



**The Influence of Brand Image, Price, and Promotion on
Repurchase Intention Mediated by Consumer
Satisfaction: A Case of PT. Salim Ivomas Pratama Tbk**

**UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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CIKARANG
JULY, 2025**

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ABSTRACT

Purpose – This study aims to examine the influence of brand image, price, and promotion on repurchase intention of Bimoli cooking oil products, with consumer satisfaction as a mediating variable, particularly during a period of increasing national cooking oil consumption in Indonesia.

Methodology – This research employed a quantitative method using an online survey distributed via purposive and convenience sampling. A total of 288 valid responses were collected from individuals who had previously purchased Bimoli cooking oil. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software to test the relationships among variables.

Findings – The results revealed that brand image, price, and promotion have a significant positive effect on consumer satisfaction. Furthermore, consumer satisfaction has a significant effect on repurchase intention. The study also confirmed that consumer satisfaction successfully mediates the relationship between brand image, price, promotion, and repurchase intention.

Originality/Value – This research provides a new perspective by combining brand image, price, and promotion in a single integrated model with consumer satisfaction as a mediator. This study differs from previous research by shifting the geographical focus from countries like Malaysia to a nationwide analysis of Indonesian consumers, thereby enhancing the understanding of strategic marketing influences on repurchase behavior in Indonesia's cooking oil industry, using Bimoli as a case study.

Keywords: Brand Image, Price, Promotion, Consumer Satisfaction, Repurchase Intention, Bimoli, Cooking Oil.

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