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The Effect P-Word of Mouth and Price Perception On Repurchase Decision Mediated by Brand Image Gold Bar Product Galeri 24 (Study on PT. Pegadaian Galeri 24 Distro Tegal)

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Abstract

This study aims to analyze the influence of Positive Word of Mouth (P-WoM) and price perception on repurchase decisions at Galeri 24, focusing on the role of brand image as a mediator. Using quantitative methods, data were collected from 250 respondents and analyzed using Smart PLS with a Structural Equation Modeling (SEM) approach. The results show that P-WoM has a positive and significant influence on repurchase decisions, and contributes to improving brand image. In contrast, price perception does not show a significant influence on repurchase decisions and does not function as a mediator between P-WoM and repurchase decisions. These findings emphasize the importance of marketing strategies that utilize P-WoM to build customer loyalty and increase repurchase decisions, while also suggesting that price perception should be considered in a broader context, including customer experience and product quality.

Pengaruh Positif Word of Mouth dan Persepsi Harga Terhadap Keputusan Pembelian Ulang yang Dimediasi Oleh Citra Merek pada Produk Emas Batangan Galeri 24 (Studi pada PT.Pegadaian Galeri 24 Distro Tegal)

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Positive Word of mouth (P-WoM) dan price perception terhadap keputusan pembelian ulang (re-purchase decision) di Galeri 24, dengan fokus pada peran brand image sebagai mediator. Menggunakan metode kuantitatif, data dikumpulkan dari 250 responden dan dianalisis menggunakan Smart PLS dengan pendekatan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa P-WoM memiliki pengaruh positif dan signifikan terhadap keputusan pembelian ulang, serta berkontribusi pada peningkatan citra merek. Sebaliknya, price perception tidak menunjukkan pengaruh signifikan terhadap keputusan pembelian ulang dan tidak berfungsi sebagai mediator antara P-WoM dan keputusan pembelian ulang. Temuan ini menekankan pentingnya strategi pemasaran yang memanfaatkan P-WoM untuk membangun loyalitas pelanggan dan meningkatkan keputusan pembelian ulang, sementara juga menunjukkan bahwa persepsi harga harus dipertimbangkan dalam konteks yang lebih luas, termasuk pengalaman pelanggan dan kualitas produk.

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Marketing plays a crucial role in determining sales volume and market share, with marketing strategy serving as a mindset to achieve these goals (Kotler, 2014). The gold bullion investment sector is showing rapid development, marked by the emergence of various types of businesses. One such sector is PT Pegadaian Galeri Dua Empat (Galeri 24), a subsidiary of a state-owned enterprise with more than 105 branches throughout Indonesia, which continues to strive to increase sales. Gold is increasingly sought after as an investment due to its promising upward price trend, despite fluctuations due to global factors, supply and demand, monetary policy, inflation, the dollar exchange rate, and trade wars. Galeri 24 offers various brands of gold bullion, including its own products. Based on data as of May 1, 2025,

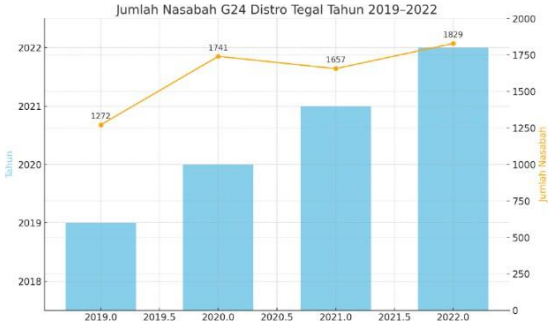
Table 1.1 Determination Price Sell Cash Gold bar in the Galeri 24

DETERMINATION OF CASH SELLING PRICES FOR GOLD BARTS				
PT PEGADAIAN GALERI 24				
May 1, 2025 update 07:30 WIB				
Denomination	**Galeri 24**	**Antam**	**UBS**	**Lotus Archi**
0.5	1,023,000	1,057,000	1,059,000	-
1	1,951,000	2,010,000	1,958,000	1,992,000
2	3,843,000	3,957,000	3,886,000	-
5	9,538,000	9,813,000	9,603,000	9,823,000
10	19,024,000	19,568,000	19,104,000	19,492,000
25	47,443,000	48,789,000	47,666,000	48,597,000
50	94,810,000	97,495,000	95,136,000	97,113,000
100	189,526,000	194,909,000	190,197,000	194,144,000
250	473,580,000	486,996,000	475,351,000	
500	946,694,000	973,773,000	949,583,000	
1000	1,893,386,000	1,947,504,000	1,897,115,000	

Source: https://galeri24.co.id/harga-emas

The selling price of Galeri 24 gold bars tends to be lower than Antam, UBS, and Lotus Archi. This difference is thought to be due to Antam's stronger brand image in the minds of consumers, supported by LBMA international certification and authenticity checking technology (CertiEye), while Galeri 24 still uses the SNI certificate. However, in terms of buyback value, Galeri 24 has an interesting policy: the buyback price for Galeri 24 brands is higher or equivalent to other brands. This makes the spread (difference) between the selling price and the buyback price of Galeri 24 products smaller, which should be an opportunity to encourage repeat purchases and provide maximum benefits for consumers. The following is the number of customers in the last 4 years at Galeri24 Tegal in considering repeat purchase decisions for customers can be seen in Figure 2 below.

Figure 1. Graph of the number of customers of Galeri 24 Tegal



Source: Secondary data Galeri 24

The number of G24 Distro Tegal customers has shown a positive growth trend over the past four years, from 2019 to 2022. In 2019, the number of customers was recorded at 1,272. This number increased significantly in 2020, reaching 1,741 customers, representing an increase of approximately 36.9%. This

development suggests that consumers are increasingly selective. Positive word of mouth (WOM) marketing plays a significant role, as consumers trust others' experiences more than advertising (Lupiyoadi, 2006). Furthermore, price perception is also a determining factor in purchasing decisions; consumers compare prices before making a decision (Daryanto in Rumondor, 2013). Initial observations at Galeri 24 Distro Tegal indicated a problem related to WOM, where the lack of word of mouth promotion made consumers hesitant. They relied solely on catalogs, even though positive WOM is more easily trusted. Furthermore, the perception of prices, which are still considered high by some people (middle-class and students), is a consideration, considering that many other gold shops offer lower prices with similar quality.

The existence of research gaps related to the positive influence of word of mouth (Sari & Yuniati, 2016 vs. Rasyid et al., 2018) and price perception (Mutia & Soliha, 2023 vs. Sulistiyanto & Munisih, 2018) on purchasing decisions and consumer satisfaction, encourages further research. Therefore, this study will examine the positive influence of word of mouth and price perception on repurchase decisions mediated by brand image on Galeri 24 gold bullion products (Study on Consumers of PT. Pegadaian Galeri 24 Distro Tegal).

LITERATURE REVIEW

Theory of Planned Behavior

Ajzen and Fishbein (1980) asserted that intention, which is closely related to the action or behavior, the target, and the environment in which the activity takes place, can be used to predict customer behavior. According to Ajzen and Fishbein (2005), intention is a person's tendency to act in a certain way. Subjective norms and attitudes that influence an individual's desire to act can be used to measure intention. Beliefs and motivations, such as the desire of others to participate in the behavior, impact subjective norms. Consequently, intention is directly influenced by beliefs, judgments, and motivation.

According to Icek Ajzen, purchasing decisions can be explained through the Theory of Planned Behavior (TPB), which is a development of the Theory of Reasoned Action (TRA). TRA explains that a person's intention to perform a particular behavior is the primary factor driving that behavior. This intention is shaped by two factors:

1. Attitude toward the behavior (attitude toward behavior): The extent to which an individual has a positive or negative evaluation of performing a particular behavior.
2. Subjective norm: An individual's perception of social pressure to perform or not perform a particular behavior.

Ajzen (1991) asserted that the significance of attitudes, subjective norms, and behavioral control in predicting intentions depends on the behavior and circumstances. These elements indicate a person's readiness to engage in a particular behavior. They are believed to directly precede the action. Subjective norms, perceived behavioral control, and attitudes toward the activity are the basis for this, and each predictor is weighted based on its significance in relation to the behavior. According to Ajzen, behavior depends on compatible

intentions and perceived behavioral control. Perceived behavioral control should mitigate the impact of intentions on behavior, meaning that only when perceived behavioral control is high can positive intentions trigger activity.

A person's mindset is reflected in their behavior, no matter how simple or sophisticated. A person's attitude is shaped by both internal and external forces or challenges. This implies that a person's innate capacity to react will manifest as actual behavior that reflects that mindset. Both environmental and internal variables influence behavior (Azwar, 2002).

Brand Image

Brand image is a perception of a product that is deeply embedded in the minds of consumers. Every business has a unique brand image for its products, which customers recall when they think of the company. Thus, a brand's impact on customers is deeply embedded in their memories. Potential customers can be motivated by a positive brand image, and consumers are more likely to consider purchasing the product if they have a positive view of the brand. Brand image has two advantages. Businesses can leverage a more positive brand image to increase their profitability. The success of creating a positive brand image can be demonstrated by expanding branding strategies such as product line extensions, brand extensions, and new brands (Aaker & Keller, 1990).

David Aaker (2015:8) defines a brand as an organization's promise to customers to deliver on the brand's core principles, including functional, emotional, self-expressive, and social benefits. This suggests that a brand is more than just a product; it is a commitment to the values and experiences it offers. Echoing Aaker, David McNally & Karl D. Speak (2009:6) view a brand as a perception or emotion held and nurtured by buyers or potential buyers. This perception depicts a positive experience in doing business with an organization or using its products/services. Clow & Baack (2018) define brand image as a depiction of a company's standing or what it does, and how it is recognized in the marketplace. This highlights aspects of a brand's identity and position in the minds of consumers.

Brand image is the perception of a product that is deeply ingrained in the minds of consumers. Every business has a unique brand image for its products, which customers recall when they think of the company. Thus, a brand's impact on customers is deeply ingrained in their minds. Potential customers can be motivated by a positive brand image, and consumers are more likely to consider purchasing a product if they have a positive view of the brand. Brand image has two advantages. Businesses can leverage a more positive brand image to increase their profitability. The success of creating a positive brand image can be demonstrated by expanding branding strategies such as product line extensions, brand extensions, and new brands.

Based on the various definitions mentioned above, brand image is a name, word, sign, symbol, or design, or a combination of these, that represents the promise made by a business, organization, or seller to customers. Brand image describes how the business is established, in the form of a series of associations that

consumers have with a brand, making it a feature that distinguishes it from competitors and makes it easily recognized in the market. This feature is expected to offer a number of benefits to customers.

Positive Word of Mouth

Positive word of mouth (WOM) is generally defined as the marketing process or conversation between individuals about a brand, product, or service. This communication can be delivered verbally, in writing, or through electronic means, often in the form of opinions or recommendations based on experiences using the product. When consumers feel very satisfied with a product they have used and then tell others about its good qualities, this phenomenon is called positive WOM. This is supported by various researchers (Brown et al., 2005; K. and Keller, 2009; Suryani, 2013).

Furthermore, positive word of mouth can be defined as informal communication between recipients and informants regarding a product or service. This often takes the form of recommendations, stories, and explanations aimed at providing personal information and convincing others of the product's advantages. In short, positive WOM is spontaneous testimonials and recommendations from satisfied customers who voluntarily spread good news about a product or service to their social circles. It is one of the most credible and influential forms of promotion because it comes from sources perceived as neutral and trustworthy.

Price Perception

In a study that replicated the dual role of price cues, Erickson and Johansson (1985) found that perceived price levels have a direct negative impact on purchase intentions as well as an indirect positive impact through perceived product quality. We then developed a multi-item scale based on the conceptual definitions of seven price-related categories using a standard scale-building process. By comparing these seven price-related constructs with five categories of market reactions and behaviors in real-world scenarios, we evaluated their predictive validity. These findings are then presented through a higher-order factor analysis aimed at evaluating the positive-negative validity of the perceived price taxonomy. Finally, we discuss the findings, limitations, and implications of the study.

Customers evaluate or viewpoint a product's cost relative to its benefits. Price-to-quality ratio, affordability, competitive pricing, and price-to-benefit ratio are some examples of indicators. According to Sains et al. (2022), price is a marketing mix component that can generate profits for a company. Costs are also generated by the other three components (product, sales, and advertising). Price is one of the most adaptive and rapidly changing elements of the marketing mix. Price perception is the most important aspect customers consider when making a purchase.

Perceived price perception, according to Peter and Olson (2014), is related to how customers interpret and make sense of price information. After the product, price is the most important component of the marketing mix. Price is the only component that generates revenue; the

other components are simply costs. Undoubtedly, one of the most significant market indicators is price. Price signals are present in every purchasing scenario and, at a minimum, convey to all consumers the amount of money that must be sacrificed to complete a particular transaction, contributing to the pervasive influence of price. Literally, price is the amount of money that must be sacrificed; thus, higher prices have a detrimental effect on purchase likelihood (Erickson and Johansson 1985; Lichtenstein, Bloch, and Black 1988; Tellis and Gaeth 1990; Zeithaml 1988).

Repurchase Decision

Human decision-making is supposedly explained by the theory of reasoned action (Ajzen and Fishbein, 1980). The individual's volitional effort to make a particular decision or behavior is the central emphasis of this theory, which includes behavioral and normative constructs, attitudes, and subjective norms as antecedents of intention (Ajzen and Fishbein, 1980; Ajzen, 1991, 2011). In other words, because this theory does not include the motivational content necessary to stimulate behavioral intentions, does not account for the affective consequences of achieving and failing goal-directed decisions/behaviors, or does not account for past experiences for a particular action, this theory does not account for how an individual's decisions/actions become motivated/energized. Therefore, Perugini and Bagozzi (2001) designed and evaluated the MGB to address the need to improve the theory of planned behavior. To better predict human decision-making and behavior, the Goal-Oriented Behavior (GBD) Model incorporates a number of crucial constructs, enhancing explanation and capability, and addressing problematic issues in the theory of planned behavior (Bagozzi and Dholakia, 2006; Perugini and Bagozzi, 2001; Poels and Dewitte, 2008; Taylor et al., 2009). Significant improvements have been made to the GBD Model.

HYPOTHESIS

H1: Positive word of mouth has a positive and significant effect on repurchase decisions.

H2: Price perception has a positive and significant effect on repurchase decisions.

H3: Positive word of mouth has a positive and significant effect on brand image.

H4: Price perception has a positive and significant effect on Brand Image.

H5: Brand Image has a positive and significant effect on repurchase decisions.

H6: Brand Image significantly mediates the relationship between Positive Word of mouth and Repurchase decision.

H7: Brand Image significantly mediates the relationship between Price perception and Repurchase decision.

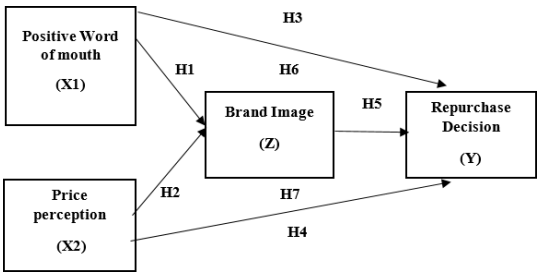


Figure 2. Framework of Thought

RESEARCH METHODS

This type of research is quantitative explanatory, namely it is used to test a relationship between variables or to find out whether a variable is associated or not

with another variable, or to find out whether a variable is caused or influenced or not by another variable (Mulyadi, 2011).

The observed variables in this study are four: two independent variables, one mediating variable, and one dependent variable. The relationship between the variables can be explained as follows. The population used in this study is gold bullion consumers at Galeri 24 Pegadaian in Tegal, Central Java, as shown in the following table:

Table 2. Population of Gold Bar Consumers

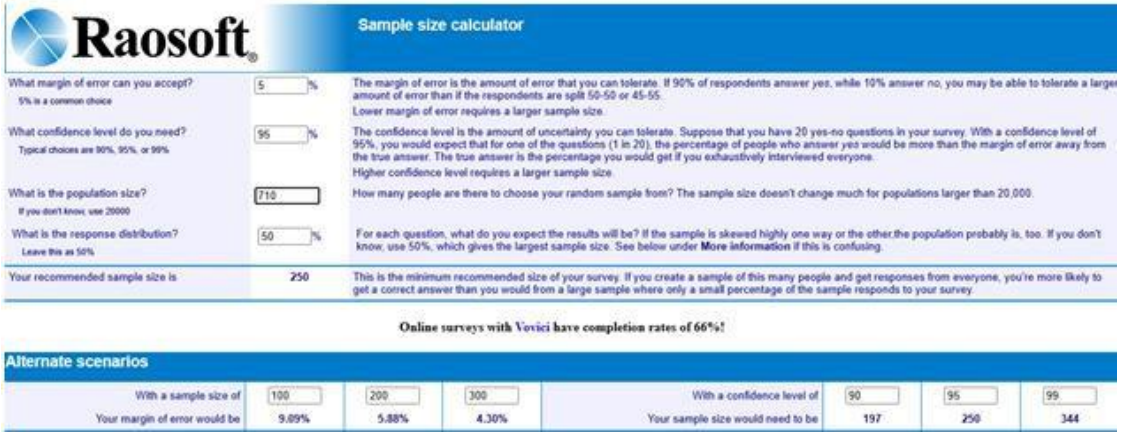
No	Galeri 24 PT Pegadaian Central Java	Address	Average number of outlet visitors per month
1	Tegal Distro	Tegal, Central Java 52121	710
Total			710

Source: galeri24.co.id

The total number of visitors visiting the Galeri 24 Tegal location in Central Java in an average month. To calculate the sample, the Calculator.net application was used to input the number of customers shopping at Galeri 24 in Tegal, Central Java. The resulting total population was 710, which was then calculated with a 95% confidence level, a 5% margin of error, and a population proportion of 50%. The minimum sample size for this study was 250 respondents.

Based on the results of the questionnaire that has been distributed to respondents, in testing the tool Statistics using Smart PLS with Structural Equation Model (SEM) analysis techniques with two stages of testing: outer model and inner model. The sample calculation image can be seen in the image below:

Figure 3. Sample calculation



Measurement Scale

Measurement Development: Prior to finalizing the survey for data collection, focus groups, face validity tests, and a pilot study were conducted. A literature review and focus group discussions informed the development of the questionnaire. Two researchers administered the questionnaire to evaluate item structure, comprehensibility, and logical consistency. Finally, the updated survey was sent to over three hundred college students to assess their recent online shopping experiences. Items with lower or cross-loadings were eliminated after exploratory factor analysis using Varimax rotation.

The final questionnaire consists of four sections. The first section discusses respondents' recent online shopping experiences and their reasons for doing so. The second section includes items assessing e-SQ and perceived compromises during the purchasing process. The third section measures participants' assessments of the quality of the goods or services delivered. Items assessing perceived value, repurchase intentions, and product quality are included in this section. Respondent demographic data is discussed in the final section of the questionnaire.

Table 3. Research Item Questionnaire

Relevant Variables and Previous Research	Research Indicators	Question Items
Price Perception (Zeithaml, 1988; Kotler & Keller, 2016; Tjiptono, 2015)	Price is commensurate with product quality	I feel that the prices of Galeri 24 products are in line with the quality offered.
	Competitive price compared to other products	I feel that the price of Galeri 24 products is more competitive compared to other products.
	Price according to product benefits	I feel that the benefits I get from this Galeri 24 product are worth the price.
	Prices are easily accessible to consumers	I feel that the prices of Galeri 24 products are quite affordable.
Positive Word of mouth (East, R., Hammond, K., & Lomax, W. , 2008)	Desire to recommend	I often recommend Galeri 24 to my friends or family.
	Telling a positive experience	I am happy to share my positive experience while transacting at Galeri 24.
	Encouragement of information sharing	I have shared experiences or promotions of Galeri 24 on my social media.
	Positive influence on others	I believe that recommending Galeri 24 can help others get good service.
	Intend to provide constructive reviews	I am willing to give a positive review about Galeri 24 if requested by them.
Brand Image (Aaker, 1991; Hartmann & Ibanez, 2006)	Brands reflect sustainable values	I feel that the 24 Galeri brand reflects the value of sustainability.
	Brands create a positive impression on the environment	I feel this brand gives a positive image regarding the environment.
	Brand association with green products	I feel this brand has a strong association with Galeri 24 products.
Repurchase Decision (Kotler & Keller, 2016; Schiffman & Kanuk, 2007; Tjiptono, 2015)	Consumers feel confident in choosing the product	The items I purchased from this site were worth every penny .
	Consumers make repeat purchases	If I need to purchase a product or service in the future, I will consider buy it from this Website
	Consumers recommend products to others	If I need to purchase a product or service in the future, I probably will make purchases from this Website.
	Consumers choose products over other brands	I chose this Galeri 24 product over products from other brands.

RESULTS AND DISCUSSION

Respondent Characteristics

The following explains the respondents who were divided into several groups based on gender, age, occupation, and monthly income, as well as how often they visited Galeri 24.

Table 4 Frequency Distribution of Gender

Gender	F	%

Man	104	41.6%
Woman	146	58.4%
Total	**250**	**100%**

Table 5 Frequency Distribution of Age

Age (years)	F	%
17-20	41	16.4%
21-25	141	56.4%
26-30	18	7.2%
31-35	**15**	6.0%
>35	**35**	14.0%
Total	**250**	**100%**

Table 6 Frequency Distribution of Jobs

Work	F	%
Students	34	9.0%
Self-employed	28	5.0%
Private employees	78	45.0%
Government employees	85	15.0%
Other	25	26.0%
Total	**250**	**100%**

Table 7 Frequency Distribution of Income Per Month

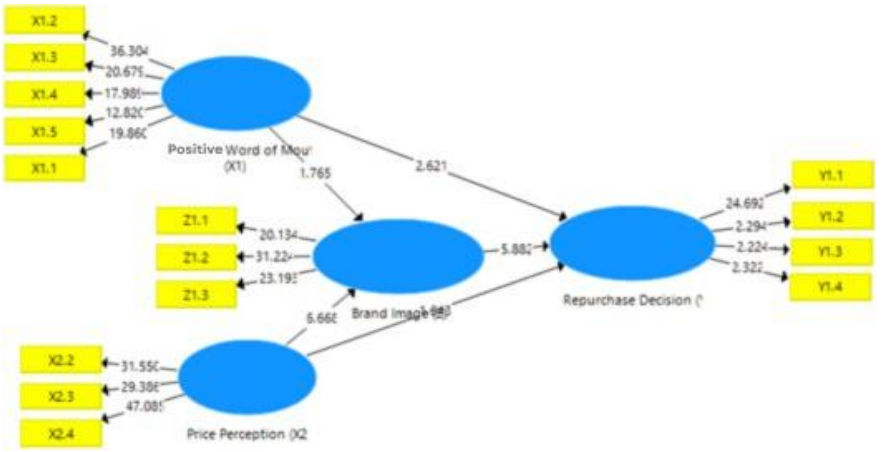
Work	F	%
< 500,000	107	42.8%
500,000-1,000,000	91	36.4%
1,000,000-1,500,000	30	12.0%
1,500,000-2,000,000	12	4.8%
>2,000,000	10	4.0%
Total	**250**	**100%**

Table 8 Frequency Distribution of Number of Visits

Work	F	%
1-2 times	140	56.0%
>2 times	79	31.6%
3 times	31	12.4%
Total	**250**	**100%**

Evaluation of Measurement Model (Outer model)

Figure 4. Structural Model



This PLS test uses a loading factor value, with the condition that it is declared valid if the value is more than 0.6 (>0.6).

a. Convergent validity of the loading factor value

In this study, each research variable was tested for validity using Smart PLS, and an outer model was analyzed for its loading factor. A loading factor value >0.50 indicates a strong correlation between the variables. The test results are as follows:

Table 8 Results of the Smart PLS 3.0 Outer Model Loading Factor Test

Variables	BI (Z)	EWom (Z)	PP (X1)	RPD (Y)
Positive Word of mouth 1		0.808		
Positive Word of mouth 2		0.869		

Positive Word of mouth 3		0.829		
Positive Word of mouth 4		0.777		
Positive Word of mouth 5		0.705		
Price perception 1			0.844	
Price perception 2			0.883	
Price perception 3			0.884	
Re-Purchase Decision 1				0.977
Re-Purchase Decision 2				0.838
Re-Purchase Decision 3				0.897
Re-Purchase Decision 4				0.886
Brand Image 1	0.800			
Brand Image 2	0.864			
Brand Image 3	0.811			

Source: Processed primary data, 2025

Overall, the research variable indicators have external loadings >0.7, according to Table 4.6. Therefore, all indicators are considered valid, suitable for research use, and open to further analysis. Furthermore, another approach to convergent validity testing involves observing the Average Variance Extracted (AVE) data. Ghozila and Latan (2015) state that the AVE value should be higher than 0.5. Table 4.7 lists the AVE values as follows:

Table 10. Average Variance Extracted (AVE)

Variables	Croanbach's Alpha	Average Variance Extraced (AVE)
Brand Image (Z)	0.765	0.681
Positive Word of Mouth (X1)	0.858	0.639
Price perception (X2)	0.840	0.758
Re-Purchase Decision (Y)	0.801	0.798

Source: Processed primary data, 2025

The AVE value for the convergent validity test must be more than 0.5. Based on the test results shown in Table 9, each variable instrument has met the requirements and is declared valid.

b. Discriminant Validity

Table 10 Discriminant Validity Values (Cross Loading)

Variables	BI (Z)	EWom (Z)	PP (X1)	RPD (Y)
Positive Word of mouth 1	0.290	**0.808**	0.754	0.176
Positive Word of mouth 2	0.360	**0.869**	0.827	0.193
Positive Word of mouth 3	0.400	**0.829**	0.821	0.293
Positive Word of mouth 4	0.345	**0.777**	0.783	0.176
Positive Word of mouth 5	0.879	**0.705**	0.406	0.527
Price perception 1	0.912	0.775	**0.844**	0.699
Price perception 2	0.862	0.630	**0.883**	0.525
Price perception 3	0.769	0.943	**0.884**	0.587
Re-Purchase Decision 1	0.780	0.946	0.451	**0.977**
Re-Purchase Decision 2	0.569	0.557	0.243	**0.838**
Re-Purchase Decision 3	0.568	0.559	0.275	**0.897**

Re-Purchase Decision 4	0.608	0.577	0.196	**0.886**
Brand Image 1	**0.800**			
Brand Image 2	**0.864**			
Brand Image 3	**0.811**			

Source: Processed primary data, 2025

Structural Model Evaluation Results (Inner Model)

In the inner model analysis, three indicators were applied, namely R-Square, F-Square, and Bootstrapping.

a. R-Square

R-Square is used to measure the level of variation in changes in the independent variable with respect to the dependent variable. The results of the R-Square calculation can be seen in Table 11 below:

Table 11 R-Square Values

Variables	R-Square	Adjusted R-Square
Brand Image (Z)	0.455	0.450
Re-Purchase Decision (Y)	0.291	0.282

Source: Processed primary data, 2025

The Brand Image variable has an R-Square value of 0.455 or 45.5% based on the data in Table 11. This shows that the Brand Image variable has an influence of 54.5% on Price Perception, Electronic Word of Mouth, and Repurchase Decisions, while the remaining 29.7% is other factors not covered in this study.

b. F-Square

The F-Square test is used to measure the extent of influence between exogenous variables on endogenous variables. The results of the F-Square calculation can be seen in Table 12 below:

Table 12 F-Square Values

Variables	BI (Z)	EWom (Z)	PP (X1)	RPD (Y)
Brand Image (Z)				0.219
Positive Word of Mouth (X1)	0.024			0.027
Price perception (X2)	0.306			**0.018**
Re-Purchase Decision (Y)				

Source: Processed primary data, 2025

The F-Square finding of Positive Word of mouth (X1) on Repurchase Decision (Y) has a value of 0.027, which is categorized as having a high influence, according to the data in table 12 above. With a score of 0.018, price perception (X2) on repurchase decision (Y) is also categorized as having no influence. Price perception (X2) on Repurchase Decision (Y) has a value of 0.306, which is categorized as having a moderate influence, while Positive Word of mouth (X1) on Brand Image (Z) has a value of 0.024, which is considered to have a strong influence. The F-Square test of Brand Image (Z) on Repurchase Decision (Y) produces a value of 0.219, which indicates a weak influence.

c. Hypothesis Testing

Table 13 Hypothesis Testing

Variables	B	*t-value*	*P-values*	*Information*
Positive Word of mouth (X1) > Re-Purchase Decision (Y)	0.191	2,605	**0.009**	**H1 accepted**
Price perception (X2) > Re Purchase Decision (Y)	-0.176	1,731	**0.084**	**H2 is rejected**
Positive Word of mouth (X1) > Brand Image (Z)	0.155	1,895	**0.059**	**H3 is rejected**
Price perception (X2) > Brand Image (Z)	0.559	6,560	**0,000**	**H4 accepted**
Brand Image (Z)	0.534	6,218	**0,000**	**H5 is accepted**

> Re-Purchase Decision (Y)				
Positive Word of mouth (X1) > Brand Image (Z) > Re-Purchase Decision (Y)	0.083	1,669	**0.006**	**H6 is accepted**
Price Perception (X2) > Brand Image (Z) > Re-Purchase Decision (Y)	0.298	5,052	**0,000**	**H7 is accepted**

Source: Processed primary data, 2025

DISCUSSION

H1: Positive Word of Mouth has a significant positive effect on Re-Purchase Decision

In today's digital era, Positive Word of Mouth (P-WoM) plays a significant role in shaping consumers' repurchase decisions. Studies by Prasetia (2021) and Rudikal (2021) found that P-WoM enhances brand trust, as it is perceived to be a reliable and unbiased source of information. With the rapid dissemination of information through digital platforms, consumer reviews and recommendations have become key drivers of repeat purchasing behavior.

P-WoM also contributes to long-term customer loyalty by strengthening brand credibility. When used strategically, it helps businesses build closer relationships with customers and foster positive experiences that encourage repeat purchases. Therefore, companies should implement effective P-WoM strategies, such as actively monitoring customer feedback and encouraging the sharing of positive experiences.

This is evident in the behavior of Galeri 24 customers in Tegal, who often make repeat purchases based on testimonials from friends, family, or members of the gold investment community. In local contexts with high interpersonal trust, P-WoM is especially influential more so than traditional advertising particularly for high-value products like gold bars and jewelry, which require a high level of consumer trust. Recommendations from trusted sources often serve as the main driver of consumer confidence, reinforcing previous studies.

H2: Price Perception does not have a significant positive effect on Re-Purchase Decision

Although price perception is often considered important in purchase decisions, it does not always have a significant impact on repurchase intentions. Consumers typically evaluate a product based not only on its price but also on other aspects such as product quality, personal experience, and word-of-mouth recommendations. If the perceived value does not match the price, even high-quality products may fail to generate repeat purchases.

Emotional and psychological factors also strongly influence repurchase decisions. Consumers who are emotionally connected to a brand or who have had positive experiences tend to focus less on price and more on brand trust and satisfaction. Thus, effective marketing strategies should go beyond pricing and focus on providing comprehensive value and memorable experiences.

In the case of Galeri 24 in Tegal, price was not a primary factor in customers' decision to repurchase. Despite gold price fluctuations, customers prioritized factors such as product authenticity, secure transactions, and service quality. This indicates that price perception alone does not determine repurchase behavior particularly because Galeri 24 has built strong trust through price transparency and its affiliation with Pegadaian's official services.

H3: Positive word of mouth does not have a significant positive effect on brand image

Positive Word of Mouth does not have a significantly contributes to enhancing brand image. In the current digital landscape, where consumers are exposed to large volumes of information, recommendations from other consumers are among the most trusted sources. Positive reviews strengthen public perception of a brand, particularly in trust-based industries like gold investment.

Research by Sari and Yuniati (2016) also supports this, suggesting that P-WoM not only boosts brand image but also drives repurchase decisions. When consumers find the information shared by others reliable and satisfying, they associate the brand with higher credibility. However, field observations at Galeri 24 reveal that while P-WoM still influences behavior, its main function is to encourage repurchase rather than build brand image. Galeri 24 already holds a strong institutional reputation, and as such, P-WoM serves more as a behavioral trigger rather than a perception builder.

H4: Price Perception has a positive and significant effect on Brand Image

Price perception reflects how consumers evaluate the fairness of a product's price based on factors such as quality, previous experiences, and market comparisons. While price can influence purchase behavior, it does not necessarily have a major influence on brand image. Brand image is built through consistent communication, high product quality, and long-term customer satisfaction.

Galeri 24 customers in Tegal perceived its pricing as transparent and fair, aligned with official Pegadaian standards. This perceived fairness enhanced the company's brand image and positioned it as a trustworthy place for gold transactions. These findings align with Zeithaml's (1988) theory of perceived value, which states that fair price perceptions contribute positively to brand image.

H5: Brand Image has a significant positive effect on Re-Purchase decision

Repurchase decisions are positively and significantly influenced by brand image, especially in casual interpersonal interactions. A strong brand image plays a critical role in influencing repurchase behavior. Satisfied customers are more likely to recommend a brand to others, and such recommendations being based on personal experience are often more persuasive than paidadvertisements. Positive brand impressions, therefore, can significantly encourage repeat purchases.

This is supported by research from Suprapti (2023) and Erida & Rangkuti (2016), which found that positive WOM and strong brand image lead to greater repurchase intentions. At Galeri 24, the company's professional reputation and institutional credibility have contributed

to a sense of trust and security among its customers. This strong brand image has motivated customers to return for future purchases.

H6: Brand Image mediates the Positive Word of Mouth variable on Re-Purchase decision.

The findings suggest that P-WoM influences repurchase decisions directly, without needing to pass through brand image as a mediating variable. When customers are satisfied and share their experiences, those personal endorsements can directly influence others to make purchases, even without prior exposure to the brand's image.

These results are consistent with research by Fitriani & Susanto (2020) and Putri (2019), who found that WOM directly impacts repeat purchases without being mediated by brand image. In the case of Galeri 24, where the brand image is already strong, WOM serves as an immediate decision driver rather than a perception enhancer. For example, a recommendation from a friend is often enough to prompt a purchase decision without the consumer needing to evaluate the brand image further.

H7: Brand Image mediates the variable Price Perception towards Re-Purchase decision.

This study found that the relationship between price perception and repurchase decisions is mediated by brand image. Purchase decisions can be directly influenced by price perception, a term used to describe how buyers assess the fairness of a product's price. However, the study's findings suggest that even when consumers have positive price perceptions, this does not necessarily result in a better brand image that can influence repurchase decisions. In other words, customers may perceive the price as fair for the value they receive, but this does not help strengthen the brand's reputation in their eyes, which in turn influences them repurchase decisions.

These results support the idea that brand image stems from price perceptions, but also from a more comprehensive consumer experience encompassing product quality, service, and brand interactions. According to the study, price perceptions are not a valid indicator of brand image alone, as today's customers tend to consider a number of other, more important elements when forming their brand perceptions. Therefore, businesses should create a more comprehensive marketing plan that emphasizes price and provides a satisfying and reliable consumer experience. Therefore, price perceptions can influence repurchase decisions, but this occurs independently of brand image in the context of consumer decision-making.

These findings indicate that brand image acts as a bridge between price perception and repurchase decisions at Galeri 24. The perception of fair prices (e.g., transparent price updates, no hidden fees, and prices following the market) forms a positive brand image that ultimately encourages repurchase intentions. This is reflected in customers of Galeri 24 Tegal who stated that they still choose Galeri 24 even though there are cheaper price offers elsewhere, because they trust its reputation and sales system.

CONCLUSION

The results of the study indicate that Positive Word of Mouth has a direct and significant influence on Re-Purchase Decision, but does not affect Brand Image. This finding indicates that customer decisions to make repeat purchases are more influenced by personal experiences or direct recommendations from people close to them, without having to rely on formally built brand perceptions. In the context of Galeri 24 Tegal, this can occur due to emotional closeness, social relationships, or trust between customers that have been formed.

Price Perception does not directly influence Re-Purchase Decision, but has a significant influence on Brand Imag. This indicates that perceptions of Galeri 24 product prices, both in terms of affordability and suitability to product value, play a role in forming a positive brand image in the eyes of customers. This brand image ultimately becomes a driving factor in making repeat purchase decisions. Brand Image has a significant influence on Re-Purchase Decision, and acts as a mediator in the relationship between Price Perception and Re-Purchase Decision, but not in the relationship between positive WOM and Re-Purchase Decision. This means that for Galeri 24 customers in Tegal, Brand Image is an important bridge in forming loyalty when price perception is a consideration. However, positive WOM works directly through trust between customers without going through the brand perception stage.

These findings underscore the importance of reinforcing positive customer experiences directly and building a perception of price commensurate with quality.

Other factors that can influence such as Product Quality and Brand Loyalty are also estimated to have a strong influence on the formation of Brand Image and Re-Purchase Decision at Galeri 24. Therefore, further model development is recommended to include these two variables in order to produce a more comprehensive understanding of customer behavior in the context of jewelry retail or precious metal investment as offered by Galeri 24.

RECOMMENDATION

The findings of this study highlight the importance of integrating electronic word-of-mouth (P-WoM) into marketing strategies. Businesses are encouraged to create platforms and opportunities that motivate customers to share their positive experiences, as P-WoM has a proven effect on encouraging repeat purchases. This can be achieved through loyalty programs, incentives for leaving reviews, or engaging social media campaigns that prompt customer participation. To build trust and enhance engagement, companies should also consistently track and evaluate customer feedback and testimonials. In this way, P-WoM becomes an effective method for strengthening both customer loyalty and brand perception.

Companies must understand that brand image and repurchase behavior are not always directly influenced by price perception. As such, marketing efforts should focus on delivering meaningful value through high-quality customer experiences and consistent brand communication. Rather than relying solely on price, businesses should prioritize

enhancing product and service quality while nurturing emotional connections with their customers. By doing so, they can ensure that positive experiences and a strong brand reputation continue to encourage repeat purchases even when pricing remains a factor.

IMPLICATIONS

The study offers valuable insights for shaping corporate strategy and marketing approaches. Firstly, the finding that positive word-of-mouth (P-WoM) significantly affects repeat purchase behavior underscores the need for companies to cultivate an active and engaged customer community. Organizations that successfully foster an atmosphere where customers feel encouraged to share positive experiences will gain a competitive edge. Since customer feedback and personal recommendations play a crucial role in influencing buying behavior, businesses should adopt a more deliberate and strategic approach to managing their digital reputation.

The study reveals that brand image does not always act as a mediator between price perception and repurchase decisions. This indicates that relying solely on a strong brand image is not enough to drive consumer behavior. Instead, businesses should focus on delivering a well-rounded and high-quality customer experience one that integrates fair pricing, reliable product quality, and excellent customer service. By understanding that today's consumers evaluate multiple factors before making purchasing decisions, companies can develop more adaptive and customer-focused strategies that better align with consumer expectations and preferences.

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