The Role of Brand Image in Automotive Repurchase Decisions: Mitsubishi Srikandi Diamond Motors Sunter

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Abstract: *This study was motivated by the decline in sales at Mitsubishi Srikandi Diamond Motors Sunter during 2024-2025, despite Mitsubishi maintaining a strong position in the national automotive industry. This study aims to describe Brand Image and Repurchase Decision and to analyze the effect of Brand Image on the Repurchase Decision of Mitsubishi Srikandi Diamond Motors Sunter consumers. A quantitative method with a descriptive-verificative approach was employed. The sample comprised 304 respondents drawn from a population of 1,271 consumers and was determined using the Slovin formula with a 5% margin of error. Data were collected through questionnaires and analyzed using descriptive statistics and simple linear regression with IBM SPSS Statistics 27. The results show that Brand Image and Repurchase Decision are both in the high category. Brand Image has a positive and significant effect on Repurchase Decision, with a t-value of 26.326, a significance level below 0.001, and a coefficient of determination of 0.696. This means that Brand Image explains 69.6% of the variation in Repurchase Decision, while the remaining 30.4% is influenced by factors outside this study. These findings emphasize the importance of strengthening brand associations to retain consumers in the automotive industry.*

INTRODUCTION

Increasingly intense competition in the automotive industry means that companies cannot focus solely on acquiring new consumers; they must also retain consumers who have already purchased and used their products. The wide range of brands, vehicle models, technologies, prices, and after-sales services enables consumers to compare one brand with another. Under these conditions, a previous purchase decision does not necessarily guarantee that consumers will choose the same brand again, because they continue to evaluate product quality, service, ownership costs, and competitors' offers.

Repurchase Decision is important to examine in the vehicle market because cars involve high

transaction values, long usage periods, substantial financial risk, and a more complex consideration process than everyday consumer products. Consumers who have used a vehicle possess direct experience of its quality and performance, the service process, maintenance, complaint handling, and after-sales service. Their evaluation of this experience becomes a basis for choosing a brand when purchasing their next vehicle.

Brand Image is one of the key considerations in this process. A positive Brand Image can increase consumers' confidence in product quality and superiority, thereby strengthening their decision to retain the same brand. Keller & Swaminathan (2020) explain that Brand Image is reflected in associations stored in consumers' memories. These associations become stronger when they are easy to recall, evaluated positively, and perceived as unique compared with competing brands.

At the national level, Mitsubishi Motors maintained fourth place in Indonesian retail vehicle sales in 2024 and 2025. Mitsubishi's market share increased from 8.32% in 2024 to 8.40% in 2025. This consistency shows that Mitsubishi was able to maintain its competitiveness in the national automotive industry, although its market-share gaps with Honda and Suzuki remained relatively narrow.

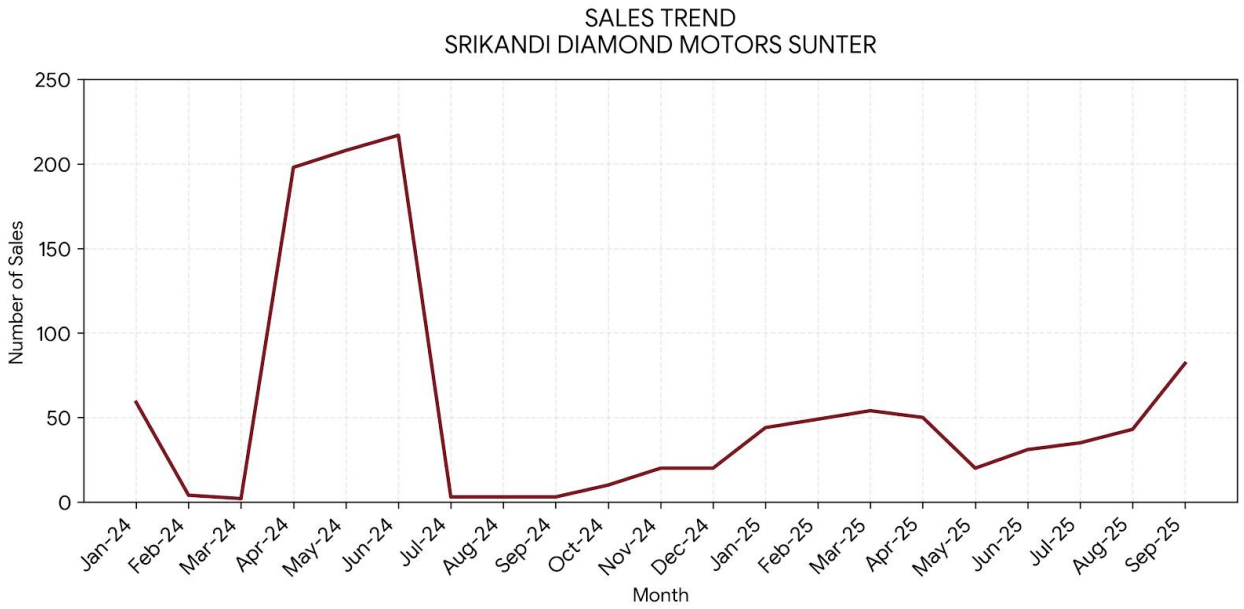
Table 1. Indonesia Top 5 Car Retail Sales by Brands 2024-2025

Brand	Market Share 2024 (%)	Market Share 2025 (%)
Toyota	33,02	31,10
Daihatsu	18,91	16,50
Honda	11,58	8,50
Mitsubishi	8,32	8,40
Suzuki	7,80	7,80

Source: GAIKINDO (2024) & katadataOTO (2026)

Mitsubishi's position was also supported by the Mitsubishi Pajero Sport at Top Brand Index. Its score increased from 13.10% in 2024 to 16.70% in 2025, an increase of 3.60 percentage points. In 2025, this was the highest score among the Toyota Fortuner, Toyota Rush, Honda CR-V, and Daihatsu Terios included in the study data. This achievement indicates that Mitsubishi holds a relatively strong position in consumers' perceptions within the SUV category.

Nevertheless, Mitsubishi's stronger national position was not fully reflected in the performance of Mitsubishi Srikandi Diamond Motors Sunter. Sales from January to September 2024 reached 687 units, whereas sales during the same period in 2025 reached only 396 units. This represents a decline of 291 units, or approximately 42.4%. The 2024 sales peak was 217 units in June, while the 2025 peak was only 80 units in September. This difference demonstrates a gap between the brand's national position and its performance at the dealership level.



Picture 1. Sales Trend Srikandi Diamond Motors Sunter

This gap shows that a strong brand image at the national level does not automatically result in the same sales achievements at every dealership. Dealership sales can be influenced by local market conditions, service, pricing, promotions, ownership experience, and the company's ability to retain customers. Therefore, empirical testing is needed to determine how much Brand Image can explain consumer Repurchase Decisions at Mitsubishi Srikandi Diamond Motors Sunter.

Previous studies generally show that Brand Image has a positive effect on Repurchase Decisions, but these are mostly conducted on products with higher purchase frequencies, such as in the food (Rahman et al., 2026; Pransiska et al., 2025), cosmetic (Putri et al., 2025), and fashion (Sari et al., 2026) sectors. Studies on vehicles as high-involvement products and at the dealership level remain relatively limited. This research focuses on the direct effect of Brand Image on Repurchase Decisions among consumers who have bought and used Mitsubishi vehicles.

Based on this description, the objectives of this research are: (1) to determine the overview of Brand Image and Repurchase Decisions according to the perception of Mitsubishi Srikandi Diamond Motors Sunter consumers; and (2) to analyze the effect of Brand Image on consumer Repurchase Decisions.

LITERATURE REVIEW

Brand Image

A brand not only functions as a distinguishing identity but also holds meaning and impressions formed through information, experiences, and consumer interactions with products and companies. (Kotler et al., 2021) explain that perceptions and beliefs toward a brand can influence consumer evaluations and responses. Keller & Swaminathan (2020) define Brand Image as consumer perceptions of a brand reflected through brand associations held in memory.

In this study, Brand Image is defined as the overall consumer perceptions and associations regarding Mitsubishi formed through information and experience. Brand Image is measured through three of Keller & Swaminathan (2020) indicators: the strength of brand associations, the excellence of brand associations, and the uniqueness of brand associations.

Repurchase Decision

The Repurchase Decision is a part of post-purchase behavior. Kotler & Keller (2016) explain that post-purchase behavior is formed after consumers compare pre-purchase expectations with the perceived performance of the product. Hellier et al. (2003) interpret repurchasing as a consumer's decision to buy products or services again from the same company by considering previous experiences and conditions.

In the context of vehicles, Repurchase Decisions not only reflect the desire to buy again but also demonstrate the consumer's determination to maintain the brand, their resistance to switching, their willingness to give positive recommendations, and their continued consideration of the brand despite price changes. This variable is measured through repurchase intention, brand loyalty, willingness to recommend, and price tolerance (Wilson et al., 2016).

The Relationship Between Brand Image and Repurchase Decision

A strong Brand Image helps consumers reduce perceived risk, recall product benefits, and differentiate the brand from competitors. For high-involvement products, positive associations regarding quality, benefits, reputation, and distinctive brand characteristics become the basis of confidence to choose the same brand again. Thus, the research hypothesis is formulated as follows: Brand Image has a positive and significant effect on the Repurchase Decisions of Mitsubishi Srikandi Diamond Motors Sunter consumers.

METHOD

The study uses a quantitative method with a descriptive-verificative approach. The descriptive approach is used to describe the condition of Brand Image and Repurchase Decisions based on respondent feedback, while the verificative approach is used to test the effect of Brand Image on Repurchase Decisions through statistical analysis.

The research population consists of 1,271 consumers who have purchased Mitsubishi vehicles at Mitsubishi Srikandi Diamond Motors Sunter. The sample was determined using the Slovin formula with a 5% margin of error, resulting in 304 respondents. Respondents were selected from consumers who had previously purchased vehicles at the dealership, had used Mitsubishi vehicles, had interacted with sales services, and were at least 17 years old.

Data collection was conducted using a five-point Likert scale questionnaire. The research instrument contains 11 valid items for Brand Image and 11 valid items for Repurchase Decisions after a pilot test on 38 respondents. Data analysis was performed using IBM SPSS Statistics 27 through descriptive statistics, normality tests, linearity tests, heteroscedasticity tests, simple linear regression, t-tests, and the coefficient of determination.

The operationalization of the research variables consists of two variables. Brand Image, as the independent variable, is measured through indicators of brand association strength, brand association excellence, and brand association uniqueness with a total of 11 statement items. Repurchase Decision, as the dependent variable, is measured through indicators of repurchase intention, brand loyalty, willingness to recommend, and price tolerance with a total of 11 statement items. All items were measured using a five-point Likert scale.

RESULT AND DISCUSSION

Instrument Test Results

Table 2. Instrument Test Results

Research Variable	Number of Items	Calculated r-value Range	Validity Status	Cronbach's Alpha	Reliability Status
Brand Image	11	0.583 – 0.701	Valid	0.905	Reliable
Repurchase Decision	11	0.669 – 0.758	Valid	0.929	Reliable

The instrument test results indicate that all research items are valid and reliable. A total of 11 Brand Image items had calculated r-values ranging from 0.583 to 0.701 and a Cronbach's Alpha value of 0.905. A total of 11 Repurchase Decision items had calculated r-values ranging from 0.669 to 0.758 and a Cronbach's Alpha value of 0.929. All item correlation values exceeded the r-table value of 0.113, and both Cronbach's Alpha values surpassed the 0.70 threshold, rendering the instrument feasible for use in the research analysis.

Overview of Brand Image

Table 3. Overview of Brand Image

Aspect / Category	Detail / Indicator	Value / Frequency / Percentage	Level / Status
Descriptive Statistics	Sample Size (N)	304 respondents	-
	Mean Average	45.88	-
	Standard Deviation	7.672	-
	Minimum Value	16	-
	Maximum Value	55	-
Category Distribution	High	239 respondents (78.6%)	High
	Medium	54 respondents (17.8%)	Medium
	Low	11 respondents (3.6%)	Low
Brand Image Indicators	Brand Association Excellence	Index 4.20	High
	Brand Association Strength	Index 4.19	High
	Brand Association Uniqueness	Index 4.13	High

Based on the 304 respondents, Brand Image obtained an average of 45.88 with a standard deviation of 7.672, a minimum value of 16, and a maximum value of 55. A total of 239 respondents or 78.6% fell into the high category, 54 respondents or 17.8% into the medium category, and 11 respondents or 3.6% into the low category. Therefore, consumer perception regarding Mitsubishi's Brand Image is generally in the high category.

Brand Association Excellence obtained the highest index at 4.20, followed by Brand Association Strength at 4.19 and Brand Association Uniqueness at 4.13. All indicators fall into the high category. However, the relatively lowest uniqueness value indicates that there is still room to strengthen Mitsubishi's unique characteristics that are difficult for competitors to imitate.

Overview of Repurchase Decision

Table 4. Overview of Repurchase Decision

Aspect / Category	Detail / Indicator	Value / Frequency / Percentage	Level / Status
Descriptive Statistics	Sample Size (N)	304 respondents	-
	Mean Average	45.15	-
	Standard Deviation	8.711	-
	Minimum Value	11	-
	Maximum Value	55	-
Category Distribution	High	227 respondents (74.7%)	High
	Medium	64 respondents (21.1%)	Medium
	Low	13 respondents (4.3%)	Low
Repurchase Decision Indicators	Repurchase Intention	Index 4.13	High
	Willingness to Recommend	Index 4.11	High
	Brand Loyalty	Index 4.09	High
	Price Tolerance	Index 4.07	High

Based on the 304 respondents, Repurchase Decision obtained an average of 45.15 with a standard deviation of 8.711, a minimum value of 11, and a maximum value of 55. A total of 227 respondents or 74.7% were in the high category, 64 respondents or 21.1% in the medium category, and 13 respondents or 4.3% in the low category. These results indicate that the consumers' tendency to choose Mitsubishi again is generally in the high category.

Repurchase Intention obtained the highest index at 4.13, followed by Willingness to Recommend at 4.11, Brand Loyalty at 4.09, and Price Tolerance at 4.07. All indicators are in the high category, but the relatively lower value for Price Tolerance indicates that price changes remain a significant consideration for consumers.

Classical Assumption Test Results

Table 5. Classical Assumption Test Results

Test Aspect / Category	Parameter / Detail	Value / Result	Conclusion / Status
Normality Test	Kolmogorov-Smirnov Test	Significance < 0.001	Not normally distributed (analysis continued due to large sample size $N = 304$, robust per Hair et al., 2019)
Linearity Test	Linearity Significance	< 0.001	Linear relationship confirmed
	Deviation from Linearity	0.075	Linear relationship satisfied
Heteroscedasticity Test	Glejser Test Significance	0.432	No symptoms of heteroscedasticity

The Kolmogorov-Smirnov test yielded a significance of less than 0.001, indicating that the residuals are not normally distributed. The analysis was nonetheless continued because the sample size reached 304 respondents, and regression is relatively insensitive to normality deviations in large samples (Field, 2018). The linearity test resulted in a Linearity significance of less than 0.001 and a Deviation from Linearity of 0.075, indicating a linear relationship between the two variables. The Glejser test yielded a significance of 0.432, meaning there are no

symptoms of heteroscedasticity.

The Effect of Brand Image on Repurchase Decisions

Simple linear regression analysis resulted in the equation Y = 1.669 + 0.948X. The Brand Image regression coefficient of 0.948 indicates a positive direction of influence, while the calculated t-value of 26.326 with a significance of less than 0.001 proves that Brand Image has a positive and significant effect on Repurchase Decisions.

An R-value of 0.835 indicates a very strong relationship between Brand Image and Repurchase Decisions. An R Square value of 0.696 and an Adjusted R Square value of 0.695 reveal that Brand Image can explain 69.6% of the variation in Repurchase Decisions, while the remaining 30.4% is influenced by other factors outside the research model. The standard error of the model's estimate is 4.807.

Table 6. Summary of Research Result

Components	Value	Interpretation
Number of respondents	304	Research sample
Brand Image	*Mean* 45,88	High category
Repurchase Decision	*Mean* 45,15	High category
Regression coefficient	0,948	Positive direction of influence
t-Test	26,326; Sig. < 0,001	Significant effect
Coefficients of determination	R^2 = 0,696	Contribution of 69,6%

Discussion

The research results show that both Brand Image and Repurchase Decisions are in the high category. Brand Association Excellence is the most dominant dimension in shaping Brand Image, meaning that quality, benefits, and satisfaction form the main basis for consumer evaluation. These findings align with Kotler & Keller (2016) as well as Keller & Swaminathan (2020), who explained that positive perceptions and memory-stored associations influence consumer evaluations of a brand.

For Repurchase Decisions, Repurchase Intention obtained the highest index. This shows that consumers still position Mitsubishi as an option for their next vehicle purchase. The willingness to recommend is also high, demonstrating that positive experiences can evolve into word-of-mouth communication. Conversely, Price Tolerance received the lowest score, indicating that consumers continue to evaluate the suitability of the price relative to the quality and benefits received.

The positive and significant effect of Brand Image on Repurchase Decisions asserts that strong, excellent, and unique brand associations can build consumer confidence to maintain their choice. For vehicles acting as high-involvement products, consumers face large financial risks and long purchasing cycles. Therefore, brand image serves as a risk-reducing mechanism and a foundational layer of trust when consumers compare Mitsubishi against other brands.

The research findings are consistent with Rahman et al. (2026), Sari et al. (2025), Pransiska et al. (2025), Putri et al. (2025), and Wati et al. (2023), who discovered a positive influence of Brand Image on repurchasing across various product categories. This study expands upon that evidence within the automotive context and at the dealership level. The large 69.6% contribution

of Brand Image displays a powerful role, yet the decline in dealership sales still cannot be explained entirely by Brand Image because 30.4% of the decision variation is driven by other factors.

The implication is that Mitsubishi Srikandi Diamond Motors Sunter needs to maintain the product quality and benefits that have been highly rated, while simultaneously enhancing Brand Association Uniqueness through product differentiation communication, distinct service experiences, and an emphasis on advantages that competitors struggle to imitate. In addition, the lower Price Tolerance compared to other indicators highlights a need to reinforce perceptions of value for money, after-sales service, warranties, loyalty programs, and communication regarding long-term ownership benefits.

CONCLUSION

The findings show that Brand Image and Repurchase Decisions among consumers of Mitsubishi Srikandi Diamond Motors Sunter are classified in the high category. Brand Image is primarily reflected through Brand Association Excellence, indicating that consumers place the greatest emphasis on product quality, benefits, and satisfaction when evaluating Mitsubishi. Brand Association Strength is also perceived positively, showing that Mitsubishi has created a strong impression and is relatively easy for consumers to remember. Meanwhile, Brand Association Uniqueness receives the lowest evaluation compared with the other indicators, although it remains in the high category. This suggests that Mitsubishi's distinctive characteristics are recognized, but its differentiation from competing automotive brands can still be strengthened.

In terms of Repurchase Decisions, Repurchase Intention is the most dominant indicator, showing that consumers have a strong interest and confidence in choosing Mitsubishi again for future vehicle purchases. Willingness to Recommend is also rated highly, indicating that consumers are prepared to share positive experiences and recommend Mitsubishi to others. Brand Loyalty reflects consumers' tendency to maintain their preference for Mitsubishi rather than immediately switching to competing brands. However, Price Tolerance receives the lowest evaluation, which means that price changes remain an important consideration in consumers' repurchase decisions. Overall, the results confirm that Brand Image has a positive and significant influence on Repurchase Decisions, meaning that a more favorable perception of Mitsubishi strengthens consumers' willingness to repurchase.

Based on these findings, Mitsubishi Srikandi Diamond Motors Sunter should maintain the product quality and benefits that have already received positive evaluations from consumers. The company should also strengthen brand differentiation by communicating the distinctive features, advantages, and characteristics of Mitsubishi more clearly than competing brands. In addition, perceived value relative to price can be improved through better after-sales services, warranty programs, maintenance benefits, and customer loyalty programs. Future studies may examine additional factors such as product quality, service quality, customer satisfaction, price, and promotion, while also expanding the research scope to other dealerships or automotive brands.

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