The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)

A.wahdania[1], Sampurno[2], Sri Widyastuti[3]

[1]Magister Ilmu Kefarmasian, Fakultas Farmasi, Universitas Pancasila , [2]Fakultas Farmasi, Universitas Pancasila, [3]Program Studi Magister, Sekolah Pasca Sarjana, Universitas Pancasila

Article Info	ABSTRACT
Keywords: Bodrex flu and cough, identity, image, quality, preference, repeat purchases	Kombi. This research aims to analyze the influence of brand identity, brand image and product quality on brand preferences which have an impact on repeat purchases of Bodrex flu and cough products in Kendari City. A questionnaire with a closed question design was used as a research instrument, and 100 respondents were sampled in the research. The multiple linear regression method is used as a data analysis technique. In this research, it is known that: Brand identity, brand image, and product quality together have a significant effect on repeat purchases through brand preference.The common cold, common cold or cough and cold are acute respiratory infections (ARI) which are very common among Indonesian people. Generally, sufferers treat colds by taking over-the-counter flu medicines on the market such as Bodrex flu and cough, Komix and OBH
	Corresponding Author: A.wahdania Magister Ilmu Kefarmasian, Fakultas Farmasi, Universitas Pancasila andiwahdania778@gmail.com

INTRODUCTION

The common cold, common cold or cough and cold are acute respiratory infections (ARI) which are very common among Indonesian people. Flu symptoms are often accompanied by a mild fever at the start of the symptoms, muscle aches and body weakness. Most colds (90%) are caused by respiratory viruses, generally rhinovirus, and sufferers can heal themselves (self-limiting disease) depending on their body's immune system. The average duration of flu symptoms lasts between 7 and 10 days, before the sufferer completely recovers. However, generally sufferers will try to self-medicate to overcome colds, including by consuming over-the-counter flu medicines on the market such as Bodrex flu and cough, Komix and OBH Kombi (Gitawati, 2014). The following is top brand index data for the flu and cough medicine category in the 2016-2020 period.

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

605 | P a g e

Table 1 Top Brand Index data for the Period Flu and Cough Medicine Category 2016-2020.

Year	Product	Top Brand Index (%)
2016	Ultraflu	17,2
	Mixagrip	15,6
	Bodrex Flu dan Batuk	12,5
	Sanaflu	10,7
	Neozep	8,9
2017	Ultraflu	18,6
	Mixagrip	15,5
	Bodrex Flu dan Batuk	12,4
	Sanaflu	9,6
	Panadol Cold & Flu	9,5
2018	Ultraflu	17,6
	Mixagrip	15,0
	Bodrex Flu dan Batuk	13,1
	Neozep	10,1
	Sanaflu	9,3
2019	Ultraflu	13,4
	Bodrex Flu dan Batuk	13,1
	Mixagrip	12,0
	Decolgen	10,5
	Sanaflu	8,9
2020	Ultraflu	12,0
	Bodrex Flu dan Batuk	11,8
	Mixagrip	10,7
	Decolgen	10,1
	Sanaflu	10,0

Source Top Brand Index

Based on the data above, it can be seen that in the flu medicine category, Bodrex flu and cough in the 2016-2020 period was in the top brand position but not in first position. The first position is occupied by the Ultraflu product. Top brand is a criterion for brands that obtain a minimum Top Brand Index of 10% and according to survey results are in the top three positions in their product category.

Bodrex flu and cough medicine has been marketed throughout Indonesia. One of them is the Southeast Sulawesi region. Sales data for bodrex flu and cough products in the Southeast Sulawesi region are as follows:

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

606 | P a g e

Table 2 Sales Data for Bodrex Flu and Cough Products for the 2019-2021 Period in the Southeast Sulawesi Region

Year	Kuartal	Amount	Sales Value	Change
2019	1st quarter	60.798 pc	Rp. 90. 768.540,-	-
	quarter 2	58.785 pc	Rp. 92.130.675,-	1,5 %
	quarter 3	110.318 pc	Rp. 172.426.490,-	87,2%
	Total	229.901 pc	Rp. 355.325.705,-	-
2020	Kuartal 1	70.729 pc	Rp. 110.855.595,-	-35,7%
	Kuartal 2	61.670 pc	Rp. 100.830.450,-	-9,0%
	Kuartal 3	66.814 pc	Rp. 109.240.890,-	8,3%
	Total	199.213 pc	Rp. 320.926.935,-	-9,7 %
2021	1st quarter	56.349 pc	Rp. 92.119.375,-	-15,7%

Source: PT. X

Based on quarterly and annual sales data, it can be seen that sales of bodrex and cough products in the Southeast Sulawesi region experienced quite significant fluctuations, in the 2019-2021 period there was a downward trend in sales of bodrex flu and cough products.

Based on the survey results and background that have been described, it can be seen that a survey and testing is needed regarding the influence of brand identity, brand image, product quality on brand preference and product repeat purchases. Therefore, researchers are interested in conducting research entitled "The Influence of Brand Identity, Brand Image and Product Quality on Repurchase of Bodrex Flu and Cough through Brand Preference (Case Study of 5 Pharmacies in Kendari City)".

formulation of the problem

The bodrex flu and cough product succeeded in winning the Top Brand Award from 2016 to 2020 for the flu medicine category, this proves that bodrex flu and cough has succeeded in gaining a place in the hearts of consumers, but it is assumed that this does not fully strengthen consumers' buying intentions because of the large number of medicine brands flu and coughs are considerations for consumers. The TBI value of Bodrex flu and cough products in the 2016-2020 period was stable at 11.8 – 13.1, even in 2020, the TBI value was at its lowest. This shows that this product is not yet the main choice for treating flu and cough problems. Therefore, it is necessary to test what factors can increase sales, especially by optimizing the relationship assets that exist with consumers, namely the potential for repeat product purchases.

Based on quarterly and annual sales data, it can be seen that sales of bodrex and cough products in the Southeast Sulawesi region fluctuated quite significantly in the 2019-2021 period, tending to decline. Therefore, companies need an appropriate marketing strategy and the company needs to be observant in digging up information regarding consumer perceptions of brand identity, brand image and product quality and also the impact on brand preference and interest in repurchasing products. Brand preference is a

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

607 | P a g e

consumer's tendency to like one brand over another so that it will shape his desire to buy that brand, so it is also worth testing how brand preference influences product repurchase interest. The general objective of this research is to determine the influence of brand identity, brand image and product quality on repeat purchases of Bodrex flu and cough through brand preference in Kendari City.

METHOD

Research methods are a scientific way to obtain data with the aim of being able to describe, prove, develop and discover knowledge, theories, to understand, solve and anticipate problems in human life (Sugiyono, 2017)

Type of Research Used

The type of research used in this research is quantitative correlative explanatory descriptive and verification descriptive approaches. This research uses quantitative methods with the variables studied, namely the influence of brand identity, brand image, product quality, brand preference and purchase intention. The sample was determined using the purposive sampling method, namely sampling based on certain criteria determined by the researcher. The population in this study were bodrex flu and cough customers. The research refers to pure primary data in the form of answers using a questionnaire that has been prepared for the sample. This research uses two types of data, namely primary and secondary data

1. Date Example

    Primary data is data that is taken and processed by individuals or organizations themselves through their objects (Supranto, 2016). The primary data used in this research comes from a list of statements (questionnaire) distributed to respondents to customers of Bodrex flu and cough products who have purchased the product more than twice. Primary data in this research is in the form of respondents' statements regarding the influence of brand identity, brand images, product quality and brand preference as perceived by consumers and statements regarding purchase intention for Bodrex flu and cough products.

2. Secondary Data

    Secondary data is data obtained from other parties and not carried out by the collection itself, such as agencies related to object management that have already formed processed data so that researchers obtain the data through intermediaries or indirectly (Supranto, 2016)

Location and Time of Research

The research was conducted in Kendari City by distributing questionnaires. The research time starts from preparing the thesis proposal to collecting and reporting the analysis results starting from September 2021 – November 2021.

Population

The research population was consumers who had purchased and used Bodrex flu and cough products. The population criteria in this study are as follows:

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)— A.wahdania et.al

608 | P a g e

a. Inclusion Criteria
the research sample who meet the requirements as a sample. The inclusion criteria in Inclusion criteria are criteria by which research subjects can be represented in this study are:
1. Domiciled in Kendari City
2. Have purchased and used flu and cough products at least 2 times to treat flu and/or cough problems.
3. Aged 17-55 Years
4. Willing to be a respondent in research
b. Exclusion criteria
Exclusion criteria are criteria where research subjects cannot represent the sample because they do not meet the requirements as a research sample. The inclusion criteria in this study are: Refuse to be a respondent

Sample

The sampling technique used in this research is random sampling, which is a sampling technique that provides equal opportunities for each element or member of the population to be selected as a sample. Meanwhile, the method used is Purposive Sampling, a technique for determining samples with certain considerations (Sugiyono, 2017). These considerations are meeting the inclusion and exclusion criteria.

Hair et al (1998) say that the minimum sample size for using regression analysis techniques is 15 to 20 times the number of variables used. In this research, the number of variables analyzed is 5 variables so that the number of samples that can be used is 75 to 100 samples.

Research Instruments/Data Collection Techniques

Data collection in this research uses quantitative analysis with a questionnaire instrument that has been tested and modified. The data collection techniques used in this research are as follows:

1. (Library Research)
Data collection using this method was carried out to obtain secondary data. This research uses secondary data obtained by reading, studying written sources such as course literature books, existing research results, and other written sources related to the problems studied. Next, an analysis process is carried out on the data that has been collected so that the existing data will complement each other.

2. (Angket)
A questionnaire is a data collection technique that is carried out by giving respondents a set of questions or written statements to answer. Questionnaires can be in the form of closed or open questions/statements, given to respondents directly or sent via post, or internet (Sugiyono, 2017).

3. (Field Research)
The field data collection method is used to collect primary data by bringing in research objects, through the activity of distributing a list of questions (Questioner).

Researchers used a Likert scale developed by Ransis Likert to determine the level of brand identity, band image, product quality, brand preference and repeat purchases of Bodrex flu and cough products. by determining the score for each question. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2017).

Data Analysis Plan

In this research, there are several data analysis processes that will be carried out, namely as follows:

Uji Instrumen Test Instrument

a. Validity test

This test is carried out by conducting Pearson correlation analysis between the scores of each question and the total score. A question is said to be valid if the correlation is significant.

b. Reability test

Reliability testing can be carried out using the Cronbach's Alpha test with the criteria; An instrument is said to be reliable if the Croncah's Alpha value is > 0.6.

c. Descriptive Analysis

Descriptive analysis is carried out by presenting data for each variable individually and is then also used to measure central symptoms which include median, mode, average and size of spread using standard deviation and equipped with frequency tables and graphs in the form of histograms.

Classic assumption test

a. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables (Ghozali, 2013).

b. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t and the confounding error in period t-1 (previously).

Data Hypothesis Testing and Data Analysis

Hypothesis testing in this research is used to prove the significance of the hypothesis formulation made.

a. Coefficient of Determination Test (R2)

The coefficient of determination (R2) essentially measures how far the model's ability is to explain variations in the dependent variable.

b. Model Accuracy (F Statistical Test)

The F test is used to test whether the regression model can be used to predict the dependent variable. The hypothesis will be tested using a significance level (α) of 5% or 0.05. The criteria for accepting or rejecting the hypothesis will be based on the significance probability value. If the significance probability value is <0.05, then the hypothesis is accepted. This means that the regression model can be used to predict

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

610 | P a g e

the independent variable. If the significance probability value is > 0.05, then the hypothesis is rejected. This means that the regression model cannot be used to predict the dependent variable (Ghozali, 2013: 98).

c. Parameter Significance Test (T Statistical Test)

The t test is used to test whether the independent variable partially has an influence on the dependent variable. The hypothesis will be tested using a significance level (α) of 5% or 0.05. If the significance probability value < α, then it is said that the independent variable has a significant effect on the dependent variable. If the significance probability value is > α, then it is said that the independent variable has no significant effect on the dependent variable (Ghozali, 2013: 98).

RESULTS AND DISCUSSION

Reliability Test Results

The results of the questionnaire reliability test using Cronbach Alpha test statistics can be seen in table 3 below:

Table 3 Questionnaire Reliability Test Results

Variable	Cronbach's Alpha statistics	Conclusion
Brand Idendity	0,847	Reliabel
Brand Images	0,886	Reliabel
Kualitas Produk	0,864	Reliabel
Brand Preference	0,857	Reliabel
Pembelian Ulang	0,834	Reliabel

In table 3 it can be seen that all questionnaires for each variable are reliable questionnaires. This can be seen from the Cronbach's Alpha statistic for each variable with a value greater than 0.6. Therefore, it can be concluded that the questionnaire in this research is a reliable questionnaire.

classical assumption test results

a. Data Normality

Table 4 Normality Test Results for Research Variables

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.54626882
Most Extreme Differences	Absolute	.156
	Positive	.070
	Negative	-.156
Test Statistic		.156
Asymp. Sig. (2-tailed)		.067[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

611 | P a g e

In this study, the normality test for residuals was used using the Kolmogorov-Smirnov test. The significance level used is α = 0.05. The basis for decision making is to look at the probability number p, with the following conditions (Ghozali, 2013). If the probability value $p \geq 0.05$, then the normality assumption is met. If the probability <0.05, then the normality assumption is not met.

The table shows that the probability value or Asymp. Sig. (2-tailed) is 0.067 greater than 0.05. From these calculations, it can be said that the research data is normally distributed.

b. Multicollinearity Test

The results of the model multicollinearity test are presented in table 5.41 and table 5.41 below:

Table 5 Multicollinearity Test Results of Multiple Linear Regression Models (Brand Identity, Brand Image, and Product Quality on Repeat Purchases)

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Identity	.572	1.747
	Brand Image	.312	3.203
	Kualtias Produk	.430	2.328

a. Dependent Variable: Pembelian Ulang

Source: Processed Primary Data 2021

In table 5 it can be seen that all VIF values for each independent variable are <10 so it can be concluded that in the multiple linear regression model obtained there is no multicollinearity problem, in other words there is no meaningful correlation between the independent variables in the Brand Identity regression model. , Brand Image, and Product Quality on Repeat Purchases.

Table 6 Multicollinearity Test Results of Multiple Linear Regression Models (Brand Identity, Brand Image, and Product Quality on Repeat Purchases through Brand Preference)

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1 Melalui Y	.199	5.029
	X2 Melalui Y	.100	5.024
	X3 Melalui Y	.129	7.751

a. Dependent Variable: Pembelian Ulang

Source: Processed Primary Data 2021

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

612 | P a g e

In table 6 it can be seen that all VIF values for each independent variable are <10 so it can be concluded that in the multiple linear regression model obtained there is no multicollinearity problem, in other words there is no meaningful correlation between the independent variables in the Brand Identity regression model. , Brand Image, and Product Quality towards repeat purchases through brand preference.

c. Autocorrelation Test

The model autocorrelation test in this study used the Durbin-Watson statistical test. In the first multiple linear regression model, namely a regression model with the independent variables brand identity, brand image and product quality, while the dependent variable is Repurchase, the Durbin Watson (DW) statistics are obtained as follows

Table 7 Autocorrelation Test Results of Multiple Linear Regression Model (Brand Identity, Brand Image, and Product Quality on Repeat Purchases)

Model Summary[b]

Model	Durbin-Watson
1	1.282

b. Dependent Variable: Pembelian Ulang

Based on table 7, the value of the Durbin-Watson statistic is 1.282. because the Durbin-Watson statistical value lies between 1 and 3, namely 1 <1.282 < 3, then the non-autocorrelation assumption is met. In other words, there are no symptoms of autocorrelation in the multiple linear regression model of brand identity, brand image and product quality on repeat purchases.

Next, in the second multiple linear regression model, namely a regression model with the independent variables brand identity, brand image and product quality through brand preference as intervening variables, while the dependent variable is repurchase, the following results are obtained.

Table 8 Multicollinearity Test Results of Multiple Linear Regression Models (Brand Identity, Brand Image, and Product Quality on Repeat Purchases through Brand Preference)

Model Summary[b]

Model	Durbin-Watson
1	1.429

b. Dependent Variable: Pembelian Ulang

Based on table 8, the value of the Durbin-Watson statistic is 1.429. because the Durbin-Watson statistical value lies between 1 and 3, namely 1 <1.429 < 3, the non-autocorrelation assumption is met. In other words, there are no symptoms of

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

613 | P a g e

autocorrelation in the multiple linear regression model of brand identity, brand image and product quality through brand preference towards repeat purchases.

Based on the autocorrelation test in the two multiple linear regression models above, it can be concluded that it is free from autocorrelation problems.

Multiple Regression Test Results

a. Multiple Linear Regression Model (Brand Identity, Brand Image, and Product Quality on Repeat Purchases)

1) Coefficient of Determination

The results of calculating the coefficient of determination in the multiple linear regression model with the independent variables brand identity, brand image and product quality on the dependent variable repeat purchases can be presented in table 5.45 below.

Table 9 Calculation Results of the Determination Coefficient of the Multiple Linear Regression Model (Brand Identity, Brand Image and Product Quality on Repeat Purchases)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751[a]	.564	.550	1.690

a. Predictors: (Constant), Kualtias Produk, Brand Identity, Brand Image

Source: Processed primary data 2021.

In table 9 it can be seen that the statistical value of the coefficient of determination in the multiple regression model is Adjusted $R^2=0.550$. This means that 55.0% of the variation in the dependent variable repurchase can be explained by the independent variables Brand Identity, Brand Image and Product Quality, while the other 45.0% of the variation is explained by variables outside the model.

Simultaneous Effect Test Results

The simultaneous influence test was carried out using the F statistical test. The results of the simultaneous influence test in the regression model with the independent variables brand identity, brand image and product quality as well as the dependent variable repeat purchases can be displayed in table 5.45 below:

Table 10 Test Results of the Simultaneous Effect of Multiple Linear Regression Models (Brand Identity, Brand Image and Product Quality on Repeat Purchases)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.438	3	118.146	41.347	.000[b]
	Residual	274.312	96	2.857		
	Total	628.750	99			

a. Dependent Variable: Pembelian Ulang

b. Predictors: (Constant), Kualtias Produk, Brand Identity, Brand Image

Source: Processed Primary Data 2021

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)— A.wahdania et.al

614 | P a g e

In table 10 it can be seen that the statistical value F = 41.437 > F table = 3.09 and the p-value = 0.000 < 0.05. Because the statistical F value is greater than the table F value, and the p-value is smaller than 0.05, it can be concluded that there is a simultaneous/joint influence of brand identity, brand image and product quality variables on repeat purchases.

2) Partial Influence Test Results

The results of the partial influence test in the regression model with the independent variables brand identity, brand image, and product quality as well as the dependent variable repeat purchases can be displayed in table 5.46.

Table 11 Results of Partial Influence Test of Multiple Linear Regression Model (Brand Identity, Brand Image and Product Quality on Repeat Purchases)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.237	2.371		-3.475	.001
	Brand Identity	.433	.120	.321	3.601	.001
	Brand Image	.192	.088	.263	2.177	.032
	Kualtias Produk	.209	.075	.288	2.805	.006

a. Dependent Variable: Pembelian Ulang

Source: Processed Primary Data 2021

Based on Table 11 it can be explained as follows

1. In the test of the influence of brand identity on repeat purchases, the statistics obtained were t = 3.601 and p-value = 0.001 and the regression coefficient value was 0.433. Because the t statistic value (3.601) > t table (1.98), then and p-value = 0.001 < 0.05, it can be concluded that there is a significant influence of brand identity on repeat purchases.
2. In testing the influence of brand image on repeat purchases, the statistics obtained were t = 2.177 and p-value = 0.032 and the regression coefficient value was 0.192. Because the t statistic value (2.177) > t table (1.98), then and p-value = 0.032 < 0.05, it can be concluded that there is a significant influence of brand image on repeat purchases.
3. In testing the influence of product quality on repeat purchases, the statistics obtained were t = 2.805 and p-value = 0.006 and the regression coefficient value was 0.209. Because the t statistic value (2.805) > t table (1.98), then and p-value = 0.006 < 0.05, it can be concluded that there is a significant influence of product quality on repeat purchases
4. The multiple regression model obtained is as follows:
   repeat purchase = -8,237+0,433*Brand identity+
   0,192*Brand Image +0,209*"Product quality"

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)— A.wahdania et.al

615 | P a g e

Based on the multiple linear regression model above, information is obtained that the influence of brand identity, brand image and product quality on repeat purchases is a positive influence. For every 1 unit increase in the brand identity variable, there will be an increase in the repurchase variable of 0.433 units. Every 1 unit increase in the brand image variable will increase the value of the repurchase variable by 0.192 units. And every 1 unit increase in the product quality variable will increase the value of the repurchase variable by 0.209 units.

b. Multiple Linear Regression Model (Brand Identity, Brand Image, and Product Quality on Repeat Purchases)

1) Coefficient of Determination

The results of calculating the coefficient of determination in the multiple linear regression model with the independent variables brand identity, brand image and product quality on the dependent variable repeat purchases can be presented in table 5.48 below.

Table 12 Calculation Results of the Coefficient of Determination of the Multiple Linear Regression Model (Brand Identity, Brand Image and Product Quality on Repeat Purchases through Brand Preference)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765[a]	.585	.572	1.648

a. Predictors: (Constant), X3 Melalui Y, X1 Melalui Y, X2 Melalui Y

Source: Processed primary data 2021.

In table 12 it can be seen that the statistical value of the coefficient of determination in the multiple regression model is Adjusted $R^2=0.572$. This means that 57.2% of the variation in the dependent variable repeat purchases can be explained by the independent variables Brand Identity, Brand Image and Product Quality through brand preference, while the other 42.8% of the variation is explained by variables outside the model. These results show that the existence of brand preference is able to provide an additional 2.2% contribution to Brand Identity, Brand Image and Product Quality in influencing repeat purchases (it is known that without going through Brand preference, it has an impact of 55.0%)

2) Simultaneous Effect Test Results

The simultaneous influence test was carried out using the F statistical test. The results of the simultaneous influence test in the regression model with brand identity, brand image and product quality on repeat purchases through brand preference can be shown in table 5.49 below:

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

616 | P a g e

Table 13 Test Results of the Simultaneous Effect of Multiple Linear Regression Models (Brand Identity, Brand Image and Product Quality on Repeat Purchases through Brand Preference)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	368.026	3	122.675	45.170	.000[b]
	Residual	260.724	96	2.716		
	Total	628.750	99			

a. Dependent Variable: Pembelian Ulang

b. Predictors: (Constant), X3 Melalui Y, X1 Melalui Y, X2 Melalui Y

Source: Processed Primary Data 2021

In table 5.49 it can be seen that the statistical value F = 45.170 > F table = 3.09 and the p-value = 0.000 < 0.05. Because the statistical F value is greater than the table F value, and the p-value is smaller than 0.05, it can be concluded that there is a simultaneous/joint influence of brand identity, brand image and product quality variables on repeat purchases through Brand Preference. These results show that the existence of brand preference is able to provide additional influence points of 3,733 Brand Identity, Brand Image, and Product Quality in influencing repeat purchases (it is known that without going through Brand preference, it has an influence value of 41,437).

3) Partial Influence Test Results

The results of the partial influence test in the regression model with the independent variables brand identity, brand image, and product quality as well as the dependent variable repeat purchases can be displayed in table 5.50.

Table 14 Results of Partial Influence Test of Multiple Linear Regression Model (Brand Identity, Brand Image and Product Quality on Repeat Purchases Through Brand Preference)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.076	1.067		3.821	.000
	X1 Melalui Y	.009	.008	.180	1.218	.226
	X2 Melalui Y	.014	.005	.529	2.544	.013
	X3 Melalui Y	.002	.004	.075	.412	.681

a. Dependent Variable: Pembelian Ulang

Source: Processed Primary Data 2021

Based on Table 14 it can be explained as follows
1. In testing the influence of brand identity on repeat purchases through brand preference, the statistics obtained were t = 1.218 and p-value = 0.226 and the regression coefficient value was 0.009. Because the t statistic value (1.218) < t table

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

617 | P a g e

(1.98), then and p-value = 0.226 > 0.05, it can be concluded that there is no significant influence of brand identity on repeat purchases through brand preference.

2. In testing the influence of brand image on repeat purchases through brand preference, the statistics obtained were t = 2.544 and p-value = 0.013 and the regression coefficient value was 0.014. Because the t statistic value (2.544) > t table (1.98), then and p-value = 0.014 < 0.05, it can be concluded that there is a significant influence of brand image on repeat purchases through brand preference.

3. In testing the influence of product quality on repeat purchases through brand preference, the statistics obtained were t = 0.412 and p-value = 0.681 and the regression coefficient value was 0.002. Because the t statistic value (0.412) < t table (1.98), then and p-value = 0.681 > 0.05, it can be concluded that there is no significant influence of product quality on repeat purchases through brand preference

4. The multiple regression model obtained is as follows:

"Repeat purchase" = -4.076+0,009*X1Y+0,014*X2Y++0,002*X3Y

Based on the multiple linear regression model above, information is obtained that the influence of brand identity, brand image and product quality on repeat purchases through brand preference is a positive influence. For every 1 unit increase in the brand identity variable through brand preference, there will be an increase in the repurchase variable of 0.009 units. Every 1 unit increase in the brand image variable through brand preference will increase the value of the repurchase variable by 0.014 units. And every 1 unit increase in the product quality variable through brand preference will increase the value of the repurchase variable by 0.002 units.

CONCLUSION

The brand identity of Bodrex Flu and Batuk products has a significant effect on repeat purchases. Brand identity is successful in building consumers' desire to repurchase this product. The brand image of Bodrex Flu and Batuk products has a significant effect on repeat purchases. The brand image of Bodrex Flu and Batuk products has succeeded in building consumers' desire to make repeat purchases. The quality of Bodrex Flu and Cough products has a significant effect on repeat purchases. The quality of Bodrex Flu and Cough products has succeeded in generating repeat purchases among consumers. Brand identity, brand image and product quality together have a significant effect on repeat purchases. The brand identity, brand image and product quality of Bodrex Flu and Batuk products simultaneously succeeded in influencing consumers to repurchase this product. There is no significant influence of the brand identity of the Bodrex flu and cough product on repeat purchases through brand preference. Brand preference is not able to be a good intervening variable in moderating the influence of brand identity of Bodrex flu and cough products on repeat purchases. There is a significant influence of the brand image of the Bodrex flu and cough product on repeat purchases through brand preference. Brand preference can be a good intervening variable in moderating the influence of the brand image of Bodrex flu and cough products on repeat purchases. There is no significant influence on the quality of

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

618 | P a g e

Bodrex flu and cough products on repeat purchases through brand preference. Brand preference is not able to be a good intervening variable in moderating the influence of bodrex flu and cough product quality on repeat purchases. Brand identity, brand image, and product quality together have a significant influence on repeat purchases through brand preference. Brand preference is able to be a good intervening variable in moderating the influence of brand identity, brand image, and bodrex flu and cough product quality simultaneously on repeat purchases.

REFERENCES

Adisaputra, Christian. "Pengaruh Kualitas Produk, Harga, Distribusi dan Iklan terhadap Brand Preference Komunitas Mobil Honda di Surabaya." Jurnal Agora, 2017: Vol 5 No. 3.

Alamro, A. & Rowley, J., 2011. Antecedents of brand preference for mobile telecommunications services. Journal of Product & Brand Management, 20(6), pp. 475-486.

Albaril, Sholihah Q. "Peran Kesadaran dan Citra Merek terhadap Preferensi Merek." Jurnal Manajemen dan Bisnis 4, no. 2 (2019): 198-211.

Arikunto, S., 2013. Prosedur Penelitian Suatu Pendekatan Praktek. Jakarta: Rineka Cipta.

Bahrudin, Muhammad, and Siti Zuhro. "Pengaruh Kepercayaan dan kepuasan pelanggan Terhadap Loyalitas Pelanggan." Jurnal Bisnis dan Manajemen Islam, 2015.

Bastian, Danny Alexander. " Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand) Loyalty)." Jurnal Manajemen Pemasaran Petra, 2014: 1-9.

Bayu DP, I. B. & Sulistyawati, E., 2019. Pengaruh Brand Equity Terhadap Niat Beli Konsumen di Mediasi Brand Reference. Jurnal Manajemen, 8(5), pp. 2697-2721.

Daga, R., 2017. Citra, Kualitas Produk, dan Kepu.n Pelanggan. 1 ed. Makassar: Global RCI.

Damayanti, Cintya, and Wahyono. "Pengaruh Kualitas Produk, Brand Image, Terhadap Loyalitas dengan Kepuasan Sebagai Variabel Interveying." Management Anaylisis Journal, 2015: 236-251.

Damiati, et al., 2017. Perilaku Konsumen. 1 ed. Depok: Raja Grafindo Persada.

Dharmayana, I Made Arya, and Gede Bayu Rahanatha. "Pengaruh Brand Equity, Brand Thrust, Brand Preference, dan Kepuasan Konsumen Terhadap Niat Membeli Kembali." Jurnal Manajemen UNUD, 2017: 2018-2046.

Ferdinand, A., 2014. Metode Penelitian. Semarang: Undip Press.

Fernaldo, and Roswita Oktavianti. "Pengaruh Daya Tarik Iklan E-Commerce Terhadap Brand Thrust Konsumen." Jurnal Prologia, 2020: 316-323.

Firmansyah, M. A., 2019. Pemasaran Produk dan Merek. 1 ed. Surabaya: Qiara Medika.

Ghozali, I., 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Undip.

Gitawati, R., 2014. Bahan Aktif dalam Kombinasi Obat Flu dan Batuk-Pilek, dan Pemilihan Obat Flu yang Rasional. Media Litbangkes, 24(1), pp. 10-18.

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

619 | P a g e

Halim, B. C., Dharmayanti, D. & Brahmana, R. K. M., 2014. Pengaruh Brand Idendity terhadap Timbulnya Brand Preference dan Repurchase Intention pada Merek Toyota. Jurnal Manajemen Pemasaran Petra, Volume 2, pp. 1-11.

Halim, Beatrice Clementia, Diah Dharmayanti, and Ritzky Karina M.R Brahmana. "Pengaruh Brand Idendity terhadap Timbulnya Brand Preference dan Repurchase Intention pada Merek Toyota." Jurnal Manajemen Pemasaran Petra 2 (2014): 1-11.

Hardjanti, A., 2011. Peran Brand Image, Trust dan Awarness terhadap Behavioral Intention Melalui Brand Preference, Custumer Percived Value dan Satisfaction. Jurnal Bisnis dan Akuntansi, 13(2), pp. 81-92.

Haryono, S., 2016. Metode SEM: Untuk Penelitian Manajemen dengan AMOS Lisrel PLS. 10 ed. Jakarta: Intermedia Personalia Utama.

Hasugian, Jimmi Tumpal Mangisi. "Pengaruh Brand Image dan Brand Thrust terhadap Brand Loyality Telkomsel ." Jurnal Administrasi Bisnis, 2015: 923-927.

The influence of brand identity, brand image and product quality on repurchasing bodrex flu and batu`k through brand preference (case study at 5 pharmacies in kendari city)—A.wahdania et.al

620 | P a g e