Research Article

The Effect of Instagram Social Media Attraction, Service Quality, And Brand Image On Repurchase Intention of Po. Gunung Harta Customers

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Abstract: Repurchase intention is the consumer's tendency to purchase a brand or take an action related to the intention of repurchasing a product that has been purchased in the past and to engage in repeated purchases in the future. This study aims to analyze the effect of Instagram social media attraction, service quality, and brand image on repurchase intention. The study used a sample of 100 PO. Gunung Harta customers who had used the company's services at least twice within one year. The research was conducted at the head office of PO. Gunung Harta located in Denpasar City. The method applied in this study was a survey method using questionnaires and interviews, with inferential statistical analysis through multiple linear regression. The results indicate that Instagram social media attraction has a positive and significant effect on repurchase intention. Service quality has a positive and significant effect on repurchase intention. Brand image also has a positive and significant effect on repurchase intention. This study is expected to serve as a reference for future researchers. These factors are interconnected, and their collective influence on repurchase intention highlights the importance of a well-rounded marketing strategy that incorporates social media engagement, superior service quality, and a strong brand image. Future research could explore the impact of additional factors, such as customer loyalty programs or word-of-mouth, to gain deeper insights into consumer repurchase behavior.

Keywords: Brand Image, Denpasar City, Instagram Social Media Attraction, Repurchase Intention, Service Quality

1. INTRODUCTION

The era of 4.0 has revolutionized the way people live and work, one of which is by significantly increasing community mobility. The rapid development of information and communication technology, such as smartphones and high-speed internet, has facilitated access to information and transportation services. In addition, the emergence of digital platforms that connect transportation service providers with users has made traveling easier. As a result, people's mobility has increased both locally and globally, as indicated by higher travel frequency and longer travel distances. According to the Bali Provincial Transportation Agency, there was an increase in the number of intercity and interprovincial (AKAP) executive class bus passengers in 2024.

This increase in passengers certainly affects the demand for land transportation services, one of which is the use of intercity bus services. Buses are one of the alternative modes of transportation used by people visiting Bali besides air transportation. Bali has many companies providing intercity and interprovincial bus services, one of which is PO. Gunung Harta. The company was founded in 1993 by I Wayan Sutika. Initially, PO. Gunung Harta only focused on serving routes within Bali Province, particularly the Denpasar–Gilimanuk route, due to the limited number of fleets. In 1995, PO. Gunung Harta expanded into intercity and interprovincial (AKAP) routes, opening new routes that connected Bali with major cities in Java such as Surabaya, Malang, and Jakarta, and later expanded to other cities in East Java, Central Java, Yogyakarta, West Java, and the Greater Jakarta (Jabodetabek) area. Today, PO. Gunung Harta has become one of the leading bus companies in Bali. With its extensive route network, modern fleet, and guaranteed service quality, PO. Gunung Harta has earned the trust of the public. The company has also contributed to providing accessibility for intercity travel. Along with increasing demand for land transportation services, PO. Gunung Harta is now facing tighter competition. According to data from the Bali Provincial Transportation Agency, there were 34 executive class bus companies operating routes from Bali to various cities in Java in 2024.

One important factor in achieving company success is customers' intention to reuse the company's services. Marketing strategies employed by companies, ranging from service quality, brand image, to the use of promotional media, play an important role in influencing repurchase intention. Unique and innovative marketing strategies can attract repurchase intention for a product. According to Kusuma & Subari (2021), a product that has reached saturation in the market needs to renew its strategies and innovations in order to increase consumers' willingness to purchase the product. To overcome consumer boredom, companies strive to develop new strategies and innovations that can meet market demands, prevent consumers from switching to competitors' products, and encourage them to choose the company's offerings.

Repurchase intention itself reflects consumer behavior to buy the same brand in the future (Adiantari & Seminari, 2022). Repurchase intention is a consumer behavior where consumers respond positively and intend to revisit or repurchase a product (Ariffin et al., 2016). It is not only related to external factors, such as product quality, but also to emotional and psychological aspects. When customers feel valued and cared for, they are more likely to make repeat purchases (Khan & Jan, 2023).

Social media promotion refers to online media aimed at facilitating interaction, collaboration, and content sharing in the form of images, opinions, audio, and video (Vidyanata, 2022). According to Jamil (2022), social media promotion is an accelerated and efficient form of communication between consumers and sellers through various online platforms such as blogs, internet forums, Facebook, and other virtual platforms. Social media promotion continues to grow along with the increasing use of social media itself. In today's era, many social media platforms can be used for promotion, one of which is Instagram. Instagram is one of the most widely used social media applications. The following presents data on the largest number of social media users in Indonesia in 2024, according to We Are Social in Databoks.

Service quality, according to Hanjaya & Setiawan (2022), significantly influences customer satisfaction and leads to increased customer loyalty. Good service quality creates satisfaction as customers feel well-treated. Service quality is central for companies as it influences purchasing decisions, which only occur when customers receive proper service. In essence, service quality represents intangible actions performed by a company that can be felt by customers (Warjaya, 2022). Overall, improving service quality builds stronger relationships between companies and customers, significantly affecting repurchase decisions. Consistent satisfaction fosters stronger loyalty, which ultimately increases the likelihood of repurchase intention. Service quality can be measured by evaluating whether the service received by customers meets their needs and expectations.

PO. Gunung Harta maximizes service quality for its customers by providing easy online booking, offering snacks and meals during trips, providing various facilities to support passengers' needs while traveling, and employing friendly and experienced bus crews to ensure safe and comfortable journeys. However, there are still negative assessments from customers regarding service delivery, such as unfriendly attitudes, incomplete fleet facilities, and inadequate waiting rooms.

Brand image also plays a crucial role in influencing consumer repurchase behavior. Brand image is one of the company's assets as it can build customer appeal. Using a particular brand can enhance recognition and prestige for consumers. Customers who have a positive perception of a brand are more likely to make purchases. A strong brand image attracts consumers because they tend to choose brands perceived to have high quality (Cahyani & Aksari, 2022). A positive brand image increases trust and loyalty, ultimately encouraging repurchase. Brand image represents distinctive features, names, terms, designs, or combinations that reflect product identity, both goods and services, and differentiate them from competitors (Iswara & Santika, 2019). A positive brand image also increases customer satisfaction, which is a key factor in driving repurchase intention (Hwang et al., 2022). According to Atmaja et al. (2020), the better the brand image attached to a product, the more consumers perceive it as a trusted brand that gives them pride in using it. Brands with a strong image are valued by customers and are more likely to be repurchased compared to lesser-known brands or those with a negative image. Therefore, companies must ensure that their brand image reflects quality, integrity, and consistency in delivering value to customers. PO. Gunung Harta itself is known as an intercity bus service provider characterized by its red color and the Mickey Mouse mascot reclining on a balloon symbolizing comfort. Premium facilities such as Wi-Fi, hot drinks, and snacks also serve as key attractions. In addition, PO. Gunung Harta is recognized for its friendly and professional bus crews and drivers.

Referring to previous studies, Jorlando (2022) found that social media marketing, service quality, and brand image have a positive effect on repurchase intention. Similarly, Juliana (2024) stated that social media marketing, service quality, and brand image positively affect repurchase intention. However, Halimah & Suharyati (2024) found otherwise, concluding that social media marketing, service quality, and brand image do not influence repurchase intention. Sjoraida et al. (2023) reported the same findings. On the other hand, Jonni & Hariyanti (2021) stated that Instagram social media attraction significantly affects repurchase intention. Febriyani & Muanas (2023) also found a significant effect of Instagram social media attraction on repurchase intention, while Afina & Widarmanti (2022) concluded

that Instagram does not significantly affect repurchase intention. Supporting this, Oscar & Keni (2019) found that service quality positively influences repurchase intention. Ekaprana et al. (2020) also reported that service quality has a positive and significant effect on repurchase intention, consistent with the findings of Adiantari & Seminari (2022). However, Andari & Mathori (2023) and Nurfitrah et al. (2023) found that service quality does not significantly affect repurchase intention, indicating that good or poor service quality may not necessarily influence purchase decisions. Aryadhe & Rastini (2016) stated that a strong brand image can be achieved by combining supporting factors. This aligns with Ekaprana et al. (2020), who found that brand image significantly influences repurchase intention. Similarly, Aryadhe & Rastini (2016) concluded that brand image positively affects repurchase intention. However, Saleem & Yaseen (2017) discovered that brand image tends not to influence repurchase intention.

The authors conducted a pre-survey questionnaire aimed at obtaining an initial overview of PO. Gunung Harta customers' repurchase intention. The pre-survey was conducted with 20 respondents who had traveled with PO. Gunung Harta at least twice within the past year and were active Instagram users.

Table 1. Pre-Survey Results on PO. Gunung Harta Customers.

No	Question	Person		Percentage (%)	
		Yes	No	Yes	No
1	In your opinion, is PO. Gunung Harta's Instagram content attractive?	16	4	80	20
2	In your opinion, is PO. Gunung Harta's service quality good?	15	5	75	25
3	In your opinion, is PO. Gunung Harta's brand image good?	16	4	80	20
4	Do you intend to reuse PO. Gunung Harta's services?	7	13	35	65

Source: Processed Data, 2024

Table 1 shows the results of the pre-survey conducted through Google Forms among customers who had used PO. Gunung Harta's services. The findings indicate that 80% of respondents found PO. Gunung Harta's Instagram content attractive, 75% were satisfied with its service quality, and 80% considered its brand image good. However, only 35% of customers expressed an intention to reuse the company's services. This indicates that PO. Gunung Harta's promotional strategies through Instagram, service quality, and brand image still need to be improved and further developed to increase customers' repurchase intention.

Based on the background of the problem, the research gap, pre-survey results, and references to previous studies, the researchers are interested in conducting this study and addressing the identified issues as the main research topic.

2. METHOD

This study employed a quantitative survey design to analyze the effect of Instagram social media attractiveness, service quality, and brand image on the repurchase intention of PO. Gunung Harta customers. The research was conducted in Denpasar City, Bali, as the

company's main operational center, and in Yogyakarta City as the branch location. The research objects were PO. Gunung Harta customers who actively use Instagram, with independent variables consisting of social media attractiveness (X1), service quality (X2), and brand image (X3), as well as the dependent variable, repurchase intention (Y). Each variable was defined through indicators adapted from previous studies to be operationalized in the questionnaire (Putri & Wardhana, 2018; Warjaya, 2022; Gunawan et al., 2022).

The research population comprised all users of PO. Gunung Harta services in 2024, totaling 307,693 individuals. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents. The sampling method applied was purposive sampling with criteria: active Instagram account holders, minimum education level of high school/vocational school, and at least two service usages of PO. Gunung Harta in 2024. Research data were obtained from questionnaires (primary data) and secondary documents such as the number of bus passengers. The research instrument was a Likert-scale questionnaire, tested for validity and reliability using Pearson correlation analysis and Cronbach's Alpha to ensure its feasibility (Sugiyono, 2019; Rahyuda, 2020).

Data analysis techniques included descriptive statistics to describe variable characteristics and inferential statistics through multiple linear regression to test hypotheses. Classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity, to avoid biased results. Furthermore, the model was tested using the coefficient of determination (Adjusted R^2), model feasibility test (F-test), and partial hypothesis test (t-test) to assess the effect of each independent variable on repurchase intention. This analysis aimed to provide empirical evidence regarding how digital marketing strategies and service quality influence consumer behavior, particularly in the context of intercity bus-based ground transportation (Ghozali, 2018; Wisudaningsih, 2019)).

3. RESULTS AND DISCUSSION

Research Data Analysis Results

Multiple Linear Regression Analysis Test

In this study, the multiple linear regression analysis technique was employed to examine the effect of each independent variable on the dependent variable. The processed data using SPSS version 26 with the multiple linear regression analysis model can be seen in Table 2

Table 2. Results of Multiple Linear Regression Analysis.

Coefficients[a]					
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	0.474	1,582		0.300	0.765
	Instagram Social Media Attractiveness	0.447	0.055	0.599	8,128	0,000
	Quality of service	0.061	0.015	0.229	4,012	0,000
	Brand image	0.292	0.080	0.268	3,641	0,000

Source: processed data, 2025

Based on the multiple linear regression analysis results in Table 2, the equation can be formulated as follows:.

$$Y = \alpha + b1X1 + b2X2 + b3X3 + e \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \text{ (1)}$$

$$Y = 0{,}474 + 0{,}447X1 + 0{,}061X2 + 0{,}292X3 + \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \text{ (2)}$$

Description :

Y	=	Repurchase Intention
α	=	Constant
b1- b3	=	Regression Coefficients
X1	=	Instagram Social Media Attractiveness
X2	=	Service Quality
X3	=	Brand Image
e	=	Error

From the regression equation above, the following analysis can be drawn: **(1)** The constant value of 0.474 means that if all independent variables, including Instagram social media attractiveness (X1), service quality (X2), and brand image (X3), are equal to 0 percent or constant, then repurchase intention will still increase, **(2)** The regression coefficient of Instagram social media attractiveness is 0.447, which means that if Instagram social media attractiveness increases, repurchase intention also increases, **(3)** The regression coefficient of service quality is 0.061, which means that if service quality increases, repurchase intention also increases, **(4)** The regression coefficient of brand image is 0.292, which means that if brand image increases, repurchase intention also increases.

Coefficient of Determination Test (Adjusted R²)

The coefficient of determination test (R^2 test) aims to measure the extent to which the independent variables can explain the variation of the dependent variable, both partially and simultaneously. The coefficient of determination can be observed through the value of Adjusted R^2.

Table 3. Determination Test Results.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.829	0.688	0.678	1,106

Source: processed data, 2025

Table 3 shows that the Adjusted R^2 value is 0.678. This means that 67.8 percent of the repurchase intention of PO. Gunung Harta customers is affected by Instagram social media attractiveness, service quality, and brand image. Meanwhile, the remaining 32.2 percent is influenced by other variables outside the regression model.

Model Feasibility Test (F-test)

The F-test aims to determine whether all independent variables simultaneously have an effect on the dependent variable. The test was carried out using SPSS software with a significance level of 0.05. The criteria are: Ho is rejected if F calculated > F table (α = 0.05), and Ho fails to be rejected if F calculated < F table (α = 0.05). To determine the F table, the degree of freedom (df) is calculated as F table = k; n–k = 3; 97. Based on this degree of freedom, the F table value is 2.70.

Table 4. Results of the Model Feasibility Test.

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	258,566	3	86,189	70,482	0,000
	Residual	117,394	96	1,223		
	Total	375,960	99			

Source: processed data, 2025

Table 4 indicates that the significance value of 0.000 is smaller than the significance level of 0.05. Furthermore, the calculated F value of 70.482 is greater than the F table value of 2.70. Therefore, it can be concluded that Instagram social media attractiveness, service quality, and brand image simultaneously have a significant effect on repurchase intention.

Hypothesis testing (t-test)

The partial test or t-test aims to determine the partial significance of each independent variable on the dependent variable. The decision-making criterion is based on comparing the calculated t value with the t table. Ho is rejected if t calculated > t table ($\alpha = 0.05$), and Ho fails to be rejected if t calculated < t table ($\alpha = 0.05$). To determine the t table, the formula $\alpha/2$; n–k–1 = 0.025; 100–3–1 = 0.025; 96 is applied. Based on this degree of freedom, the t table value is 1.988.

Table 5. Results of the Partial Test (t-test).

Coefficientsa						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	0.474	1,582		0.300	0.765
	Instagram Social Media Attractiveness	0.447	0.055	0.599	8,128	0,000
	Service Quality	0.061	0.015	0.229	4,012	0,000
	Brand image	0.292	0.080	0.268	3,641	0,000

Source: processed data, 2025

Table 5 presents the results of the partial test (t-test) as follows: **(1)** The Instagram social media attractiveness variable (X1) has a calculated t value of 8.128 > 1.988 and a significance value of 0.000 < 0.05. Thus, the decision is that H1 is accepted and Ho is rejected, meaning that Instagram social media attractiveness has a positive and significant effect on repurchase intention, **(2)** The service quality variable (X2) has a calculated t value of 4.012 > 1.988 and a significance value of 0.000 < 0.05. Thus, the decision is that H1 is accepted and Ho is rejected, meaning that service quality has a positive and significant effect on repurchase intention, **(3)** The brand image variable (X3) has a calculated t value of 3.641 > 1.988 and a significance value of 0.000 < 0.05. Thus, the decision is that H1 is accepted and Ho is rejected, meaning that brand image has a positive and significant effect on repurchase intention.

Classical assumption test

A regression model is considered a good model if it is free from classical assumption violations. The classical assumption test is conducted to ensure that the results obtained meet the basic assumptions of regression analysis. The results of the classical assumption tests processed using SPSS software are presented as follows.

1. **Normality Test**

This test aims to determine whether the residuals of the regression model are normally distributed or not. To test the normality of the data, the Kolmogorov-Smirnov test was used. If the Asymp. Sig. (2-tailed) coefficient is greater than 0.05, then the data are considered normally distributed. The results of the normality test are presented in Table 6.

Table 6. Normality Test Results.

	Unstandardized Residual
N	100
Kolmogorov-Smirnov	0.050
Asymp.Sig. (2-tailed)	0.200

Source: processed data, 2025

Table 6 shows that the Kolmogorov-Smirnov (K-S) value is 0.050, while the Asymp. Sig. (2-tailed) value is 0.200. This indicates that the regression model is normally distributed because the Asymp. Sig. (2-tailed) value of 0.200 is greater than the alpha value of 0.05.

2. **Multicollinearity Test**

The multicollinearity test aims to determine whether there is a correlation among the independent variables in the regression model. The correlation among independent variables can be observed from the tolerance value or the Variance Inflation Factor (VIF). If the tolerance value is greater than 0.10 or the VIF value is less than 10, it can be concluded that the regression model does not exhibit multicollinearity.

Table 7. Results of the Multicollinearity Test.

Variables	Tolerance	VIF
Instagram Social Media Attractiveness	0.599	1,668
Service Quality	1,000	1,000
Brand image	0.599	1,668

Source: processed data, 2025

Table 7 shows that the tolerance and VIF values for Instagram social media attractiveness, service quality, and brand image are 0.599 and 1.668, respectively. This indicates that the regression model does not exhibit multicollinearity because the tolerance values are greater than 0.10 and the VIF values are less than 10.

3. **Heteroscedasticity Test**

The purpose of this test is to determine whether there is inequality of variance from one observation to another in the regression model. If none of the independent variables has a significance value below 0.05, it can be concluded that the model does not contain heteroscedasticity.

Table 8. Results of the Heteroscedasticity Test.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	0.069	0.988		0.070	0.944
Instagram Social Media Attractiveness	-0.012	0.034	-0.047	-0.358	0.721
Service Quality	0.008	0.010	0.090	0.890	0.375

| **Brand Image** | 0.016 | 0.050 | 0.041 | 0.310 | 0.757 |

<div align="center">Source: processed data, 2025</div>

Table 8 shows that the Instagram social media attractiveness variable has a significance value of 0.721 > 0.05, the service quality variable has a significance value of 0.375 > 0.05, and the brand image variable has a significance value of 0.757 > 0.05. This means that there is no effect of the independent variables on the absolute residual. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity.

Discussion of Research Results

The Effect of Instagram Social Media Attraction on Repurchase Intention

The results of the study show that the Instagram social media attraction variable (X1) has a positive and significant effect on repurchase intention. This is evidenced by the t-value of 8.128, which is greater than the t-table value of 1.988, as well as the significance value of 0.000, which is smaller than 0.05. This means that the higher the attractiveness of content presented through Instagram, such as product visuals, consumer interactions, and digital promotion strategies, the greater the likelihood that consumers will make repeat purchases. These findings support the first hypothesis (H1), thus statistically concluding that social media attraction contributes significantly to shaping consumer behavior toward products or services offered.

This result is consistent with the study conducted by Eka Febriyani & Muanas (2023), which stated that Instagram social media attraction has a positive and significant effect on repurchase intention for Aerostreet shoes. Similar findings were obtained in the study by Fajriani & Trenggana (2020), which revealed that Instagram social media attraction significantly affects repurchase intention among KAI Access users in Indonesia. Sonata & Astuti (2023) also confirmed that Instagram social media attraction has a positive and significant effect on repurchase intention. Likewise, the study conducted by Damayanti & Ulya (2023) found that Instagram social media attraction positively influences repurchase intention.

The Effect of Service Quality on Repurchase Intention

The results of the study indicate that the service quality variable (X2) has a positive and significant effect on repurchase intention. This is proven by the t-value of 4.012, which is greater than the t-table value of 1.988, and the significance value of 0.000, which is smaller than 0.05. These findings suggest that the better the service quality provided to consumers—such as service accuracy, friendliness, and employee responsiveness—the greater the tendency of consumers to make repeat purchases. Therefore, the second hypothesis (H1) is accepted and H0 is rejected, confirming the importance of service quality in creating consumer loyalty.

This finding is consistent with the study by Trianjaya et al. (2024), which stated that service quality positively affects repurchase intention at Pati Patiunus plastic stores in Pasuruan City. Similar results were also shown in the study by Zaharatunnisa & Surjani (2023), which revealed that service quality has a positive and significant effect on repurchase intention in Anteraja delivery services. Furthermore, the study by Ekaprana et al. (2020) stated that service quality positively influences repurchase intention.

The Effect of Brand Image on Repurchase Intention

The results of the study demonstrate that the brand image variable (X3) has a positive and significant effect on repurchase intention. This is evidenced by the t-value of 3.641, which is greater than the t-table value of 1.988, as well as the significance value of 0.000, which is

smaller than 0.05. These findings indicate that the more positive consumers' perceptions of a brand image—such as reputation, visual identity, uniqueness, and credibility—the higher the likelihood of repeat purchases. Therefore, the third hypothesis (H1) is accepted and H0 is rejected, confirming that brand image contributes significantly to shaping consumer loyalty.

This result is consistent with the study conducted by Ramadhani (2024), which found that brand image positively affects repurchase intention on Freshcare Aromatherapy products. Similarly, Santika & Mandala (2019) stated that brand image has a positive and significant effect on repurchase intention. In addition, the findings of several other researchers, such as Chairunnisa et al. (2022), revealed that brand image significantly influences repurchase intention for Wardah Lipstick products.

4. CONCLUSION

The conclusions derived from the results of this study are as follows: **(1)** Instagram social media attraction owned by PO. Gunung Harta has a positive and significant effect on repurchase intention. This result indicates that increasing the use of Instagram social media will have an impact on enhancing repurchase intention at PO. Gunung Harta. **(2)** Service quality provided by PO. Gunung Harta has a positive and significant effect on repurchase intention. This result shows that improving service quality will have an impact on increasing repurchase intention at PO. Gunung Harta, **(3)** Brand image of PO. Gunung Harta has a positive and significant effect on repurchase intention. This result demonstrates that strengthening the brand image will have an impact on improving repurchase intention at PO. Gunung Harta.

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