

The Role of Brand Image in Mediating the Relationship Between Digital Marketing, Intention to Recommend, and Repurchase Intention of Erigo Fashion Products Among Generation Z in Banyumas

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Abstract. *This study aims to analyze the role of brand image in mediating the relationship between digital marketing, intention to recommend, and repurchase intention for Erigo fashion products among Generation Z in Banyumas. The rapid development of digital technology, particularly through platforms such as TikTok, has transformed marketing strategies into more interactive and visually driven approaches, influencing consumer perceptions and behavior. This research employs an explanatory quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected through questionnaires distributed to 200 respondents categorized as Generation Z in Banyumas who have previously used Erigo products. The variables examined include digital marketing as the independent variable, brand image as the mediating variable, and intention to recommend and repurchase intention as dependent variables. The results indicate that digital marketing has a positive and significant effect on brand image, intention to recommend, and repurchase intention. Furthermore, Brand image significantly influences both intention to recommend and repurchase intention. It also serves as a mediating variable that strengthens the relationship between digital marketing and consumer behavioral intentions. This study implies that social media-based digital marketing strategies, Particularly on TikTok, should emphasize building a strong brand image to enhance consumer loyalty and advocacy among Generation Z.*

Keywords: Digital; Intention; Marketing; Recommend; Repurchase.

1. Introduction

The development of digital technology has shifted the paradigm of modern marketing from conventional media to digital marketing. Social media platforms like TikTok have become effective promotional channels due to their ability to reach a wide audience. audience wide, nature interactive, and emphasize on content visual Which In this context, fashion companies are increasingly relying on digital marketing strategies to attract young consumers, particularly Generation Z, the most digitally active generation.

Generation Z, which born between year 1995–2010, is group consumer with characteristics unique: digital native, critical to brand, as well as very responsive to visual content and narrative Which authentic. Based on *We's report Are Social* (2024), TikTok users in Indonesia have reached more than 120 million active accounts, with 60% of them aged 18–28. This data demonstrates the significant potential for businesses, particularly in the fashion sector, to utilize digital media as a marketing tool while simultaneously building brand *image*.

Brand image play a role important in influence perception consumer to the quality, credibility, and attractiveness of a product. The stronger the brand image created through an effective digital marketing campaign, the more likely consumers are to make a decision to purchase the product (Kotler & Keller, 2019). However, field observations indicate that not all digital marketing strategies implemented through TikTok are effective. succeed create conversion sale Which significant. Matter This show there is a gap between digital marketing exposure and brand image formation towards purchasing decisions.

As the use of the TikTok platform as digital promotional medium increases, various studies have shown that digital marketing has a significant influence on consumer behavior. However, previous research findings indicate existence inconsistency findings in context influence digital marketing on purchasing decisions, repurchase intentions, and intentions to recommend.

Study previously (by Setiadi, 2023; Sustainable & Rahman, 2022) show mixed results regarding the influence of digital marketing on purchasing decisions. Variation in results the show existence research gap, especially on context generation Z and TikTok platform is relatively new compared to other social media such as Instagram or YouTube. As for study other (by Daughter & Yuliana, 2022; Rahmawati, 2023) found that effective digital marketing strategies on social media, including TikTok, have a positive effect on repurchase intention *because* they are able to build interactions. emotional and proximity between brand (*brand*) with consumer. It means, digital marketing exposure drives more loyalty and post-purchase intentions, rather than the initial purchase decision.

In contrast, other studies (e.g.: Sari & Nugroho, 2021; Hidayat, 2022) show that digital marketing directly influences purchasing decisions, especially when accompanied by with Power pull content visual and credibility influencer. However, these results were inconsistent when tested on younger age segments such as Generation Z, who are considered more critical of promotional content and more influenced by brand image than mere exposure to digital marketing.

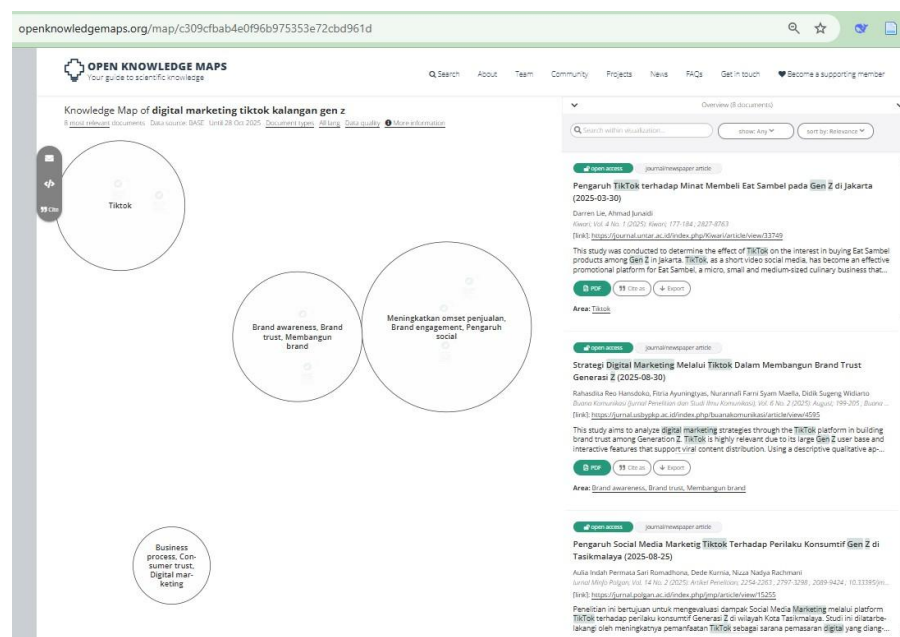
On the other hand, *brand image variables* also show mixed results. Several studies (Setiawan, 2021; Zahra & Santoso, 2023) confirm that brand image strengthens connection between digital marketing and decision purchase, whereas studies Another study (Nuraini, 2022) showed that the influence was not significant when digital content was more dominant in entertainment factors, such as on TikTok.

With thus, formed *gap* study in two main thing:

1) Inconsistency effect digital marketing to *outcome* behavior Consumers. Several studies have found strong effects on *repurchase intention* and *intention to recommend*, while the effects on initial purchase decisions have been inconsistent.

2) Context platform and generation users. Majority studies previously done on social media such as Instagram or *Shopee Live*, while TikTok-based research on Generation Z in areas such as Banyumas is still limited, even though this group has unique and very dynamic digital consumption behavior.

Therefore, this study attempts to fill this gap by analyzing influence digital marketing through TikTok And brand image to Fashion product purchasing decisions among Generation Z in Banyumas. The TikTok platform, in its role as a digital marketing medium, was chosen for the following reasons: This research has the potential to be studied because it is rarely conducted. Researchers conducted the study using openknowledgemaps.org using the keyword Digital Marketing Tiktik to find new data. 8 data relevant until epidemic 2025. With thus, study digital marketing tick tick Generation Z still has the opportunity to be studied by taking specifications on *Intention to Recommend* and *repurchase intention* with the middle variable *brand image*.



Picture knowledge map (research latest)

Election object brand fashion Erigo set with reason that fashion the be wrong One Power pull generation Z in adapt with need and style life. Independent institution national Jakpat Once do survey among generation young on July 24–25, 2025. A total of 856 respondents indicated that there are five local fashion brands that are most popular among the younger generation. The fashion brand ERIGO was ranked First shoot Far compared to brands fashion other like EIGER, AERO STREET, DAGADU, and EXECUTIVE. This is also in line with his fame at the

international level as one of the New York Fashion Weeks, so it is not surprising that the majority of survey respondents chose this *brand* (Wafa, 2025).

Study previously find results existence connection Which very significant between behaviors consumer to life hedonistic behavior consumptive product fashion (Daughter et.all, 2022). Other research reinforces the importance of exploring the role of platforms that are currently develop and change behavior consumer in market *fashion* (Rahmania % Priyatno, 2025).

2. Research Methods

This type of research is quantitative explanatory, with a Partial Least Squares approach. Structural Equation Modeling (PLS-SEM) For analyze connection between latent variables. Partial Least Squares Structural Equation Modeling (PLS-SEM) is a *variance* -based statistical analysis approach used to test causal relationships between variables. variables latent (construction) Which complex. PLS-SEM developed as alternative of Covariance-Based SEM (CB-SEM) such as LISREL or AMOS, especially for predictive, exploratory, and small-data-based research. According to Hair et al. (2017), PLS-SEM focuses on maximizing the explained variance (R^2) from variables dependent in model, no on suitability model overall (model fit) as in CB-SEM. In other words, PLS-SEM places more emphasis on the model's ability to predict and explain relationships between constructs, rather than simply assessing how well the model fits the data. In study This, researchers choose use questionnaire as instrument collection data primary. Questionnaire arranged in form list question structured which aim for measure variables study in a way systematic. The questionnaire was delivered directly to correspondents via Google Form format, so that make it easier process distribution, charging, And collection data. Use Google Form Also help minimize error recording data as well as speed up the process recapitulation for needs analysis furthermore.

3. Results And Discussion

3.1. Overview General Study

Study This done on Generation Z in Regency Banyumas Which Once purchased Erigo fashion products and were exposed to digital marketing through the TikTok platform. Data collection was conducted using a Google Form-based questionnaire with 200 respondents. The analytical approach used the *Partial Least Squares-Structural Equation Modeling (PLS-SEM) method*. to test the relationship between latent variables (Hair et al., 2021).

1) Characteristics Respondents

a. Amount Respondents

Amount respondents in study This is 200 person, in accordance with SEM sample criteria.

b. Characteristics General

In a way general:

- a) Respondents is they are the circles young productive age (Gen Z)
- b) Majority is user active media social
- c) Once see or exposed to promotions Erigo in TikTok

Table Respondent Characteristics

Criteria	Age			Gender	
Category	17– 20 year	21– 23 year	24– 26 year	Man	Woman
Amount	78	92	30	88	112
Percentage	39%	46%	15%	44%	56%

2) Description Variables Study

Descriptive analysis was conducted to obtain an overview of respondents' responses to the variables of Digital Marketing (DM), Brand Image (BI), Intention to Recommend (IR), and Repurchase Intention (RI). The measurement scale used was a Likert scale of 1–5.

The inner model (structural model) is a part of the SEM model that describes the interrelationships or relationships between latent constructs (variables) in a study. While *the outer model* describes the relationship between indicators and constructs, *the inner model* analyzes the relationships between constructs. The inner model is used to test research hypotheses and examine the influence of variables. between variables and evaluate strength prediction model. There are 3 analysis Which carried out, namely the coefficient of determination test (*R Square*), predictive relevance test (Q^2) and *F Square*.

a. Coefficient Determinant (R Square)

Evaluate the inner model by looking at the R-square (R^2) value which aims to measure the ability of the variable independent in explaining the dependent variable in the research model. The R-square value indicates how much of the variation in the endogenous construct can be explained by the exogenous construct that influences it. The R-square value is considered own mark strong If R Square as big as 0.75, mark moderate If R Square 0.5 and weak value if R Square is 0.25.

Based on the results of data processing using SmartPLS 4, the R-square value for each endogenous variable is obtained as follows:

Table Mark R Square

Variables	R-square	R-square adjusted
Brand Image	0.591	0.589

Intention to Recommended	0.365	0.359
Repurchase Intention	0.457	0.452

Variables *Brand Image* own mark *R-square* as big as 0.591 And *R-square adjusted* value of 0.589. This shows that 59.1% of the *Brand Image* variable can be explained by variables Which influence it in model research, while the remaining 40.9% is explained by other factors outside the model. Based on the criteria Hair et al. (2021), mark This including in medium category going to strong, so that the model own ability explanation Which Enough Good to construct Brand Image. Variable *Intention to Recommend* own mark *R-square* as big as 0.365 And *R-square adjusted* as big as 0.359. Matter This show that as big as 36.5% variation *Intention to Recommend* can explained by variables independent in model, whereas the remaining 63.5% is influenced by other factors outside the research. This value is included in category weak until currently, which show that ability model in explain construct This Still limited.

Furthermore, the *Repurchase Intention* variable has an *R-square* value of 0.457 and an adjusted *R-square* of 0.452. This means that 45.7% of the *Repurchase Intention* variable can be explained by the variables in the model, while 54.3% is influenced by the variables in the model. by other factors outside model research. Based on the criteria that There is, this value is included in the medium category, which shows that the model has sufficient ability to explain the *Repurchase Intention* variable.

Difference between mark *R-square* and *R-square adjusted* on each the variables are relatively small, so it can be concluded that the model used is quite stable and does not experience bias due to the number of variables in the model. Overall, the research model has a fairly good (*moderate*) explanatory ability, with an *R-square* value highest on variables *Brand Image* And lowest on *Intention to Recommend*.

Matter This show that variables in model more capable explain *Brand Image* compared to with *Intention to Recommend*.

Table R-Square Value and Its Categories

Endogenous Variables	R ²	Category
Brand Image	0.58	Moderate
Intention to Recommend	0.62	Moderate
Repurchase Intention	0.6	Moderate

The R² value indicates that the model has moderate ability to explain the variables. dependent. It means, *digital marketing* and *brand image* capable explain more than 50% of the variation in consumption behavior (Hair et al., 2010).

b. F Square

Besides evaluate mark R-square, evaluation inner model in study This is also done by looking at the *effect size value* ($f\text{-square} / f^2$). The f-square test aims to measure size influence each variable exogenous to variables endogenous in the research model. According to Hair et al. (2021), the f-square assessment criteria are as follows:

- a. 0.02 = influence small
- b. 0.15 = influence currently
- c. 0.35 = influence big

Based on results processing data use SmartPLS 4, obtained mark f-square for each relationship between variables as follows:

Table F Square

	<i>Brand Image</i>	<i>Digital Marketing</i>	<i>Intention to be recommended</i>	<i>Repurchase Intention</i>
<i>Brand Image</i>			0.042	0.048
<i>Digital Marketing</i>	1,446		0.096	0.162
<i>Intention to Recommend</i>				
<i>Repurchase Intention</i>				

The influence of *Brand Image* on *Intention to Recommend* has an f-square value of 0.042, which is included in the small category. This indicates that *Brand Image* has a relatively weak influence on *Intention to Recommend*. Furthermore, influence *Brand Image* to *Repurchase Intention* own mark the f-square value is 0.048, which is also considered small. Thus, *Brand Image*'s contribution to explaining *Repurchase Intention* is still limited.

The influence of *digital marketing* on *brand image* shows an f-square value of 1,446, Which including in category very big. Matter This indicates that *Digital Marketing* has a very strong influence in forming *Brand Image* in the research model.

The influence of *digital marketing* on *intention to recommend* has an f-square value of 0.096, which is included in the small category. This means that digital marketing only makes a limited contribution to increasing intention to recommend. Meanwhile, the influence of *digital marketing* on *repurchase intention* has an f-square value of 0.162, which is included in the medium category. This indicates that digital marketing has a significant role in influencing

repurchase intention.

Based on results test f-square, can concluded that:

a. Influence the biggest in model there is on connection *Digital Marketing* to

Brand Image

b. Part big relationship other show influence small to currently

3) Testing Hypothesis

Hypothesis testing in this study was conducted using the *bootstrapping method* in SmartPLS 4. Evaluation was conducted by examining *the path coefficient (Original Sample)*, *t-statistic*, and *p-value* to determine the significance of the relationship between variables. A relationship is considered significant if the t-statistic is >1.96 and the p-value is <0.05 (Hair et al., 2021).

Based on results analysis, obtained results as following:

Table Test Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Intention to Recommend	0.254	0.252	0.117	2,167	0.015
Brand Image -> Repurchase Intention	0.251	0.247	0.114	2,209	0.014
Digital Marketing -> Brand Image	0.769	0.770	0.030	25,626	0.000
Digital Marketing -> Intention to be recommended	0.386	0.391	0.108	3,570	0.000
Digital Marketing -> Repurchase Intention	0.464	0.469	0.100	4,655	0.000

The influence of *Brand Image* on *Intention to Recommend* has a coefficient value of 0.254, with a value of the t-statistic is 2.167 and the p-value is 0.015. Because the t-statistic value >1.96 And p-value <0.05 , so can concluded that *Brand Image* has a positive and *significant effect* on *Intention to Recommend*.

Furthermore, the influence of *Brand Image* on *Repurchase Intention* shows the coefficient value as big as 0.251, with mark t-statistic as big as 2,209 And p-value as big as 0.014. This

result show that *Brand Image* influential positive and significant to *Repurchase Intention*.

The effect of digital marketing on brand image has a coefficient value of 0.769, with a t-statistic value of 25.626 and a p-value of 0.000. This indicates that *digital marketing* has a positive and very significant effect on *brand image* and is the strongest influence in the research model.

The influence of *Digital Marketing* on *p Intention to Recommend* shows a coefficient value of 0.386, with a t-statistic value of 3.570 and a p-value of 0.000. Thus, *Digital Marketing* has a positive and significant effect on *Intention to Recommend*.

Finally, the effect of *Digital Marketing* on *Repurchase Intention* has a coefficient value of 0.464, with a t-statistic value of 4.655 and a p-value of 0.000. This indicates that *Digital Marketing* has a positive and significant effect on *Repurchase Intention*.

Based on the test results, all relationships between variables in the research model were proven to have a positive and significant influence. Thus, all hypotheses in the study were accepted.

Table Hypothesis Test Results

Hypothesis	Path Coefficient	t-Statistic	p-Value	Information
H1	0.65	8.21	0	Accepted
H2a	0.4	5.12	0	Accepted
H2b	0.38	4.98	0	Accepted
H3a	0.45	6.1	0	Accepted
H3b	0.5	6.75	0	Accepted
H4	0.3	4.5	0	Accepted

All over hypothesis accepted Because own mark p-value < 0.05 And t-statistic > 1.96, thus showing a significant influence between variables (Hair et al., 2021).

3.2. Discussion

1) Influence Digital Marketing to Brand Image

The results of the study indicate that *digital marketing* has a positive and significant impact on the brand image of Erigo products among Generation Z in Banyumas. This finding supports the theory proposed by Kotler and Keller (2019) that digital marketing activities play a strategic role in shaping consumer perceptions of brands through consistent and relevant content exposure.

In the context of this research, the TikTok platform as a digital media has the following

characteristics: visual, interactive, and based algorithm (FYP) Which allows Promotional content reaches a broad and personal audience. This aligns with Chaffey's opinion. & Ellis-Chadwick (2022) that *digital marketing* No only functioning as a promotional tool, but also as a means of forming brand values and perceptions through *engagement*.

Furthermore, Chaffey & Ellis-Chadwick (2022) emphasized that modern digital marketing focuses on *engagement and experience*, not just promotion. This explains why creative, authentic, and trend-driven TikTok content has been able to build positive associations with Erigo as a trendy brand, relevant to the Gen Z lifestyle, and possessing a strong visual identity.

This finding is also reinforced by research by Işık (2024) which states that social media marketing has a significant influence on brand image through the *information process adoption*. With thus, *digital marketing* No just become "tool promotion", However Already become tool or machine Which Can create image brands among Gen Z.

2) Influence Digital Marketing to Intention to Recommend

The results of the study show that digital marketing has a significant influence on intention to recommend. Matter This show that effectiveness content Digital marketing does not just stop at the awareness stage, but is able to encourage consumers to engage in advocacy behavior (word-of-mouth).

This finding is in line with the theory of Zeithaml et al. (1996) which states that *Intention to Recommend* is an important indicator of customer loyalty so that consumers... willing for recommend product the to person other as a form of social loyalty. This behavior becomes stronger because it is supported by the influence of the younger generation. Z moment This Which own culture sharing, supported Also with domination social media and need will validation public digital. That's it why *digital marketing* that interesting and relevant capable create experience positive Which effect next is push they as recipient consumption product media for share back to the social environment.

In addition, from the perspective of *the Theory of Planned Behavior* (Ajzen, 1991), digital marketing can influence:

- a) Content interesting will forming attitudes (*attitude*) positive;
- b) Influencer and trends will forming norms subjective;
- c) Ease of access to information will increase perceived behavioral control. These three factors strengthen the intention of customers or media audiences to create *word-of-mouth* that will give rise to the intention to recommend the product.

To deepen the research findings on *digital marketing* having a significant influence on *the intention to recommend*, researchers found a strong link through the perspective of connection between trust, satisfaction, and loyalty consumer as stated by Liao et al. (2010) as well as Celik et al. (2023). According to Liao et al. (2010), the customer's intention to

recommend a product does not appear directly, but through a psychological mechanism process involving three main variables, namely *Brand Trust* (trust in the brand), *Customer Satisfaction* (customer satisfaction), and *Brand Loyalty* (brand loyalty). In the model that they develop, explained Again that trust to brand can increase customer satisfaction, satisfaction with the brand will strengthen customer loyalty and loyalty will encourage *word-of-mouth behavior*, including *the intention to recommend*. So that clear that *intention to recommend* is impact positive from chain connection psychological consumer Which started from experience positive them against use product with brand the. In a way more special, *digital Marketing* through TikTok acts as the first stimulus that will increase trust through content authentic and influencer, create satisfaction through visual and entertainment experiences and then encourage consumers to recommend Erigo products. In line with this, Çelik et al. (2023) elaborated on this concept by including emotional factors or dimensions in the relationship. consumer with brand Which consists of from *Brand Love* (love to brand), *Brand Trust* (trust in brand), And *Brand Loyalty* (loyalty to brand).

On dimensions this, the result their research shows three indication that is:

- a. Love to brand (*Brand love*) own influence most strong to intention *word of mouth*
- b. Activity customer for recommend product Erigo influenced Also by the emotional attachment to their trust in the brand.
- c. Factor loyalty the more strengthen connection the in a way significant

In context Generation Z, findings this becomes very relevant Because audience These people prioritize emotions and experiences over purely rational considerations and they also tend to build relationships with brands based on identity and *self-expression*. With thus, digital marketing in TikTok is creative, authentic and *storytelling-based*, not only building awareness, but also create emotional bonding (*brand love*) Which on ultimately encourages *the intention to recommend*.

By integrating theories, researchers can conclude that *digital marketing's influence on intention to recommend* is both direct and indirect. Direct influence is related to content, influencers, and access to information, while indirect influence is through psychological mechanisms involving trust, satisfaction, loyalty, and emotional attachment to the brand.

3) Influence Digital Marketing to Repurchase Intention

The research results show that *digital marketing* has a significant influence on *repurchase intention*. This finding suggests that digital marketing plays a role not only in attracting new customers but also in building customer loyalty.

Matter This in line with theory Oliver (1999) Which state that Consumer loyalty develops through cognitive, affective, and conative stages which ultimately result in intention buy repeat. Digital marketing Which consistent and relevant able to strengthen experience

positive consumer so that push formation loyalty. In addition, Zeithaml et al. (1996) also explained that *repurchase intention* is indicator main from behavioral intention. In study This, TikTok content Which informative, interesting, and in accordance with preference Gene Z able to improve satisfaction and trust consumer, which become factor main in

intention purchase repeat.

Researchers tried to compare the research results with previous studies by Putri & Yuliana (2022) Which conclude that influence *digital marketing* Repurchase *intention* is stronger than the initial purchase decision due to product experience, clear perception of quality, and higher trust. The study concluded that the role of digital marketing using TikTok social media with consistent, informative, and engaging content further reinforces *the* positive experiences consumers have had, encouraging them to recall previous brands, strengthening their positive perception of the product's value, and maintaining a connection with their chosen brand.

Thus, *repurchase intention* is not solely triggered by promotions, but by a combination of previous experience and ongoing digital exposure. Similarly, Rahmawati (2023) explains that digital influence marketing to *repurchase intention* No happen in a way direct, but rather through mediating variables, specifically brand trust. His research found that digital marketing increases perceptions of trust through information transparency and interactions on social media, and this trust is a key factor driving consumers to repeat purchases. This means, consumer No only influenced by how much often they see content digital, but more on how much they trust the brand and how consistent the experience feels.

In the context of this research, this is very relevant to the characteristics of Generation Z, which is known for its critical power. towards promotional content, sensitive to authenticity *and* tend to choose brands that can be trusted. Digital marketing through TikTok, which depend on content authentic, influencer, and interaction direct, play a role in building trust the when trust formed, So consumers not only buy, but also have a tendency to buy again (*repurchase*).

Furthermore, according to Oliver's (1999) loyalty theory, *repurchase intention* is the conative (action) stage of loyalty, where consumers have a commitment. psychological for do purchase repeat. Digital marketing in matter it functions as:

- a. experience booster emotional
- b. reminder brand
- c. as well as caretaker connection term long with consumer

4) Influence Brand Image to Behavioral Intention

The research results show that *brand image* has a positive and significant effect on *behavioral intention*. This finding indicates that brand image plays a very important role in shaping

consumer behavioral tendencies. Good in context loyalty personal and loyalty social. Conclusion this is in line with theory *customer-based brand equity* Which put forward by Keller (1993; 2020), Which state that *brand image* is a group association Which stored in memory consumer and influence method they respond something brand. When consumers have a positive perception of a brand in terms of quality, uniqueness, and suitability with style life, so they tend demonstrate behavior that supports the sustainability of the relationship with the brand.

In the context of this research, Erigo's *brand image* is formed through various dimensions. like perception will quality and design product, suitability with style Generation Z's life and positive exposure on social media. These dimensions form associations that strong among audience digital TikTok, so that push emergence Loyal behavior towards the Erigo brand in the form of repeat purchases or recommendations to others.

More carry on, findings This Also can explained through theory from Aaker (1991) which states that *brand image* consists of associative *strength*, *uniqueness*, And favorites (*favorability*). Third aspect This play a role in creating differentiation brand in middle competition market. In case Erigo, perception as Local fashion brands that are trendy and relevant to Generation Z's identity provide symbolic value that strengthens consumers' emotional attachment to the brand.

From the perspective of customer/consumer behavior, the influence of *brand image* on *behavioral intention* can explained through Theory of Planned Behavior (Ajzen, 1991), that *brand image* contributes to forming attitudes *toward* a brand which then influences behavioral intentions. This means that the more positive a consumer's brand image is, the more likely they are to exhibit positive behavioral intentions, either in the form of repeat purchases or recommendations.

In addition, according to Zeithaml et al. (1996), *behavioral intention* is an indicator main loyalty customer Which reflect possibility consumer to continue using the product and promote it to others. In the psychological component, *Brand image* functions in increasing consumer trust, strengthening satisfaction, and creating a sense of pride in using the brand. In the context of research on Generation Z, *brand image* becomes increasingly significant because Gen Z tends to make brands part of their self - *identity*, is more responsive to the symbolic and emotional value of a brand and has a high tendency to express their preferences through social media. *Brand image* not only functions as a cognitive perception, but also as a representation of social and emotional values that encourage consumers to behave actively towards the brand, including in the form of *word-of-mouth* and repeat purchases.

Based on this description, it can be concluded that brand image is the main determinant in the formation of behavioral intention, because it functions as a bridge. between perception consumer and action real. In study This, image Erigo brand Which strong and relevant with characteristics Generation Z proven capable Encourage loyal behavior, both personally and socially. Therefore, strengthening *brand image* is a key strategy for increasing marketing

success, especially in a competitive digital environment.

5) Influence Brand Image to Repurchase Intention

Research data shows that *brand image* has a positive and significant effect on *repurchase intention*. This means that the stronger a product's brand image, the more likely customers are to make a purchase. repeat (*repurchase intention*). Results findings This indicates about the function of *brand image* is not only to attract consumers in the initial stages, but also plays an important role in maintaining and preserving customer loyalty over a long period of time.

These findings align with Kotler and Keller's (2016) theory, which states that a strong *brand image will increase consumer trust* and satisfaction, ultimately leading to increased desire and a decision to repurchase the product. In this context, brand image serves to represent the product quality and value consumers receive and experience. When consumers perceive a brand positively, they tend to challenge the risk of continuing to use it. product Which The same with buy repeat compared to replace different product brands.

According to Zeithaml (1988), the perceived value *formed by brand image* plays an important role in determining consumer consumption behavior. This means that when consumers feel that the brand is useful and worth it or even more tall compared to cost Which issued or replacement Which If given, they will tend to make repeat purchases. Thus, *brand image* acts as an evaluation tool that influences decisions both rationally and emotionally.

From a customer loyalty perspective, this finding is also consistent with Dick and Basu (1994) Which state that loyalty formed from combination between positive attitude towards the brand and repeat purchasing behavior. In this case, brand image functions as former attitude positive the when consumer own A positive perception of a brand, whether in terms of quality, design, or suitability to lifestyle, will demonstrate a commitment to continue using the product. Similarly, Oliver (1999) explains that *repurchase intention* is part of the conative stage in the loyalty-building process, where consumers have a strong intention to make repeat purchases. based on experience previously. *Brand image* in matter This strengthen affective and conative stages by creating emotional attachment and belief in the brand.

Based on this description, it can be concluded that *brand image* has a role strategic in form *repurchase intention* Because functioning as psychological foundation that connects past consumption experiences with future purchasing decisions. In this study, Erigo's strong brand image was proven to increase the loyalty of Generation Z consumers, thus emphasizing that a brand's success in retaining customers is highly dependent on its ability in build and guard image brand Which positive, consistent, and relevant to the needs and identity of consumers.

4. Conclusion

Based on the results of research and discussions that have been carried out regarding *the role of brands image in mediate influence digital marketing to behavior consumption Erigo fashion products on Generation Z in Banyumas*, the researcher drew important conclusions as a result

of his study as follows: Digital influential marketing positive and significant to brand image. This shows that marketing activities through TikTok are able to shape positive consumer perceptions of the Erigo brand, especially through visual content that is attractive, interactive, and relevant to the Generation Z lifestyle. Digital marketing has a positive influence and significant to intention to recommend. This means that the more effective digital marketing is, the higher the tendency of consumers to recommend the product to others. Digital influential marketing positive and significant to repurchase intention. This shows that digital marketing not only functions to attract attention, but is also able to encourage consumer loyalty in the form of repeat purchases. Brand influential image positive and significant to intention to recommend. A strong brand image increases consumer pride and trust, thus encouraging them to recommend the product to others. Brand image influential positive and significant to repurchase intention. Matter This show that image brand become factor important in forming consumer loyalty to Erigo products. Brand image proven play a role as variables mediation. Brand image mediate connection between digital marketing and behavior consumption (intention) to recommend and repurchase intention), Which means that influence digital marketing to behavior consumer part big happen through formation brand image.

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