

The Role of Digital Marketing and Brand Reputation in Increasing Customer Repurchase Intention at D'lawu Bistro

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Abstract. *This study aims to analyze the influence of digital marketing on brand reputation, the influence of brand reputation on repurchase intention, and the influence of digital marketing on customer repurchase intention at D'Lawu Bistro. This study uses a quantitative approach with an explanatory research type. The study population is D'Lawu Bistro customers who have interacted with the business through digital platforms. The research sample amounted to 120 respondents obtained based on research criteria. Data collection was carried out through questionnaires, while data analysis used the Partial Least Squares (PLS) method with the help of SmartPLS software. The results show that digital marketing has a positive and significant effect on brand reputation with a path coefficient value of 0.947 and a p-value of 0.000. Brand reputation has a positive and significant effect on repurchase intention with a path coefficient of 0.397 and a p-value of 0.000. Digital marketing is proven to have a positive and significant effect on repurchase intention with a path coefficient of 0.565 and a p-value of 0.000. Improving the quality and effectiveness of digital marketing can strengthen brand reputation while increasing customer repurchase intention. PDigital marketing has an indirect effect on repurchase intentions through brand reputation as a medium. These findings emphasize the importance of integrating digital marketing strategies and brand reputation management in retaining customers and improving the sustainability of culinary businesses.*

Keywords: *Brand Reputation; Customer Repurchase Intention; Digital Marketing.*

1. Introduction

The culinary industry in Indonesia has experienced rapid growth in recent years, driven by economic growth, lifestyle changes, and the increasing use of digital technology. This growth is inseparable from changes in people's lifestyles, which increasingly prioritize unique and engaging culinary experiences and memorable memories. Culinary tourism is currently a popular concept, with consumers seeking not only delicious food but also the ambiance, service, and aesthetic value offered by dining establishments (Soefhwan & Kurniawati, 2022). This trend demonstrates that culinary experiences have become a lifestyle component that combines entertainment, social interaction, and visuals (Pewarta et al., 2022).

Digital marketing through social media can strengthen consumer engagement and improve brand reputation, providing significant added value in today's dynamic market competition (Rachmania, 2021). Businesses can reach a wider audience and build better consumer relationships by leveraging digital platforms, making this crucial in today's highly competitive industry (Soefhwan & Kurniawati, 2022).

As competition in the culinary industry intensifies, many businesses are shifting to digital platforms as their primary promotional tool. Digitalization in marketing has proven to enable culinary businesses to connect more closely with consumers and facilitate access to a wider variety of food options. Recent data shows that the majority of culinary businesses in Indonesia use social media as their primary platform to communicate their products. This allows businesses to reach a wider audience, increase brand awareness, and foster consumer loyalty through interactive content and engaging visuals (Hardini et al., 2023). Data on the promotional tools most frequently used by culinary entrepreneurs in 2020 can be seen in Chart 1.

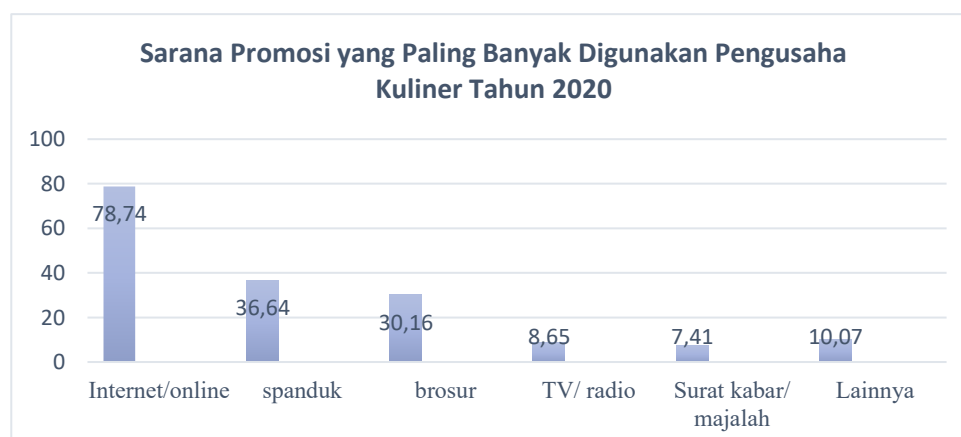


Figure Graphic of Promotional Tools Used by Culinary Entrepreneurs in 2020

Source: BPS in(Hardini et al., 2023)

The graph above shows that culinary entrepreneurs in 2020 used online platforms/the internet as their marketing medium, amounting to 78.74%. According to We Are Social data from 2023, Indonesia, with a population of 276.4 million, has great potential for implementing digital marketing strategies, especially in the culinary industry. There are 353.8 million active mobile connections, or 128% of the population, indicating that many people use more than one device to access information. This presents a significant opportunity for businesses to utilize mobile apps and social media to market their products. Furthermore, 77% of the population, or approximately 212.9 million people, actively use the internet, demonstrating its importance as a primary channel for promoting products and reaching consumers. Furthermore, the fact that 60.4% of the population, or 167 million people, actively use social media indicates that platforms like Instagram can help increase consumer awareness of brands and build brand reputation through engaging visual content. Social media has become one of the most effective marketing tools for culinary businesses in this internet era because the majority of people are connected to social media (Octafia et al., 2024).

2. Research Methods

The research method used in this study is explanatory research with a quantitative approach. According to Sekaran & Bougie (2017), explanatory research is a type of research that examines whether there is a causal relationship between two separate events. This occurs when a change in one of the independent variables causes a change in the dependent variable. The main reason for using the explanatory research method in this study is to test the proposed hypothesis, with the hope of explaining the relationship and impact between the independent and dependent variables listed in the hypothesis. Furthermore, the data collection method uses relevant research instruments, analyzes the results, and facilitates researchers to make stronger generalizations regarding the observed causal relationships (Sugiyono, 2019).

3. Results and Discussion

3.1. Research Object Description

D'Lawu Bistro is a lodging destination that blends modern comfort with the natural beauty of the mountains. Situated at the foot of Mount Lawu, this accommodation offers stunning views and a calming, relaxing atmosphere. D'Lawu Bistro's architectural design combines traditional Javanese elements with contemporary style, creating a warm and authentic atmosphere.

D'Lawu Bistro is located on Jl. Raya Tawangmangu, Karanganyar, Central Java. Its strategic location allows guests to easily access various popular tourist destinations in the Mount Lawu area. D'Lawu Bistro has various room types to meet guests' needs. Available room types include Standard Room, Deluxe Room, and Family Cottage. Room rates vary from IDR 500,000 per night for a Standard Room, IDR 750,000 per night for a Deluxe Room, to IDR 1,200,000 per night for a Family Cottage. Each room is equipped with modern amenities such as a television, private bathroom, and free Wi-Fi access.

D'Lawu Bistro offers a variety of amenities for your convenience. These include a restaurant serving local and international cuisine, a swimming pool, a children's playground, and a BBQ area. Free Wi-Fi is available throughout the property, ample parking, and laundry services are also available. Guests can also enjoy outdoor activities such as trekking and cycling around the property.

1. Respondent Characteristics

Respondent data description is the process of presenting information about the characteristics, patterns, and properties of data collected in a study or experiment. It involves the use of statistical methods and visualization techniques to provide a clear and comprehensive picture of the distribution, variation, and structure of the data. The goal is to provide readers with a good understanding of the data used in an analysis or study. In testing this data description, researchers try to understand the picture or condition of the respondents who are the sample in this study. From the collection of questionnaire data, the results of respondents' answers, with a sample size of 120 respondents. Respondent characteristics consist of gender, age, education, and occupation.

a. Gender

Respondent characteristics based on gender can be seen in the following table.

Table Respondent Characteristics Based on Gender

Gender	Amount	Percentage
Man	54	45.00%
Woman	66	55.00%
Amount	120	100%

Based on the data in the table above, it shows that the number of female respondents is 66 people or 55.00% and the number of male respondents is 54 people or 45.00%.

b. Age

Respondent characteristics based on age can be seen in the following table.

Table Respondent Characteristics Based on Age

Age	Amount	Percentage
≤ 25	1	0.84%
26 – 35	21	17.50%
36 – 45	91	75.83%
≥ 46	7	5.83%
Amount	120	100%

Based on the data in the table above, it shows that respondents are dominated by those aged 36-45 years, totaling 91 people or 75.83%, then respondents aged 26-35 years totaling 21 people or 17.50%, then respondents aged ≥ 46 years are 7 people or 5.83% and respondents aged ≤ 25 years are only 1 person or 0.85%.

c. Education

Respondent characteristics based on education can be seen in the following table.

Table Respondent Characteristics Based on Education

Education	Amount	Percentage
SENIOR HIGH SCHOOL	3	2.50%

D3	15	12.50%
S1	77	64.17%
S2	19	15.83%
S3	6	5.00%
Amount	120	100%

Based on the data in the table above, it shows that the majority of respondents have a bachelor's degree with a total of 77 people or 64.17%, then respondents who have a master's degree are 19 people or 15.83%, then respondents who have a diploma degree are 15 people or 12.50%, respondents who have a doctoral degree are 6 people or 5.00% and respondents who have a high school education are 3 people or 2.50%.

d. Work

Respondent characteristics based on type of work can be seen in the following table.

Table Respondent Characteristics Based on Occupation

Work	Amount	Percentage
civil servant	13	10.83%
Private	101	84.17%
Businessman	6	5.00%
Amount	120	100%

Based on the data in the table above, it shows that the majority of respondents are private employees, numbering 101 people or 84.17%, respondents whose jobs are civil servants are 13 people or 10.83% and respondents who are entrepreneurs are 6 people or 5.00%.

3.2. Variable Description Statistics

Before discussing the hypothesis verification, we will explain the condition of each variable used in this study using descriptive statistics. This descriptive analysis of the data collected for this study includes the minimum, maximum, and mean values of the standard deviations of the dependent variables: digital marketing, brand reputation, and repurchase intentions.

Descriptive statistical analysis is a statistical technique used to analyze data by describing or depicting the collected data. This analysis aims to provide an overview or description of data in variables, seen from the average (mean), minimum, maximum, and standard deviation values. Descriptive statistics are statistics used to describe data into clearer and more understandable information, providing an overview of the research in the form of relationships between independent variables proxied by digital marketing and brand reputation. The results of the descriptive statistical analysis can be seen in the table below.

Table Descriptive Statistics

Variables	N	Min	Max	Mean	Standard Deviation
Digital marketing	120	1	5	4,013	0.928
Brand reputation	120	1	5	4,045	0.895
Repurchase intention	120	1	5	4,025	0.888
Valid N (listwise)	120				

Source: 2026 data processing results

Based on the data in the table above, it shows that the data was obtained from the results of filling out the questionnaire that was given to 120 respondents.

a. Digital Marketing

The digital marketing variable contains 12 items. The minimum value is 1, the maximum value is 5, the mean value is 4.013, and the standard deviation value is 0.928. This means the mean value is greater than the standard deviation value, resulting in low data deviation and an even distribution of values.

b. Brand Reputation

In the brand reputation variable, there are 13 (thirteen) statement items. The description of the results of the brand reputation questionnaire shows that the minimum value is 1, the maximum value is 5, the mean value is 4.045, and the standard deviation value is 0.895, which means the mean value is greater than the standard deviation value so that the data deviation that occurs is low, so the distribution of values is even.

c. Repurchase Intention

In the repurchase intention variable, there are 13 (thirteen) statement items. The description of the questionnaire results for the repurchase intention variable statement items shows that the minimum value is 1, the maximum value is 5, the mean value is 4.029, and the standard deviation value is 0.888, which means the mean value is greater than the standard deviation value so that the data deviation that occurs is low, so the distribution of values is even.

1. Research result

Data analysis in this study was conducted by assessing the construct results of the outer model and inner model. The outer model is used to examine the relationship between indicators that measure each variable, while the inner model describes the relationship between the variables themselves. To obtain more in-depth analysis results and understand the interactions between variables, the Partial Least Squares (PLS) analysis technique was used. The results of this analysis can be accessed through a report generated by the PLS Algorithm in the SmartPLS software. The report provides information on the measurement model (outer model) and the structural model (inner model), as well as various relevant statistical values to evaluate model fit and the strength of the relationship between variables. By using SmartPLS, researchers can systematically interpret data and verify the hypotheses that have been proposed in the study.

2. Model Measurement Test (Outer Model)

The first stage of analysis using Partial Least Squares (PLS) is outer model testing, which aims to ensure that the research instrument accurately and precisely measures the variables. This testing involves evaluating several important aspects, including convergent validity, discriminant validity, and indicator reliability.

Convergent validity is used to ensure that each indicator used in the study has a high loading value on the construct being measured, indicating that the indicator truly reflects the intended variable. On the other hand, discriminant validity aims to ensure that there is no

overlap or excessive correlation between different constructs, so that each construct can remain clearly identified and separate from one another.

To measure reliability, two main methods are used: Cronbach's Alpha and composite reliability. A good reliability value is expected to be greater than 0.7, indicating that the indicators provide consistent and reliable results in measuring the latent variable in question.

All analyses were conducted using SmartPLS version 4 software, which simplifies model evaluation and provides a clearer picture of the outer model's performance. Once the outer model has been tested and proven valid and reliable, it indicates that the constructs used in the study are stable and reliable for further measurement. These results provide a strong foundation for continuing the inner model analysis and hypothesis testing in the next stage. After this stage, a complete Structural Equation Modeling (SEM) model using the PLS algorithm can be constructed to examine the relationships between the variables in this study.

3.3. Convergent Validity

Convergent validity testing in measurement model analysis using Partial Least Squares (PLS) is conducted by evaluating the outer loading value of each indicator. Convergent validity aims to ensure that each indicator accurately measures the intended construct. An indicator is considered valid if its outer loading value is greater than 0.7. This value indicates a strong relationship between the indicator and the construct being measured, indicating that the indicator successfully reflects the characteristics of the construct. If the indicator's outer loading value is less than 0.7, then the indicator needs to be considered for improvement or removal from the model to improve convergent validity. the overall model. If the value is below 0.4, then the indicator should be removed from the model. This analysis process is crucial to ensure that all indicators accurately reflect the latent variables, thus providing a solid foundation for further analysis and decision-making based on the research results.

Table Outer Loading

Variables	Item	Digital Marketing	Brand Reputation	Repurchase Intention	Information
Digital Marketing	X1.1	0.942			Valid
	X1.2	0.821			Valid

	X1.3	0.851			Valid
	X1.4	0.954			Valid
	X1.5	0.724			Valid
Brand Reputation	X2.1		0.878		Valid
	X2.2		0.708		Valid
	X2.3		0.777		Valid
	X2.4		0.854		Valid
	X2.5		0.826		Valid
Repurchase Intention	Y.1			0.959	Valid
	Y.2			0.905	Valid
	Y.3			0.836	Valid
	Y.4			0.833	Valid
	Y.5			0.956	Valid
	Y.6			0.958	Valid

Source: Primary Data Processing Results, 2026

From the table above, the results of processing using Smart PLS show that the Outer Loading value is greater than 0.70 (> 0.70). This indicates that each indicator within each construct has met the convergent validity criteria. Therefore, it can be concluded that all

indicators are reliable and valid, and no elimination of any indicators in this research model is necessary.

a. Discriminant Validity

The Fornell-Larcker Criterion test is used to test the discriminant validity in the model, which is considered good if the square root value of $\sqrt{\text{AVE}}$ (Average Variance Extracted) for each construct is greater than 0.5 and greater than the correlation value between constructs in the model. If the square root value of $\sqrt{\text{AVE}}$ of a construct is higher than the correlation of that construct with other constructs, then the construct can be said to have good discrimination. The following are the Square Root of Average Variance Extracted (AVE) values in this study.

Table Discriminant Validity of Average Variance Extracted (AVE)

Variables	<i>Average Variance Extracted (AVE)</i>	Information
Digital Marketing	0.744	Valid
Brand reputation	0.827	Valid
Repurchase intention	0.657	Valid

Source: Primary Data Processing Results, 2025

Based on the data in the table above, it shows that the Average Variance Extracted (AVE) value for the variable digital marketing, brand reputation and repurchase intention all above 0.05 (> 0.05), so it can be concluded that the indicator is valid for measuring the variable. This matters shows that the correlation between one construct and another is higher, indicating that the model has good discriminant validity. This means that the constructs in the research model are clearly separated from each other and there is no significant overlap between them.

b. Reliability Test

The purpose of this reliability test is to ensure that the instruments used in the study can measure the constructs accurately, consistently, and reliably. Reliability testing is conducted by examining two main indicators, namely the Cronbach's Alpha value and *Composite*

Reliability. According to Ghozali (2021), a construct is considered reliable if the Cronbach's Alpha value is greater than 0.70 (> 0.70).

The results of the construct reliability test obtained indicate that the Cronbach's Alpha and Composite Reliability values for all constructs in the research model have met the criteria for good reliability. The instruments used in this study can be relied upon to consistently measure the constructs in the research model. This ensures that the research results are credible and can be used for further analysis. The results of the composite reliability and Cronbach's alpha calculations can be seen in the following table.

Table Reliability Test Results

Variables	Composite reliability (ρ_a)	Composite reliability (ρ_c)	Cronbach's alpha
Digital Marketing	0.935	0.926	0.911
Brand reputation	0.966	0.958	0.957
Repurchase intention	0.905	0.887	0.869

Source: Data processing results, 2026

Based on the results of the reliability test using SmartPLS presented in the table above, it shows that the composite reliability value for the variable digital marketing is 0.935, brand reputation is 0.966 and repeat purchase intention is 0.906, all above 0.7 (> 0.7). Thus, based on the composite reliability calculation, all indicators that measure the variable digital marketing, brand reputation and repurchase intention declared reliable. Furthermore, the Cronbach's alpha value on the variable digital marketing is 0.911, brand reputation is 0.957 and repeat purchase intention is 0.869, all above 0.7 (> 0.7). So, based on the Cronbach's alpha calculation, all indicators that measure the variables digital marketing is 0.935, brand reputation is 0.966 and repeat purchase intention declared reliable.

4. Conclusion

This research has the aim to analyzed the influence of digital marketing and brand reputation on customer repurchase intentions at D'Lawu Bistro. After analyzing the research results, the following conclusions can be drawn.:

1. Digital marketing has a positive and significant impact on brand reputation, the better the digital marketing carried out by the brand. D'Lawu Bistro is increasingly improving its brand reputation as perceived by consumers.
2. Brand reputation has a positive and significant effect on repeat purchase intentions, which means that the better the brand reputation perceived by consumers, the stronger the consumer's intention to make repeat purchases. D'Lawu Bistro.
3. Digital marketing has a positive and significant effect on repeat purchase intentions, this shows that the better the digital marketing carried out by D'Lawu Bistro, the stronger the consumer's intention to make repeat purchases.
4. Digital marketing has a significant influence on customer repurchase intentions in D'Lawu Bistromediated by brand reputation.

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