



Service Quality, Brand Image, and Repurchase Intention in the Floral Bouquet Industry: The Mediating Role of Customer Satisfaction

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ABSTRACT

This study examines how service quality and brand image shape repurchase intention in the floral bouquet industry, and whether customer satisfaction mediates these effects in a high-symbolism, high-perishability retail context. A quantitative cross-sectional survey collected data from 160 purposively sampled consumers who had purchased floral bouquets in Denpasar, Bali. A seven-hypothesis structural model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4, with 5,000-sample bootstrapping for mediation testing. Service quality was strongly associated with customer satisfaction ($\beta = 0.873$, $p < 0.001$), and its relationship with repurchase intention was fully mediated by satisfaction (indirect $\beta = 0.620$, $p < 0.001$; direct $\beta = -0.149$, $p = 0.339$). Brand image had a significant direct effect on repurchase intention ($\beta = 0.267$, $p < 0.001$) but no significant effect on customer satisfaction ($\beta = 0.036$, $p = 0.460$) and no satisfaction-mediated effect (indirect $\beta = 0.025$, $p = 0.470$). Discriminant validity between service quality and brand image was not established ($HTMT = 0.971$), so the separation of these pathways should be interpreted with caution. The findings suggest that, in this context, service quality relates to repurchase intention mainly through the satisfaction it generates, whereas brand image shows a direct association with repurchase intention. For creative-economy SMEs, the results indicate that reliable service delivery is the main route through which satisfaction, and in turn repurchase intention, is built.

Keywords: service quality; brand image; customer satisfaction; repurchase intention; floral industry

INTRODUCTION

The floral bouquet industry occupies a distinctive position within the creative retail economy. Bouquets are bought less often for personal consumption than as gestures, as expressions of social exchange tied to graduations, weddings, birthdays, condolences, and romance. That symbolic dimension shapes how consumers decide, what they expect, and how they behave afterward, often in ways that diverge from mainstream retail or food service (Givi et al., 2023; Wang et al., 2023).

In Denpasar, the capital of Bali and a hub of creative and tourism activity, the floral bouquet market serves a wide range of ceremonial, celebratory, and personal gifting occasions. Local supply is limited: Bali produced about 67,000 rose stems and 55,000 chrysanthemum stems in 2024 (Badan Pusat Statistik Provinsi Bali, 2025), a negligible share of national output, which reached roughly 465 million chrysanthemum stems and 205 million rose stems in 2023 (Direktorat Jenderal Hortikultura, 2024). Florists in Denpasar therefore appear to rely heavily on flowers sourced from other islands, which lengthens the supply chain for an already perishable product and raises the operational importance of freshness management and delivery reliability. The sector now spans brick-and-mortar florist studios and boutique digital operators on Instagram and TikTok, each competing on aesthetic quality, customization, and responsiveness. In this environment, customer retention, measured here as repurchase intention, becomes a decisive competitive asset for small and medium enterprises (SMEs) running on tight marketing budgets (Chatzoglou et al., 2022; Sharma et al., 2024).

Repurchase intention is widely treated as a behavioral proxy for customer loyalty and a leading predictor of long-term firm performance (Hui et al., 2025; Majeed et al., 2022), although an intention to repurchase is not equivalent to actual repeat behavior or sustained loyalty, a distinction this study maintains throughout. The literature points to two main antecedents in service contexts: service quality, the consumer's evaluative judgment of a provider's performance relative to expectations (Parasuraman et al., 1988), and brand image, the set of

perceptions and associations consumers hold about a brand (Keller, 1993). Both are theorized to shape repurchase intention directly and through the mediating role of customer satisfaction (Oliver, 1999; Zeithaml et al., 1996).

Most of the evidence behind this framework, however, comes from hospitality, food service, e-commerce, and conventional retail. Those sectors differ from the floral bouquet market in ways that matter. Three contextual features stand out. First, floral bouquets are semi-customized, perishable, and time-critical: a misaligned or late delivery cannot be recovered, and it invalidates the product's social purpose in a way most service failures do not. Second, satisfaction here is plausibly multi-faceted, combining an overall evaluation of the purchase, a judgment of whether prior expectations were fulfilled, and a social judgment of whether the bouquet achieved its intended emotional effect on the recipient. Gift purchases carry a choice-accuracy risk that personal purchases do not, which raises the cognitive effort and perceived stakes of each transaction (Givi et al., 2023). Third, brand image in floral SMEs is likely to be built mainly through social media portfolio curation and peer-to-peer word-of-mouth, a reputational signaling dynamic that differs from mass-advertising-driven brand equity.

These features lead to competing theoretical expectations rather than a simple replication question. Disconfirmation theory predicts that service quality shapes repurchase intention mainly through the satisfaction it produces, and the difficulty of remedying floral service failures should, if anything, strengthen that experiential route (Oliver, 1980, 1999). For brand image the predictions diverge. Under an expectation-anchoring view, a favourable brand image raises expectations and thereby feeds into post-purchase satisfaction (Keller, 1993); yet within the same disconfirmation logic, higher expectations also raise the bar that performance must clear, leaving the net effect of brand image on satisfaction theoretically ambiguous (Oliver, 1980). Under a heuristic view, brand image works as a risk-reducing cue at the point of choice and can sustain repurchase directly, without passing through satisfaction (Aaker, 1991). The gift context sharpens this tension. When satisfaction depends partly on the recipient's reaction and on delivery performance, the buyer's prior image of the florist has less opportunity to shape the post-purchase evaluation, while the elevated choice-accuracy risk of gifts should increase reliance on reputational cues at the next decision (Givi et al., 2023). Purchase purpose is known to matter in this category: evidence from Shanghai shows that the effect of satisfaction on flower purchasing differs depending on why flowers are bought (Wang et al., 2023). We therefore treat the floral gift context as a potential boundary condition for the satisfaction-mediated brand image pathway, and we test, using PLS-SEM with 160 consumers in Denpasar, whether service quality and brand image reach repurchase intention through the same or different routes. The study extends the service quality, satisfaction, and repurchase framework to a high-symbolism and high-perishability retail context, examines whether the brand image pathway differs from the service quality pathway in such a context, and offers context-specific insight for creative economy SME research in Indonesia.

Literature Review

Service Quality: Antecedents and Downstream Consequences

Service quality is the consumer's overall evaluative judgment of the excellence of a service, formed by comparing perceived performance against prior expectations (Parasuraman et al., 1988; Zeithaml, 1988). The SERVQUAL framework identifies five dimensions, namely tangibility, reliability, responsiveness, assurance, and empathy, that together describe the service experience. In the floral bouquet context, reliability maps onto order fulfillment accuracy and delivery punctuality; responsiveness reflects communication speed during customization; assurance reflects florist competence in executing complex designs; empathy captures attentiveness to the occasion-specific purpose of each bouquet; and tangibility covers the physical quality of presentation and freshness at delivery.

Theoretically, the service quality and satisfaction relationship rests on Oliver's (1980) disconfirmation of expectations model: satisfaction emerges when perceived performance positively disconfirms prior expectations. The behavioral consequences of superior service quality, higher repurchase intention and customer retention among them, are well documented (Zeithaml et al., 1996). Recent work corroborates these effects across sectors. Hui et al. (2025) confirmed that service quality dimensions predict customer satisfaction and repurchase intention in cross-border e-commerce. Chatzoglou et al. (2022) showed that service-related factors are among the strongest predictors of repurchase intention across retail formats. In hospitality, Majeed et al. (2022) found that customer satisfaction mediates the service quality and repurchase intention relationship, reinforcing satisfaction's role as a behavioral bridge. Evidence from Indonesia's own service sector points the same way: in Denpasar restaurant



settings, service quality has been shown to drive both customer satisfaction and repurchase intention (Putra et al., 2023b), and product-related factors such as menu variation can mediate the link between service quality and repeat patronage (Putra et al., 2023a). Teressa et al. (2024) reported the same satisfaction-mediated chain in a Surabaya quick-service setting, where service quality predicted satisfaction and satisfaction predicted repurchase intention while product quality did not. The pattern recurs in online shopping (Purnamasari & Suryandari, 2023) and in five-star hospitality (Rahman et al., 2025).

H1: Service quality has a positive and significant effect on customer satisfaction.

H2: Service quality has a positive and significant effect on repurchase intention.

Brand Image: Reputational Signaling and Repurchase Mechanisms

Brand image is the set of associations, perceptions, and cognitive representations of a brand held in consumer memory (Aaker, 1991; Keller, 1993). In information-asymmetric markets, it works as a quality signal that reduces perceived risk and eases consumer choice. For floral SMEs, brand image is built incrementally through portfolio quality on visual social media platforms, peer-to-peer testimonials from high-stakes occasions, and reputational visibility in local and digital communities. This is a different mechanism from mass-advertising-based brand building.

Two pathways link brand image to repurchase intention. The satisfaction-mediated pathway holds that a strong brand image raises consumer expectations and, when service delivery confirms them, generates satisfaction that then drives repurchase (Keller, 1993). The direct reputational pathway holds that brand image works as an independent heuristic cue, operating through trust, familiarity, and social identity congruence, that reinforces repurchase decisions without necessarily running through satisfaction (Aaker, 1991). Sharma et al. (2024) found that brand-related perceptions, including relationship quality, are among the primary drivers of luxury retail repurchase intention, and Hsu (2023) showed that brand experience and brand love enhance repurchase intention in digital brand contexts.

A growing body of Indonesian retail evidence reports brand image shaping repurchase intention, frequently with customer satisfaction as a mediating mechanism, across department-store retail (Lucky et al., 2023), e-commerce and e-marketplace platforms (Jazula et al., 2025; Wiwekananda et al., 2024), coffee chains (Tarigan & Bernarto, 2024), and smartphone products (Aldian & Arief, 2025). Pramono et al. (2023) likewise positioned brand image as a mediator between perceived quality and post-purchase intention in a Surabaya beverage franchise. The evidence is not uniform, however. In a Palembang restaurant study, service and product quality predicted customer satisfaction while brand image did not (Imanullah & Indrawati, 2026), and in a Surabaya cosmetics study brand image did not significantly influence customer satisfaction once purchase decisions were modelled (Tjahjono et al., 2021). In Indonesian e-commerce, brand image affected repurchase intention directly but not through customer satisfaction (Sari & Darma, 2022). These mixed results are consistent with the theoretical ambiguity noted above: brand image may raise expectations without necessarily improving the post-purchase evaluation. What remains untested is whether that mediating role survives in a product category where the purchase is made for someone else. We test both pathways here:

H3: Brand image has a positive and significant effect on customer satisfaction.

H4: Brand image has a positive and significant effect on repurchase intention.

Customer Satisfaction as a Behavioral Bridge

Customer satisfaction is a post-purchase evaluative judgment reflecting the degree to which perceived performance meets, exceeds, or falls short of prior expectations (Oliver, 1980). In service marketing theory, it links antecedent inputs such as service quality, brand perception, and perceived value to behavioural outputs such as loyalty, repurchase, and advocacy (Zeithaml et al., 1996). Recent studies affirm this mediating role. Majeed et al. (2022) established that customer satisfaction mediates the effect of service quality on repurchase intention in hospitality. Wei et al. (2023) showed that relationship quality, closely tied to accumulated satisfaction, predicts repurchase intention in online service contexts. Experiential and service-based antecedents likewise reach repurchase intention through satisfaction in restaurant and service settings (Ellitan et al., 2022). A meta-analytic synthesis of 153 tourism and hospitality studies found that satisfaction fully mediated the effects of perceived service quality and perceived value on loyalty, with the satisfaction and loyalty correlation the strongest in the network (So et al., 2025). In the floral bouquet market, satisfaction is expected to combine three facets: an overall

evaluation of the purchase, the degree to which the bouquet and its delivery fulfilled prior expectations, and a social-outcome judgment of whether the bouquet achieved its intended emotional impact on the recipient. These facets correspond to the three satisfaction indicators used in this study, and the social-outcome facet in particular may make satisfaction a more consequential evaluation in gift purchases than in personal ones.

H5: Customer satisfaction has a positive and significant effect on repurchase intention.

Mediation Pathways and Theoretical Integration

The mediating role of customer satisfaction, translating service inputs and brand perceptions into repeat patronage, is the theoretical core of this study. The service quality mediation hypothesis (H6) follows the experiential logic of disconfirmation theory: service quality determines whether expectations are met, which determines satisfaction, which in turn shapes repurchase intention. The brand image mediation hypothesis (H7) is more contested. If brand image works mainly as a pre-purchase heuristic, that is, a reputation cue rather than a post-purchase evaluative determinant, the satisfaction-mediated pathway may simply be absent. Testing both within the same structural model allows us to examine whether such a pathway asymmetry exists.

H6: Customer satisfaction mediates the effect of service quality on repurchase intention.

H7: Customer satisfaction mediates the effect of brand image on repurchase intention.

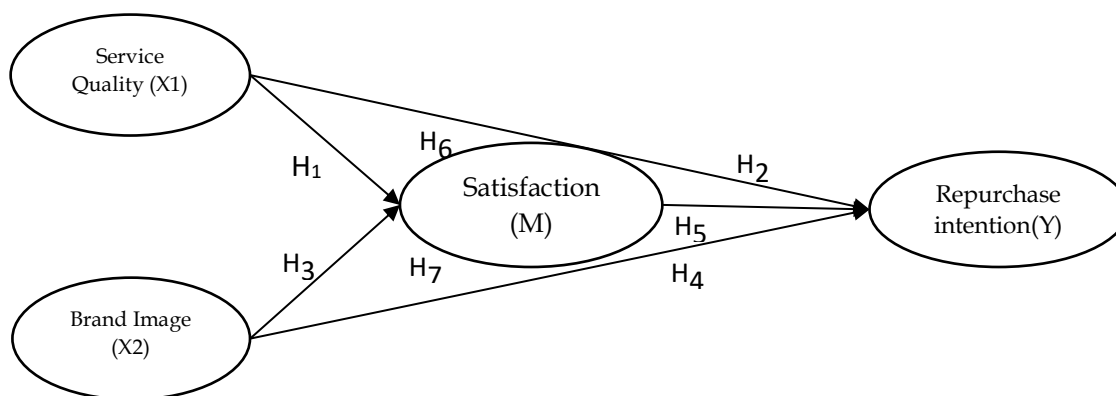


Figure 1. Conceptual research framework

METHOD

Research Design

This study used a quantitative cross-sectional survey to test hypothesized structural relationships among four latent constructs: service quality, brand image, customer satisfaction, and repurchase intention. The design follows the dominant methodological approach in consumer behavior research and suits hypothesis testing within a defined sample frame (Hair et al., 2019; Hair et al., 2022).

Population, Sampling, and Sample Size

The target population was consumers who had purchased floral bouquets from providers in Denpasar, Bali within the twelve months before data collection. No sampling frame exists for this population, so we used non-probability purposive sampling. Respondents had to (1) be at least 17 years of age, (2) have made at least one floral bouquet purchase in Denpasar, and (3) have transacted with a Denpasar-based provider via physical store or digital channel.

Minimum sample size was estimated using the inverse square root method, which derives the requirement from the smallest path coefficient the model is expected to detect and is more precise than the conventional observations-per-indicator heuristic (Kock & Hadaya, 2018). To avoid basing the requirement on the estimates of the present model, the minimum path coefficient was set at a conservative assumed value of 0.20. With a significance level of 0.05 and statistical power of 0.80, the inverse square root formula, $n_{\min} > (2.486/|p_{\min}|)^2$, yields a required minimum of 155 respondents. The 160 complete and usable responses collected meet this threshold.



Measurement Instrument

All constructs were measured with multi-item reflective scales adapted from validated instruments. Service quality used five items adapted from Parasuraman et al. (1988), operationalizing SERVQUAL dimensions in the floral context. Brand image used five items adapted from Aaker (1991) and Keller (1993), capturing aspects such as perceived reputation, aesthetic consistency, social credibility, and trustworthiness. Customer satisfaction used three items adapted from Oliver (1980), covering overall satisfaction, expectation fulfillment, and social outcome evaluation. Repurchase intention used three items adapted from Oliver (1999) and Zeithaml et al. (1996), assessing likelihood of future purchase, intention to re-patronize, and preference over alternatives. All items used a five-point Likert scale, from 1 for Strongly Disagree to 5 for Strongly Agree. The Indonesian-language questionnaire was distributed digitally via Google Forms over a four-week period in early 2026.

Analytical Approach

Data were analyzed using PLS-SEM in SmartPLS 4 (Ringle et al., 2022). We chose PLS-SEM for three reasons: the moderate sample size is handled efficiently relative to CB-SEM; the model is estimated without distributional assumptions; and bootstrapping provides robust indirect effect estimation for mediation testing (Nitzl et al., 2016).

Analysis followed the two-stage protocol of Hair et al. (2019) and Hair et al. (2022). Stage 1 evaluated the measurement model, or outer model, for convergent validity with factor loadings at or above 0.70 and AVE above 0.50, internal consistency reliability with Cronbach's alpha above 0.70 and composite reliability above 0.70, and discriminant validity via the heterotrait-monotrait ratio (HTMT), with values below 0.85 (conservative) or 0.90 (liberal) indicating adequate discrimination (Henseler et al., 2015). Stage 2 evaluated the structural model, or inner model, using standardized path coefficients, R squared, and f^2 effect sizes. Hypothesis testing used a 5,000-sample bootstrapping procedure with two-tailed tests at an alpha of 0.05. Collinearity among predictors was assessed with inner-model VIF values, where values below 3 are ideal and values of 5 or above indicate critical collinearity (Hair et al., 2019), and common method bias was screened against the 3.3 VIF threshold of the full collinearity approach (Kock, 2015). Mediation was assessed using the bootstrapped indirect effect and classified following the decision framework of Zhao et al. (2010), in which a significant indirect effect accompanied by a significant direct effect of the same sign indicates complementary partial mediation, a significant indirect effect with a non-significant direct effect indicates indirect-only (full) mediation, and a non-significant indirect effect together with a significant direct effect indicates direct-only nonmediation.

RESULTS

Respondent Profile

Of the 160 respondents, most were female ($n = 97$, 60.6%). The largest age group was above 32 years ($n = 63$, 39.4%), followed by 18 to 22 years ($n = 55$, 34.4%), and the largest occupational category was students ($n = 75$, 46.9%). Table 1 presents the full respondent profile.

Table 1. Respondent profile (N = 160)

Characteristic	Category	n	%
Gender	Male	63	39.4
	Female	97	60.6
Age (years)	18–22	55	34.4
	23–27	22	13.8
	28–32	20	12.5
	Above 32	63	39.4
Occupation	Student	75	46.9
	Private-sector employee	23	14.4
	State-owned enterprise employee	32	20.0
	Civil servant	20	12.5
	Other	10	6.3

Note. Percentages may not sum to 100 because of rounding.

Measurement Model Evaluation

Table 2 reports internal consistency reliability and convergent validity, and Table 3 reports the outer loadings. All loadings exceeded 0.70 (range 0.762 to 0.977), and Cronbach's alpha, composite reliability, and AVE exceeded their recommended thresholds, indicating adequate reliability and convergent validity. The loadings of the customer satisfaction and repurchase intention indicators were very high (0.908 to 0.977), which may signal some redundancy among these items.

Table 2. Measurement model: reliability and convergent validity

Construct	Cronbach's α	Composite reliability	AVE
Service quality	0.921	0.940	0.760
Brand image	0.914	0.937	0.748
Customer satisfaction	0.925	0.953	0.871
Repurchase intention	0.959	0.974	0.925

Note. AVE = average variance extracted. Thresholds: $\alpha > 0.70$; CR > 0.70 ; AVE > 0.50 (Fornell & Larcker, 1981; Hair et al., 2019). All constructs met the valid and reliable criterion.

Table 3. Outer loadings

Indicator	Service quality	Brand image	Customer satisfaction	Repurchase intention
X1.1	0.900			
X1.2	0.814			
X1.3	0.878			
X1.4	0.877			
X1.5	0.887			
X2.1		0.861		
X2.2		0.909		
X2.3		0.762		
X2.4		0.909		
X2.5		0.874		
M1			0.971	
M2			0.919	
M3			0.908	
Y1				0.961
Y2				0.977
Y3				0.946

Note. All loadings were significant at $p < 0.001$ (bootstrapping, 5,000 subsamples). Threshold: loading ≥ 0.70 (Hair et al., 2019).

Discriminant validity was assessed with the HTMT ratio (Table 4). The ratios involving repurchase intention (0.754 to 0.834) were below the conservative 0.85 threshold. However, the ratios between service quality and brand image (0.971), service quality and customer satisfaction (0.963), and brand image and customer satisfaction (0.876) exceeded the 0.85 threshold, and the first two also exceeded the liberal 0.90 threshold (Henseler et al., 2015). Discriminant validity is therefore not established for these pairs: respondents distinguished service quality from brand image and from satisfaction only weakly. We report this transparently and take it into account when interpreting the structural results.



Table 4. Discriminant validity: heterotrait-monotrait ratio (HTMT)

Construct	Service quality	Brand image	Customer satisfaction	Repurchase intention
Service quality				
Brand image	0.971*			
Customer satisfaction	0.963*	0.876		
Repurchase intention	0.761	0.754	0.834	

*Note. Thresholds: 0.85 (conservative) and 0.90 (liberal) (Henseler et al., 2015). * Value above 0.90.*

Structural Model and Hypothesis Testing

Table 5 reports the direct path coefficients and indirect effects with their bootstrap standard deviations, t-statistics, and p-values. R squared was 0.819 for customer satisfaction (adjusted 0.817), indicating substantial explanatory power, and 0.646 for repurchase intention (adjusted 0.639), indicating moderate explanatory power (Hair et al., 2019). Effect sizes (f^2) were large for service quality on customer satisfaction (0.862), medium for customer satisfaction on repurchase intention (0.258), small for brand image on repurchase intention (0.041), and negligible for brand image on customer satisfaction (0.001) and for the direct path from service quality to repurchase intention (0.007). The total effect of service quality on repurchase intention was significant ($\beta = 0.472$, $t = 4.668$, $p < 0.001$), as was the total effect of brand image ($\beta = 0.292$, $t = 3.398$, $p = 0.001$). The direct path from service quality to repurchase intention was negative but non-significant; given the high HTMT ratios reported above, this sign is more plausibly a by-product of shared variance among the predictors than evidence of a genuine negative relationship, and we do not interpret it substantively. Inner-model VIF values confirm substantial collinearity among the predictors (Table 6). In the customer satisfaction equation, service quality and brand image each had a VIF of 4.887, above the ideal value of 3 but below the critical value of 5. In the repurchase intention equation, the VIF values were 4.894 for brand image, 5.528 for customer satisfaction, and 9.102 for service quality, the last two exceeding the critical threshold of 5 (Hair et al., 2019). The direct effects in this equation, particularly that of service quality, should therefore be interpreted with caution. All inner VIF values also exceed the 3.3 threshold used to screen for common method bias (Kock, 2015), so common method variance cannot be ruled out as a contributor to the strength of the observed relationships.

Table 5. Structural model: path coefficients and hypothesis results

H	Path	β	t-stat	p-value	SD	Decision
H1	Service quality $\rightarrow$ Customer satisfaction	0.873	19.091	<0.001	0.046	Supported
H2	Service quality $\rightarrow$ Repurchase intention	-0.149	0.955	0.339	0.155	Not supported
H3	Brand image $\rightarrow$ Customer satisfaction	0.036	0.738	0.460	0.048	Not supported
H4	Brand image $\rightarrow$ Repurchase intention	0.267	3.565	<0.001	0.075	Supported
H5	Customer satisfaction $\rightarrow$ Repurchase intention	0.711	5.910	<0.001	0.120	Supported
H6	SQ $\rightarrow$ CS $\rightarrow$ RI (indirect)	0.620	5.749	<0.001	0.108	Supported
H7	BI $\rightarrow$ CS $\rightarrow$ RI (indirect)	0.025	0.723	0.470	0.035	Not supported

Note. SQ = service quality; BI = brand image; CS = customer satisfaction; RI = repurchase intention. R^2 (CS) = 0.819; R^2 (RI) = 0.646. SD = bootstrap standard deviation (5,000 subsamples). Coefficients are direct effects; total effects are reported in the text. H6 indicates indirect-only (full) mediation because the direct SQ $\rightarrow$ RI path is non-significant. Significance at $\alpha = 0.05$.

Table 6. Inner-model collinearity (VIF)

Predictor	Customer satisfaction	Repurchase intention
Service quality	4.887	9.102
Brand image	4.887	4.894
Customer satisfaction		5.528

Note. Thresholds: ideal < 3 and critical ≥ 5 (Hair et al., 2019); 3.3 for common method bias screening (Kock, 2015).

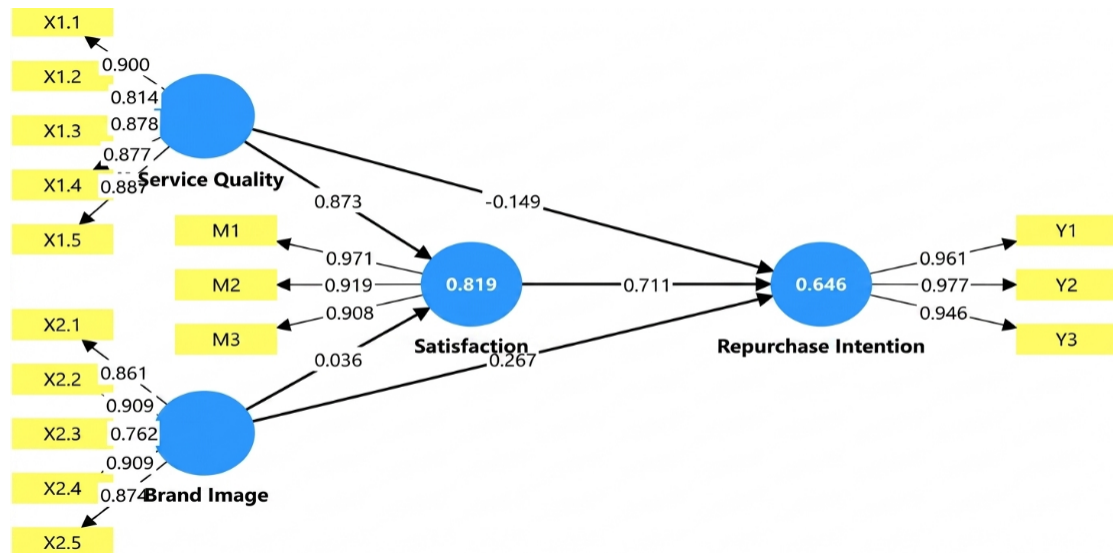


Figure 2. PLS-SEM path diagram estimated with SmartPLS 4

DISCUSSION

Service Quality, Satisfaction, and Repurchase Intention

The strongest relationship in the model is the service quality and customer satisfaction path (H1: $\beta = 0.873$, $t = 19.091$, $p < 0.001$). This coefficient sits at the upper end of the range documented in service settings. A meta-analytic synthesis of tourism and hospitality research reported a pooled service quality and satisfaction correlation of 0.711 overall, rising to 0.922 in lodging contexts (So et al., 2025), so the magnitude observed here is high but not without precedent. The category characteristics discussed below offer one possible explanation for such values, although the present design cannot test it directly.

In the floral bouquet industry, service failures are often difficult to remedy. A wilted bouquet delivered to the wrong venue, or a design that departs from specifications, may not be replaceable within the social occasion's time window, so the bouquet's symbolic function can be lost at the moment of delivery. Consumers may therefore read service quality signals with heightened sensitivity, making their satisfaction dependent on precise, consistent execution. That sensitivity may contribute to the large coefficient we observe. However, the HTMT ratio of 0.963 between service quality and customer satisfaction indicates substantial empirical overlap between the two measures, and shared method variance may also have inflated the estimate, so the magnitude should not be attributed to category characteristics alone.

Contrary to H2, service quality did not have a significant direct effect on repurchase intention once customer satisfaction was included in the model ($\beta = -0.149$, $p = 0.339$), although its total effect was significant ($\beta = 0.472$, $p < 0.001$). Customer satisfaction carried the relationship (H6: indirect $\beta = 0.620$, $p < 0.001$), a pattern of indirect-only, or full, mediation (Zhao et al., 2010). The negative sign of the direct coefficient should not be



read substantively: it is non-significant, its effect size is negligible ($f^2 = 0.007$), and the strong overlap of service quality with both brand image and satisfaction makes such sign reversals a likely by-product of shared variance. The result is consistent with Oliver's (1999) view of satisfaction as a necessary antecedent of repeat patronage and with the full-mediation structure reported in the hospitality meta-analysis of So et al. (2025). In this sample, service quality appears to relate to repurchase intention through the satisfaction it generates rather than independently of it, which contrasts with the direct service quality effects reported in some retail settings (Chatzoglou et al., 2022).

Brand Image and Repurchase Intention

The most theoretically interesting finding concerns brand image. It exerted a significant direct effect on repurchase intention (H4: $\beta = 0.267$, $p < 0.001$), although the effect size was small ($f^2 = 0.041$). A florist's perceived reputation, aesthetic credibility, and social media portfolio may reinforce the propensity to return. This aligns with Sharma et al. (2024), who found brand-related value perceptions to be primary drivers of repurchase intention in emerging market retail, and with Hsu (2023), who found brand experience and brand love to be significant direct predictors of repurchase in digital brand environments.

But brand image did not predict customer satisfaction (H3: $\beta = 0.036$, $p = 0.460$), and the satisfaction-mediated indirect pathway from brand image to repurchase intention was likewise non-significant (H7: indirect $\beta = 0.025$, $p = 0.470$). In the terminology of Zhao et al. (2010), this is direct-only nonmediation. One plausible though not definitive interpretation is that brand image here works as a direct reputational heuristic, a trust cue or identity signal (Aaker, 1991; Keller, 1993), rather than a driver of the post-purchase evaluative experience. Satisfaction with a floral purchase seems to depend on what the consumer received and how they were served, not on what they believed the brand to be beforehand. In this sample, brand image appears more closely tied to repurchase intention than to the satisfaction experience. This diverges from Pramono et al. (2023), who found brand image to carry a mediating role between perceived quality and post-purchase intention in a beverage franchise, and the divergence is consistent with our contextual argument: in a self-consumption category the brand belief and the consumption experience are held by the same person, whereas in gift purchase they are split between buyer and recipient. These interpretations must, however, be read against a measurement caveat. The HTMT ratio between brand image and service quality (0.971) indicates that respondents did not clearly separate the two constructs. Under such overlap, the near-zero path from brand image to satisfaction may partly reflect the allocation of shared variance to service quality rather than a genuine absence of effect, so the direct-only pattern should be treated as tentative.

This may also reflect the distinction between image-based and experience-based brand associations (Keller, 1993). In high-symbolism markets, where purchases are infrequent and socially consequential, consumers may lean on brand image as an uncertainty-reduction heuristic when initiating a repeat purchase, especially once time has dulled the vividness of experiential memory. This is consistent with evidence that gift purchases carry elevated choice-accuracy risk and therefore invite greater reliance on external signals (Givi et al., 2023). Brand image may fill that inferential gap, sustaining repurchase intention even without a satisfaction-mediated route. Buying from a well-regarded florist may also carry social signalling value of its own, independent of experiential satisfaction, particularly when the purchase is visible to the consumer's social network.

Customer Satisfaction as the Central Behavioral Bridge

Customer satisfaction had a strong, significant direct effect on repurchase intention (H5: $\beta = 0.711$, $p < 0.001$), consistent with its role as the central mechanism linking service inputs to repeat patronage. The result echoes the mediation evidence of Majeed et al. (2022) in hospitality, the relationship quality and repurchase evidence of Wei et al. (2023) in online service recovery, and the pooled satisfaction and loyalty association reported by So et al. (2025). The magnitude may reflect the combination of overall, expectation-based, and social-outcome evaluations captured by the satisfaction measure, which could lower the activation cost of the next purchase decision. Because satisfaction and repurchase intention were measured with the same instrument at the

same time, and their indicators loaded very highly, shared method variance may also contribute to the size of this path.

Theoretical Implications

Theoretically, the study speaks to three bodies of work. It extends the service quality, satisfaction, and repurchase framework (Oliver, 1999; Zeithaml et al., 1996) to the floral bouquet industry, a category defined by semi-customized, perishable, and socially consequential products. It offers tentative evidence of pathway asymmetry, in which brand image is associated with repurchase intention directly rather than through satisfaction. Given the weak empirical separation between brand image and service quality, this pattern is better treated as a proposition for further testing than as an established boundary condition of Keller's (1993) brand equity framework. And, contrary to our expectation that socially consequential service encounters would sustain a residual direct path, the results align with the full-mediation structure reported in hospitality meta-analysis (So et al., 2025).

Managerial Implications

Managerially, the findings point to clear priorities for floral bouquet practitioners in Denpasar. Service quality appears to be the primary driver of satisfaction-based repurchase intention. Investments in order fulfillment accuracy, freshness management, delivery punctuality, and communication responsiveness are investments in the satisfaction stock that drives repurchase. Brand image investments, including portfolio curation on social media, a consistent visual identity, and testimonial management, pay off directly in repurchase intention and should not be neglected. Brand image may help bring consumers back to the decision point, while service delivery generates the satisfaction through which repurchase intention is built. The optimal SME strategy pairs brand image, to lower repeat-purchase activation costs, with service quality excellence, to build satisfaction-based repurchase intention. For policy actors supporting creative-economy SMEs, this implies that capacity-building programmes should prioritise operational service capability over branding assistance alone.

CONCLUSION

This study examined the structural antecedents of repurchase intention in Denpasar's floral bouquet market using PLS-SEM with 160 respondents. Four of seven hypotheses were supported (H1, H4, H5, and H6). Service quality had a strong effect on customer satisfaction ($\beta = 0.873$), and its relationship with repurchase intention was fully mediated by satisfaction (indirect $\beta = 0.620$; direct $\beta = -0.149$, not significant). Brand image had a significant direct effect on repurchase intention ($\beta = 0.267$) but did not predict customer satisfaction, nor work through a satisfaction-mediated pathway. Customer satisfaction strongly predicted repurchase intention ($\beta = 0.711$).

The findings suggest that, in this market, service quality relates to repurchase intention through satisfaction, while brand image shows a direct association with repurchase intention. For floral SMEs competing on tight budgets, reputation may help bring a customer back to the decision point, but reliable service delivery appears to be what converts that return into satisfaction and, through it, into stronger repurchase intention.

Limitations and Future Research

Several limitations deserve mention. The cross-sectional design rules out temporal causal inference; longitudinal panel designs would better capture how satisfaction and brand image evolve across purchase episodes. The Denpasar-specific sample limits geographic generalizability, so replication in other Indonesian cities and cross-nationally is warranted. The four-construct model leaves out potentially relevant variables, including perceived value (Zeithaml, 1988), personalization quality, digital platform service quality, and trust, each of which may moderate or mediate the relationships we identify. Finally, the mechanism behind brand image's direct effect on repurchase, whether it runs through trust, familiarity, social identity, or reputational accessibility, merits dedicated qualitative inquiry, since the structural model can describe it but cannot fully explain it. Most importantly, discriminant validity was not fully established: the HTMT ratios between service quality and brand



image (0.971) and between service quality and customer satisfaction (0.963) exceed the 0.90 threshold (Henseler et al., 2015), indicating that respondents distinguished these constructs only weakly. Path estimates involving these constructs, particularly the separation of experiential and reputational pathways, should therefore be interpreted with caution, and future studies should use more clearly differentiated measures of service performance and brand reputation. In addition, all constructs were measured by self-report from the same respondents at a single point in time, and the inner-model VIF values exceeded the 3.3 threshold, reaching 9.102 for service quality in the repurchase intention equation. This indicates both severe collinearity and possible common method bias, so the magnitude of the observed relationships may be inflated.

AI DISCLOSURE

The authors used a large language model (Anthropic Claude) for language editing, formatting, reference checking, and assistance in drafting revisions in response to reviewer comments. All data collection and statistical analyses were conducted by the authors, who reviewed and verified all content and take full responsibility for the manuscript.

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