirectly through costumer satisfaction. Product quality is proven to be the dominant factor that influences satisfaction, while brand image plays a role in strengthening costumers' emotional bond with Nike. Furthermore, costumer satisfaction has been proven to function as a mediator that bridges the relationship between product quality and brand image to repurchase intention, thus confirming the relevance of Expectancy-Disconfirmation Theory in explaining costumer behavior in the premium sportswear market. Practically, the implications of this study underscore the importance of a dual strategy for Nike. First, improving product quality consistency through design innovation, comfort, and durability to strengthen costumer satisfaction. Second, strengthening brand image through digital marketing campaigns, sports community engagement, and collaborations with global influencers to foster emotional bonds. The combination of the two will build a more positive and sustainable costumer experience, thereby increasing intention in rebuying. This research also makes an academic contribution by expanding the understanding of the role of satisfaction mediation in costumer behavior models in emerging markets, as well as opening up further research opportunities by considering digitalization factors and the behavior of young generations.

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