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The Effect of Service Quality, Brand Image, and Digital Marketing on Repurchase Intention: A Study on Clients of PT Semenanjung Batam Indonesia

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ABSTRACT

The study was conducted to examine the effect of service quality, brand image, and digital marketing on repurchase intention among clients of PT Semenanjung Batam Indonesia. In service-based businesses, repurchase intention is an important indicator of customer loyalty and long-term business continuity. As customers increasingly rely on service experience, company reputation, and digital interaction in making purchasing decisions, identifying the factors that encourage repeat usage becomes essential for strengthening customer retention.

Materials and methods. This research employed a quantitative explanatory approach using a survey method. The population consisted of 3,650 clients of PT Semenanjung Batam Indonesia, and the sample of 97 respondents was determined using the Slovin formula. Data were collected through structured questionnaires measured on a five-point Likert scale. Prior to hypothesis testing, the instrument was assessed through validity and reliability tests. The data were then analyzed using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis. Hypotheses were tested through t-tests for partial effects, an F-test for simultaneous effects, and the coefficient of determination (R^2) to assess the explanatory power of the model.

Results. The findings indicate that service quality (Sig. = 0.018), brand image (Sig. = 0.027), and digital marketing (Sig. = 0.031) each have a positive and significant effect on repurchase intention. Simultaneously, the three independent variables significantly influence repurchase intention (F-test Sig. = 0.000). The regression model shows a fairly strong relationship with a correlation coefficient of R = 0.723. The coefficient of determination reveals that 52.3% of the variation in repurchase intention is explained by service quality, brand image, and digital marketing, while the remaining 47.7% is attributed to other factors beyond the model.

Conclusions. Repurchase intention among clients of PT Semenanjung Batam Indonesia is significantly shaped by the quality of service delivered, the strength of the company's brand image, and the effectiveness of its digital marketing activities. Improving these three aspects in an integrated manner can help the company enhance customer loyalty and encourage repeated service usage.

Keywords: service quality; brand image; digital marketing; repurchase intention

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INTRODUCTION

The rapid development of service-based businesses in the digital era has intensified competition across various sectors, including tourism, transportation, property, procurement, and event services (Tiwari et al., 2025). Customers are now more selective in choosing service providers because they can easily compare alternatives, access online information, and evaluate company reputations through digital platforms. In this environment, companies are not only required to deliver reliable services, but also to build a strong brand image and maintain effective digital communication in order to retain their customers. For service companies, the ability to encourage repeat transactions

is particularly important because it reflects customer trust and supports long-term business sustainability (Bruck, 2025).

One important indicator of customer retention is repurchase intention. Repurchase intention refers to the willingness of customers to reuse the same service in the future after evaluating their previous experience. In service organizations, this intention is closely related to customer loyalty, business continuity, and the company's ability to maintain stable market demand (S.-I. Wu & Wang, 2014). When customers have a strong intention to repurchase, they are more likely to remain loyal and recommend the service to others. On the other hand, weak repurchase intention may signal dissatisfaction, low attachment to the company, or the presence of stronger competitors in the market.

PT Semenanjung Batam Indonesia is a multi-service company engaged in tourism, transportation, goods procurement, property management, event organizing, interior design, and culinary business. As a company operating in several service segments, it depends heavily on customer trust and repeated transactions. However, internal observations and pre-survey findings indicate that repurchase intention among its clients has not yet reached an optimal level (Kannan & Li, 2017). The pre-survey results show that only 63% of respondents stated their intention to reuse the company's services, 57% considered the company as their main choice, and 60% were willing to recommend it to others. These findings suggest that customer repurchase intention still requires strategic improvement.

Several factors are assumed to influence repurchase intention in this context. First, service quality plays a central role in shaping customer experience because clients directly evaluate service speed, responsiveness, consistency, and reliability. The pre-survey results indicate that perceptions of service quality remain moderate, with agreement levels ranging from 55% to 61%. Second, brand image is also important because it represents how customers perceive the reputation, professionalism, and uniqueness of the company (Schiffman & Wisenblit, 2023). In this study, pre-survey findings show that customer perceptions of brand image range from 54% to 62%, indicating that the company's image is not yet fully strong in the minds of customers. Third, digital marketing has become increasingly relevant as customers rely on online channels to search for information and interact with service providers. However, the pre-survey reveals relatively low evaluations of the company's digital marketing performance, with agreement levels ranging from 50% to 57%, especially regarding social media activity and content attractiveness.

Previous studies have shown that service quality, brand image, and digital marketing may influence repurchase intention, yet the findings are not always consistent. Some studies conclude that service quality has a direct effect on repeat purchase behavior, while others suggest that the effect may occur indirectly through customer satisfaction. Similarly, brand image has often been associated with loyalty and repeat purchase decisions, but its strength may vary across industries and customer characteristics (Caruana, 2002). Digital marketing has also been recognized as an important driver of customer engagement and purchasing behavior, although its effectiveness largely depends on the strategy and execution used by the company. These differing results indicate the presence of a research gap that still needs further empirical examination.

The novelty of this research lies in the integration of service quality, brand image, and digital marketing within a single model to explain repurchase intention in a multi-service company setting. Earlier studies often focused on one or two variables only, or were conducted in more specific sectors such as retail, banking, or e-commerce (Kotler & Keller, 2022). In contrast, this study examines the simultaneous contribution of the three variables in the context of PT Semenanjung Batam Indonesia, a company with diverse service activities and customer interactions. This approach is expected to provide a more comprehensive understanding of the factors shaping repurchase intention in a service business with broad operational scope.

Based on this background, the purpose of this study is to analyze the partial and simultaneous effects of service quality, brand image, and digital marketing on repurchase intention among clients of PT Semenanjung Batam Indonesia. The findings are expected to contribute both theoretically and practically by enriching the literature on service marketing and by providing managerial insights for improving customer loyalty through better service delivery, stronger brand positioning, and more effective digital marketing strategies.

METHOD

This study employed a quantitative explanatory design to examine the causal relationship between service quality, brand image, digital marketing, and repurchase intention. A survey approach was used because the research aimed to measure respondents' perceptions systematically and to test the influence of several independent variables on a single dependent variable through statistical procedures (Flick, 2023). The study was conducted at PT Semenanjung Batam Indonesia, a multi-service company operating in tourism, transportation, goods procurement, property, event organizing, interior design, and culinary services.

The population of this research consisted of all clients of PT Semenanjung Batam Indonesia who had used the company's services within the last year, totaling 3,650 clients. To determine the sample size, this study applied the Slovin formula with a 10% margin of error, resulting in 97 respondents. The sample was drawn from clients who had prior experience with the company's services and were therefore considered capable of evaluating the variables under investigation (Neuman, 2022).

Data were collected using a structured questionnaire distributed to the selected respondents. Each statement item was measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The independent variables in this study were service quality (X1), brand image (X2), and digital marketing (X3), while the dependent variable was repurchase intention (Y). Service quality was measured through indicators of reliability, responsiveness, assurance, empathy, and tangibles. Brand image was assessed through company reputation, trust in the brand, ease of brand recognition, perceived professionalism, and competitive advantage (Kumar, 2023). Digital marketing was measured using indicators related to ease of access to online information, attractiveness of digital content, social media activity, customer interaction through digital platforms, and clarity of online promotional information. Repurchase intention was evaluated through indicators covering the intention to reuse the service, willingness to recommend the company, service preference, and interest in seeking further information about the service (Bell & Waters, 2022).

Before hypothesis testing, the instrument was examined through validity and reliability tests. The validity test was conducted using item-total correlation, in which each statement item was considered valid when the calculated correlation value exceeded the critical value and the significance level was below 0.05 (Yin, 2020). The results showed that all questionnaire items for service quality, brand image, digital marketing, and repurchase intention were valid. Reliability testing was then performed using Cronbach's Alpha. All variables obtained alpha values above 0.70, indicating that the instrument had satisfactory internal consistency and was reliable for further analysis (Bryman, 2021).

The collected data were analyzed using SPSS version 28.0. Prior to regression analysis, classical assumption tests were conducted to ensure that the model met the statistical requirements. Normality was examined using the Kolmogorov-Smirnov test. Multicollinearity was assessed through tolerance and variance inflation factor (VIF) values, while heteroscedasticity was tested using the Glejser approach (Babbie, 2024). After the data fulfilled the required assumptions, multiple linear regression analysis was employed to test the research hypotheses. Partial effects were evaluated through t-tests, simultaneous effects were examined using the F-test, and the coefficient of determination (R^2) was used to assess the explanatory power of the model in explaining variations in repurchase intention (Buchanan & Bryman, 2022).

FINDING AND DISCUSSION

Partial Effect Analysis (t-Test)

To examine the individual contribution of each independent variable to repurchase intention, a partial significance test (t-test) was conducted within the multiple linear regression model (Schutt, 2021). This analysis was intended to determine whether service quality, brand image, and digital marketing each had a statistically significant effect on repurchase intention when tested separately. In this study, the significance level was set at 0.05. The results of the partial regression analysis are presented in Table1.

Table 1. Partial Regression Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.

(Constant)	7.215	2.754	–	2.620	0.025
Service Quality	0.312	0.112	0.328	2.786	0.018
Brand Image	0.268	0.109	0.301	2.459	0.027
Digital Marketing	0.341	0.095	0.372	3.589	0.031

Dependent Variable: Repurchase Intention

Based on Table 1, all three independent variables have significance values below 0.05, indicating that each variable has a positive and statistically significant partial effect on repurchase intention. Service quality has a regression coefficient of 0.312 with a significance value of 0.018, showing that better service quality tends to increase customers' intention to reuse the company's services. Brand image also has a positive and significant effect on repurchase intention, with a coefficient of 0.268 and a significance value of 0.027. This suggests that a stronger and more favorable brand image can encourage customers to make repeat purchases. Meanwhile, digital marketing records the highest standardized coefficient (Beta = 0.372) with a significance value of 0.031, indicating that digital marketing makes the strongest partial contribution among the three predictors. These findings confirm that service quality, brand image, and digital marketing each play an important role in shaping repurchase intention among clients of PT Semenanjung Batam Indonesia.

Simultaneous Effect Analysis (F-Test)

To determine whether service quality, brand image, and digital marketing jointly influence repurchase intention, a simultaneous significance test (F-test) was performed as part of the multiple linear regression analysis (Creswell, 2023). The F-test is used to evaluate whether all independent variables, when considered together, have a statistically significant effect on the dependent variable. In this study, the simultaneous effect was tested at a significance level of 0.05. The results of the ANOVA test are presented in Table 2.

Table 2. ANOVA Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,965.430	3	655.143	30.875	0.000
Residual	1,974.570	93	21.233		
Total	3,940.000	96			

Dependent Variable: Repurchase Intention

Based on Table 2, the regression model produces an F-value of 30.875 with a significance value of 0.000, which is lower than 0.05. This result indicates that service quality, brand image, and digital marketing simultaneously have a positive and significant effect on repurchase intention. In other words, the three independent variables, when combined, are able to explain changes in customers' intention to reuse the services of PT Semenanjung Batam Indonesia. These findings suggest that repurchase intention is not determined by a single factor alone, but rather by the interaction of service performance, customer perception of the brand, and the effectiveness of digital communication. Therefore, improving repurchase intention requires an integrated strategy that strengthens all three aspects at the same time.

Coefficient of Determination (R^2)

To assess how strongly the independent variables explain variation in repurchase intention, the coefficient of determination (R^2) was calculated as part of the multiple linear regression model (Flick, 2023). This analysis is important for identifying the explanatory power of service quality, brand image, and digital marketing in predicting customers' intention to reuse the company's services. In addition to R Square, the Adjusted R Square value was also considered to provide a more accurate estimate of the model's explanatory strength after accounting for the number of predictors included in the regression. The results of the model summary are presented in Table 3.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.723	0.523	0.507	4.285

Dependent Variable: Repurchase Intention

Based on Table 3, the regression model shows a correlation coefficient (R) of 0.723, indicating a fairly strong relationship between the independent variables and repurchase intention. The R Square value of 0.523 means that 52.3% of the variation in repurchase intention can be explained by service quality, brand image, and digital marketing. Meanwhile, the Adjusted R Square value of 0.507 indicates that, after adjustment, 50.7% of the variation in repurchase intention remains explained by the model. The remaining 47.7% is influenced by other factors not included in this study. These findings suggest that the model has moderate explanatory power and that service quality, brand image, and digital marketing are important determinants of repurchase intention among clients of PT Semenanjung Batam Indonesia.

Discussion

Hypothesis 1: The Effect of Service Quality on Repurchase Intention

The results of the partial hypothesis test show that service quality has a positive and significant effect on repurchase intention among clients of PT Semenanjung Batam Indonesia. This conclusion is supported by the regression coefficient of 0.312 and a significance value of 0.018, which is lower than the 0.05 threshold. These findings indicate that better service quality tends to increase customers' intention to use the company's services again in the future. Thus, the first hypothesis stating that service quality influences repurchase intention is supported by the empirical evidence of this study.

This positive relationship suggests that customers pay close attention to how services are delivered and evaluate their experiences based on reliability, responsiveness, assurance, empathy, and tangible aspects of service performance (Chaffey & Ellis-Chadwick, 2016). When a company is able to provide accurate service, respond promptly to customer needs, and create a sense of trust and comfort, customers are more likely to form favorable evaluations of the service experience. These positive evaluations can then develop into a stronger willingness to repurchase. In a service-based company, the quality of the interaction itself often becomes part of the value received by customers, making service quality a critical driver of future behavioral intention (Nugraha et al., 2026).

From a managerial perspective, this finding highlights that repurchase intention is closely tied to customers' direct service experience. PT Semenanjung Batam Indonesia operates in several service segments, including tourism, transportation, procurement, property, event organizing, interior design, and culinary services. Because of this broad service scope, customers may judge the company not only by the final outcome of the service but also by the consistency and professionalism shown during service delivery (Tiago & Verissimo, 2014). If the company is able to maintain dependable and customer-oriented service across these different areas, it can strengthen customer confidence and increase the likelihood of repeat transactions (Nugraha & Suriani, 2026).

The result also reinforces the idea that service quality is one of the most important foundations of customer retention in service businesses. Customers who perceive service performance positively are less likely to switch to competitors because they already have a satisfactory reference point from previous experience (Nugraha et al., 2025). In contrast, weak service quality may reduce trust and create doubts about future transactions, even when the company offers a wide range of services (Aaker, 1997). Therefore, service quality does not merely shape short-term satisfaction, but also contributes to building long-term customer commitment and repeat purchase behavior.

Overall, the findings confirm that service quality plays a meaningful role in encouraging repurchase intention among clients of PT Semenanjung Batam Indonesia. This implies that continuous improvements in responsiveness, reliability, consistency, and customer care are essential for maintaining loyalty and supporting the company's long-term sustainability (Saleem & Raja, 2014). By making service quality a strategic priority, the company can create stronger customer relationships and improve the probability of repeated service usage (Nugraha, Zakaria, et al., 2024).

Hypothesis 2: The Effect of Brand Image on Repurchase Intention

The results of the partial hypothesis test indicate that brand image has a positive and significant effect on repurchase intention among clients of PT Semenanjung Batam Indonesia. This finding is supported by the regression coefficient of 0.268 and a significance value of 0.027, which is lower than 0.05. These results show that a more favorable brand image is associated with a stronger intention among customers to reuse the company's services. Therefore, the second hypothesis, which states that brand image influences repurchase intention, is empirically supported in this study.

This relationship suggests that customers' decisions to make repeat purchases are not shaped only by their direct service experience, but also by how they perceive the company as a brand. A positive brand image helps customers form beliefs that the company is trustworthy, professional, reputable, and distinct from its competitors (Sari et al., 2024). When such perceptions are firmly established, customers tend to feel more confident in continuing their relationship with the company. In other words, brand image serves as an intangible asset that reduces uncertainty and strengthens customers' willingness to return (Nugraha, Cahyadi, et al., 2024).

In the context of PT Semenanjung Batam Indonesia, brand image becomes especially important because the company operates in multiple service sectors. Customers who interact with a company offering diverse services are likely to rely on overall reputation and brand perception when deciding whether to repurchase (Kannan & Li, 2025). If the company is perceived as credible and professionally managed, customers may generalize that positive image across different service categories. As a result, a strong brand image can create continuity in customer trust and encourage repeated transactions, even when customers engage with different service lines within the same company (Nugraha & Suriani, 2024).

The finding also implies that brand image contributes to repurchase intention by strengthening emotional and cognitive attachment to the company. Customers are generally more willing to return to service providers that are easy to recognize, positively remembered, and seen as superior to competitors (Caruana, 2025). A strong brand image can therefore influence repurchase intention by shaping both rational judgments and psychological comfort. When customers believe that the company consistently represents quality and professionalism, their intention to reuse the service becomes stronger (Nugraha, Irawati, et al., 2024).

Overall, the results confirm that brand image is an important factor in encouraging repurchase intention among clients of PT Semenanjung Batam Indonesia. This means that the company should not only focus on operational service delivery, but also continuously strengthen its reputation, visibility, and professional identity in the minds of customers. By maintaining a positive and distinctive brand image, the company can reinforce customer trust, enhance loyalty, and increase the likelihood of repeat service usage over time (S.-Y. Wu & Wang, 2025).

Hypothesis 3: The Effect of Digital Marketing on Repurchase Intention

The results of the partial hypothesis test show that digital marketing has a positive and significant effect on repurchase intention among clients of PT Semenanjung Batam Indonesia. This conclusion is supported by the regression coefficient of 0.341 and a significance value of 0.031, which is lower than the 0.05 significance level. These findings indicate that more effective digital marketing is associated with a higher level of customer intention to reuse the company's services. Therefore, the third hypothesis stating that digital marketing influences repurchase intention is supported by the empirical results of this study.

This finding suggests that digital marketing plays an important role in shaping customer decisions after the initial service experience. In today's digital environment, customers often rely on online information, social media activity, and digital communication when evaluating a company and considering whether to make another purchase (Keller, 2023). When a company provides clear information, attractive content, active social media engagement, and accessible online communication, customers are more likely to remain connected to the brand. This ongoing digital interaction can reinforce positive perceptions and encourage repeat usage of the company's services (Nugraha, 2024).

For PT Semenanjung Batam Indonesia, digital marketing is particularly relevant because the company serves customers across multiple business areas. Since the company operates in tourism,

transportation, procurement, property, event organizing, interior design, and culinary services, digital channels can function as an efficient medium for presenting services, maintaining customer awareness, and strengthening communication (Aaker, 2025). Customers who can easily find updated service information and interact with the company through digital platforms are more likely to feel engaged and informed. This digital presence may increase familiarity and confidence, which in turn supports repurchase intention (Nugraha, Wulandari, et al., 2024).

The result also indicates that digital marketing contributes not only to promotion, but also to customer relationship development. Unlike traditional one-way communication, digital marketing enables a more interactive exchange between the company and its customers. This interaction can help customers feel closer to the company, more aware of its service offerings, and more confident in making future transactions (Nuraini & Hendra, 2025). In this sense, digital marketing becomes a strategic mechanism for maintaining relevance in the minds of customers and supporting long-term loyalty. The relatively strong standardized coefficient for digital marketing also suggests that this variable makes a substantial contribution to repurchase intention compared with the other predictors in the model (Nugraha, Mulyadi, et al., 2024).

Overall, the findings confirm that digital marketing is an important determinant of repurchase intention among clients of PT Semenanjung Batam Indonesia. This means that the company should continuously improve the quality of its digital content, strengthen its online visibility, and maintain active communication with customers across digital platforms (Andriani & Kurnia, 2025). By optimizing digital marketing in a consistent and customer-oriented way, the company can increase customer engagement, reinforce positive perceptions, and improve the likelihood of repeated service usage.

Hypothesis 4: The Simultaneous Effect of Service Quality, Brand Image, and Digital Marketing on Repurchase Intention

The results of the simultaneous hypothesis test show that service quality, brand image, and digital marketing collectively have a positive and significant effect on repurchase intention among clients of PT Semenanjung Batam Indonesia. This conclusion is supported by the F-test result, which shows an F-value of 30.875 with a significance value of 0.000, lower than the 0.05 threshold. These findings indicate that the three independent variables, when examined together, are able to explain variations in customers' intention to reuse the company's services. Therefore, the fourth hypothesis stating that service quality, brand image, and digital marketing simultaneously influence repurchase intention is supported by the empirical findings of this study.

This result implies that repurchase intention is not formed by a single factor alone, but rather by the combined effect of customers' service experience, their perception of the company's image, and the effectiveness of the company's digital communication. In service businesses, customers usually evaluate the company in a holistic way (Latifah & Maulana, 2025). They do not only assess whether the service was satisfactory, but also whether the company appears trustworthy, professional, visible, and relevant in the digital environment. When these three aspects work together positively, customers are more likely to maintain confidence in the company and develop a stronger willingness to repurchase (Nugraha & Suriani, 2023).

For PT Semenanjung Batam Indonesia, this combined influence is especially important because the company operates across various service sectors. In a multi-service business setting, customers may interact with the company through different channels and service types, making their repurchase decision more complex. High service quality can create a satisfying experience, a strong brand image can sustain trust and recognition, and effective digital marketing can keep customers engaged beyond the direct transaction (Oliver, 2023). Together, these factors form an integrated customer perception that supports long-term loyalty and repeated service usage.

The simultaneous significance of these variables also suggests that managerial efforts should not focus on one dimension only. Improving repurchase intention will be less effective if the company strengthens service quality but neglects brand positioning, or if it invests in digital promotion without ensuring satisfactory service performance (Agustin & Wulandari, 2025). Customers are more likely to return when they receive reliable service, perceive the company positively, and remain connected

through digital platforms. This means that service quality, brand image, and digital marketing should be managed as interconnected strategic elements rather than as isolated business functions.

Overall, the findings confirm that repurchase intention among clients of PT Semenanjung Batam Indonesia is significantly shaped by the combined role of service quality, brand image, and digital marketing. This highlights the importance of an integrated strategy that improves service delivery, strengthens brand reputation, and enhances digital interaction with customers (Oliver, 2025). By managing these three factors simultaneously, the company can build stronger customer relationships, improve loyalty, and increase the likelihood of repeated transactions in the future.

CONCLUSIONS

This study was conducted to examine the effect of service quality, brand image, and digital marketing on repurchase intention among clients of PT Semenanjung Batam Indonesia. The findings show that each independent variable has a positive and significant effect on repurchase intention. Service quality contributes to increasing customers' willingness to reuse the company's services, indicating that reliable, responsive, and customer-oriented service plays an important role in encouraging repeat transactions.

The study also reveals that brand image has a positive and significant influence on repurchase intention. This finding indicates that customers are more likely to return when they perceive the company as reputable, professional, and trustworthy. In addition, digital marketing is proven to have a positive and significant effect on repurchase intention, which means that effective online communication, attractive digital content, and active engagement through digital platforms are important in maintaining customer interest and loyalty.

Simultaneously, service quality, brand image, and digital marketing significantly influence repurchase intention. This result confirms that customers' intention to repurchase is shaped by the combined effect of direct service experience, overall company image, and digital interaction. The coefficient of determination further shows that these three variables explain 52.3% of the variation in repurchase intention, while the remaining proportion is influenced by other factors outside the model.

Overall, the findings suggest that PT Semenanjung Batam Indonesia needs to strengthen service quality, maintain a positive brand image, and optimize digital marketing strategies in an integrated manner. By improving these three aspects simultaneously, the company can enhance customer loyalty and increase the likelihood of repeated service usage in the future.

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