

## **The Mediating Role of Relationship Quality in Association of Brand Performance and Repurchase Intention: Evidences of Balinese Traditional Food Business at Star Hotels**

Utama I Putu<sup>a</sup>, Rahyuda I Ketut<sup>b</sup>, Kerti Yasa Ni Nyoman<sup>b</sup>, and Sukaatmadja I Putu<sup>b</sup>

<sup>a</sup>Doctor Candidate, Faculty of Economics and Business, Udayana University Bali – Indonesia

<sup>b</sup>Professor Faculty of Economics and Business, Udayana University, Bali - Indonesia

---

**Abstract:** *The tourism development in a destination is expected to increase the popularity of traditional brand that provides beneficial impact for local community. In marketing literature, customer loyalty has been recognized as a strategy in creating the popularity of a brand. The purpose of this paper is to investigate how traditional brand and relationship quality determine repurchase intention in Balinese food business at star hotels. The paper reviews the theoretical and empirical studies in field of brand performance and relationships marketing. A conceptual model is developed and tested in 180 samples of foreign tourists who have purchased the traditional Balinese food at number of star hotels in Bali. The research then tests a model of hypothesized relationships using structural equation modeling. Specifically, recent procedures for assessing direct and mediated effects are adopted. Research results showed that from two relationship quality factors consisting of satisfaction and trust, was trust plays an important role in determining the repurchase intention. The trust mediates the association of brand customer touch points, brand strategic, and satisfaction with repurchase intention. The findings also show the brand performance has an influence on satisfaction and trust. Trust is shown to be important predictor of repurchase intention as well as the satisfaction of having an influence on trust. The paper is conducted within Balinese traditional food business at star hotels in Bali, and the findings may not be generalizable to other locations or to other markets. The findings suggest that hotel managers must realizes that developing a brand for traditional food should be able to touch the customer and provide strategic impact for hotel. However, in order for customers to repurchase, they must be earned their trust, since the effects of traditional brand performance and satisfaction are indirect. This study presents potentially valuable information for hotel managers with regards to understanding brand performance and relationship quality, which are the key drivers of repurchase intention in traditional food business.*

**Keywords:** *brand performance, relationship quality, repurchase intention, Balinese traditional food, star hotels*

---

### **I. INTRODUCTION**

Bali is an icon of tourism in Indonesia because of its natural beauty and unique culture. Based on harmony concept, Bali island has been able to realize an ideal condition for tourism. Statistics show that in last five years the number of foreign tourists visiting Bali increased by 2.6 million people in 2010 to 3.8 million people in 2014. Foreign tourists visiting Bali have created a global business that is characterized by presence of international star hotels. In 2010, star hotels increased by 155 units to 249 units in 2014 catering tourists on vacation.

Food is one component of tourism, so the food and tourism has a very close relationship. Food plays an important role in decision-making and determines tourist satisfaction, so that food becomes a tourist attraction as well as the center of experience for tourists (Henderson, 2009). To survive physically all the travelers had to eat when traveling, but the food able to be an attraction and a prime motivator for some people who have a need and strong desire on food. In order to present the uniqueness to tourist, hotel provides traditional Balinese food. Symbolically and physically, food has a relationship with culture (Pettigrew and Charters, 2006). The traditional food is an important element in understanding the unique culture of local community, where tourists can understand difference between its own culture and culture of people who visit.

The traditional food is defined as a product frequently consumed in specific celebration, transmitted from one generation to another that made in a specific way according to gastronomic heritage distinguished because of its sensory properties and associated with a certain region or country (Amuquandoh and Adjei, 2013). The traditional food is produced with local cooking methods from ingredients grown by local farmers. In literature on traditional Balinese food called "Dharma Caruban", explained that traditional Balinese food is processed food that is used for ceremonial offerings to God in Hinduism and consumed daily by people of Bali (Gautama, 2004). At present time these food is not only prepared for an offering to God and daily meals of

Balinese, but the food has become part of menu at star hotels. Chef modifies the flavor and aroma, as well as improving health and hygiene of food and served with international gastronomic patterns without eliminating local impressions. Adding value to traditional Balinese food has altered the food association of "mass product" into a new identity as luxury food at star hotel. This new identity gives hope to hotel as a new source of revenue, other than meet the needs tourists discover the uniqueness. The presence of traditional Balinese food in hotel business also had a positive impact for people of Bali. Hotel can leverage local agricultural produce, as well as involving local cooks to prepare meals for guests in hotel.

This traditional food business has raised hopes for hotel and Balinese people to obtain benefits. Nevertheless, these hopes are still waiting the long process. At this time the popularity of this food is lower than any other food in star hotel business. According to data from the food and beverage manager association in Bali (FBMA Bali, 2014), traditional Balinese food was only 5% are available on menus, while the menus are dominated by continental and oriental food. Star hotel is less keen to provide traditional Balinese food in larger quantities, because there is a risk that food is not sold. Thus, position of traditional Balinese food was just complementing it in order to show the Balinese culture on hotel services. Tourists behavior during their stay in hotel to buy traditional Balinese food only once for luncheon or dinner, while the food is most often bought by tourists was continental food, either at breakfast, luncheon, and dinner. It also indicates that use of imported ingredients more than local, even foreign chefs also involved a lot more than local chefs. The existence of this food in hotels is very linked to loyalty of tourists. Thus, it should be thought how to improve tourists' loyalty to repurchase these foods in star hotels.

## **II. LITERATURE REVIEW**

### **2.1. Customer Loyalty and Repurchase Intention**

Referring to concept of relationship marketing, customer loyalty is a marketing outcome that can give hope to company gain an advantage over long-term mutual relationships with customers. Customer loyalty is defined as the customer's decision to continue voluntarily subscribe to a particular company in long term (Lovell and Wright, 1999). Customer loyalty has become an increasingly prevalent construction in consumer behavior research. Based on empirical studies and managerial literature it can be seen that customers can express their loyalty in various ways. Two major loyalty dimensions are distinguished in many loyalty typologies, namely loyalty as behavior and loyalty as a mental state (Soderlund, 2006). Loyal behavior may include customer share, frequency of visit, level of cross-buying, and duration of relationship, while loyal mentality has been examined in terms of attitudes, preferences, commitment, and intentions. Another concept explained loyalty not only action, but loyalty can be understood as a process, so that loyalty can be divided into attitudes and behavior (Moraga et al., 2008). Attitudinal loyalty reflects the cognitive, affective, and connective as a prerequisite of sustainable relationships that can shape the customer's commitment to brand. Behavioral loyalty involves action to subscribe and support the brand. True loyalty indicated by attitude and behavior. Thus, loyalty implies a certain level of continuity in how customers relate to an object.

According to theory of reasoned action, behavior is predicted by behavioral intentions (Fishbein and Ajzen, 1975). Behavioral intentions differentiated economically and socially (Lyon and Powers, 2004). Economically behavioral intention is the intention of influencing consumer financial aspects of company, such as repeat purchase behavior, a willingness to pay higher prices, and switching behavior. Social behavioral intention is the intention of consumers to influence the responses and opinions of customers and potential customers, such as the behavior of complaint and word of mouth communications (WOM). Moreover, attitudinal loyalty can be understood as the customer's intent to remain with company, repurchase intention, and intention of giving recommendations to others (Yap et al., 2012). Loyalty can be realized in form of repurchase intention and WOM intentions (Rigopoulou et al., 2008; Faullant et al., 2008). Intention to repurchase is customer's intention to select the same brand in future purchases, while the intention of WOM is customer's intention to recommend the brand to friends or family. The real action of loyalty behavior is repurchased, so repurchase intention may reflect customer loyalty. Repurchase intention is a subjective probability where people will buy the product from producers in a sustainable manner in future (Fang et al., 2011). Repurchase intention has been popular in a number of studies, in which authors often put repurchase intention as objectives of marketing models (Zboja and Voorhees, 2006; Yang, 2009; Fang et al., 2011; Pappas et al., 2014). If the customer intends to repurchase, it is likely that customers will make it happen rather than customers who do not intend to repurchase.

### **2.2. Brand performance**

Brand in business used as a tool to sell products that provide a sense of distinction similar products. Brand development on a product characterized by providing added value to product's core functionality for creating and maintaining a difference in a particular market (Knox and Bickerton, 2003). Successful brand marketing can be measured by concept of brand metrics (Davis, 2002; Farris et al., 2006). According to Smith

(2003), brand metrics may consist of customer touch point metrics and strategic metrics. Customer touch points metrics are measuring brand performance within touching customer knowledge at time of pre-purchase, purchase and post-purchase, while strategic metrics are measuring brand performance in giving impact to company. Based on concept of brand metrics can be defined two variables regarding the brand performance, namely brand customer touch points and brand strategic. Brand customer touch points is the performance of brand in touching the customer knowledge and brand strategic is the performance of brand in giving impact to company.

In concept of customer-based brand equity, it is explained that brand from a customer perspective is the differential effect of brand knowledge on customer response to brand marketing (Keller, 1993). The brand strength generated by response differences from customers, as a result of customer knowledge that consists of all the thoughts, feelings, images, beliefs, and others associated with brand. The principles of customer-based brand equity is the strength of brand lies in what is seen, read, heard, learned, thought, and perceived by customers on brand at all times. Response differences of customers establish brand strength reflected in perceptions, preferences, and behavior related to all aspects of brand marketing. High brand equity occurs when the customers aware of brand, has a strong association, profitable, and realize the uniqueness or superiority of brand (Aaker, 1996). Key to success of association and components of difference in brand equity lie in unique dimensions (Motameni and Shahrokhi, 1998). Thus, main element of brand equity is the uniqueness of brand perceived by customer as a difference, and that difference becomes the fundamental characteristics of a brand.

Brand basically shows the company's ability to provide benefits on products with a uniqueness that cannot be identified on other products. Uniqueness represents a level customer feelings that a brand is different from the other brands that are competing (Anselmsson et al., 2007), and are determined by consumer votes on features that distinguish one brand to another (Kemp et al., 2012). The uniqueness can be rooted in one attribute or combination of attributes that together create a brand to be unique, where these attributes can be either tangible or intangible character. The unique attributes can influence customer preference on brand, which customer's often associate uniqueness as a superior value and higher quality. In international market, uniqueness of traditional brand can be a major factor for consumers to buy a brand. Tourists visiting a destination, in addition to need the comfort also have a need to know the uniqueness of destination, including the uniqueness of local foods (Amuquandoh and Adjei, 2013). In category of food products, uniqueness of brand attached to food quality attributes, including taste, aroma, texture, appearance, and ingredients (Anselmsson et al., 2007; Fandos and Flavian, 2006).

Meanwhile, in perspective of company brand loyalty is a key element of brand equity (Aaker, 1996). The creation and improvement of brand loyalty increasing the values of trust in a brand and a guarantee in increasing sales, as well predicts how likely consumers switch to another brand. Brand loyalty lies on post-purchase customer experience which measures the extent of customers buy back the brand and recommend it to others (Smith, 2003). Brand loyalty can be divided into repatronage and WOM (Soderlund, 2006). Repatronage conducted in physical sense that customers buy back the brand, while WOM conducted the talking to others about the brand positively. WOM refers to people in social environment of customers, can provide a very broad impact for company in spreading of information. According to Assael (1995), WOM is the interpersonal communication that occurs between two or more individuals, fellow group members, or between customers and marketers may include information about the products, advisory, and personal experiences. WOM can be done in form of recommendations to others, brand story, and a natural topic of conversation among customers (Soderlund, 2006). This view shows WOM has two functions, namely to provide information and influence others. Thus, positive impact of WOM for company is a satisfied customer can become a good salesperson to disseminate information about the advantages of brand and influence others in order to act and behave positively on brand. This activity can be a strategic strength for company to improve business performance.

### **2.3. Relationship Quality**

In high competition, convincing new customers to buy a product is not an easy thing for company, as there are various considerations in purchasing decisions. Communications to customers who experienced the product more easily than new customers, so marketing strategies aimed at creating and maintaining relationships in order to create interaction with customer in long term (Gummesson, 1994). The marketing function is not just selling products, but marketing is an interactive process, which the relationship becomes an important cornerstone in marketing activities (Grönroos, 1994). This concept is found in relationship marketing which views marketing as relationships, networks and interaction. This relationship involves producers and consumers interact with each other as a partner in relationship mutually beneficial, as well as leading to more complex relationships and grow into network. The concept of relationship marketing is not just creating transaction, but marketers need to build relationships with customers in economic and social bonds to mutual cooperation. In relationship with a single customer will generate customer lifetime value that creates repeated transactions in a customer lifetime relationships with company (Moraga et al., 2008). Relationship quality is the strength of

relationship that describes the extent to which these relationships can meet the expectations of parties involved in relationship (Ivens, 2004). Some literature reveals that relationship quality established by satisfaction and trust (Wray et al., 1994; Selnes, 1998; Lin and Ding, 2005; Caceres and Papparoidamis, 2007; Kuhne et al., 2013; Chen et al., 2014). Thus, this study will state that relationship quality consists of satisfaction and trust.

Satisfaction is a feeling that results from the process of evaluating what is acceptable to what is expected, and / or fulfilling the needs and desires (Parker and Mathews, 2001). According to Kotler and Keller (2006), satisfaction can be understood with outcome-oriented approach and process-oriented approach. Satisfactions as outcome are affective approaches that are feeling happy or disappointed customers who emerged after comparing the perceived performance against the expected performance of products. This satisfaction can be emotional state as post-purchase customer reaction, namely anger, dissatisfaction, annoyance, neutrality, joy, or pleasure (Lovelock and Wright, 1999). Meanwhile, satisfaction as a process is a cognitive approach that defines satisfaction as the degree to which perceived performance in accordance with customer expectations. Cognitive meaning is also described as the perception of performance of products that match / exceed customer expectations (Parker and Mathews, 2001; Espejel et al., 2007). Furthermore, customer satisfaction is also described as the overall attitude towards the product (Lyon and Powers, 2004; Ballester and Aleman, 2005; Yap et al., 2012).

In trust-commitment theory it is explained that trust occurs when the customer is confident with reliability and integrity of trusted parties (Morgan and Hunt, 1994). A customer confidence will grow when the partners able to demonstrate the ability and commitment to meet expectations. In a business context, brand trust is a belief in reliability and brand intention (Ballester and Aleman, 2005). Reliability is the dimension of competency-based technical nature related to ability and willingness of brands to keep their promises, and satisfy customer needs. Brand intentions are good intentions in relation to interests and welfare customers. According to Belaid and Behi (2011) customers trust in brand consists of cognitive and affective components. The cognitive component emphasizes the brand credibility for accuracy of information concerning the perception of brand, brand performance, and ability of brand to satisfy customer needs. Affective component explains about the integrity of brand, which is the result of affective and social trust on customer perception. In broader sense indicates trust has dimensions of competence, integrity, and benevolence (Brun et al., 2014). The dimension of competence reflects the capacity of parties to meet the expectations of other party. Integrity is the conviction that parties reliable comply with applicable rules, such as honesty and keeping promise. Benevolence represents the achievement of mutual benefit and concern for welfare of others.

### **III. HYPOTHESIS AND RESEARCH MODEL**

#### **3.1. The association of brand performance and repurchase intention**

According to theory of reasoned action, individual intentions can be predicted by individual attitudes (Fishbein and Ajzen, 1975). Individual attitudes have a cognitive component regarding the knowledge. According to Keller (1993) brand knowledge consists of brand awareness and brand image. This knowledge will determine the attitude of customers and ultimately predict the behavioral intention. Thus, brand knowledge can determine the behavioral intention, but empirically these relationships are contradicted by studies that brand knowledge have no significant effect on behavioral intention (Bigne et al., 2009; Chuang and Fan, 2011; Yu et al., 2013). Based on theory and study, following hypotheses are developed.

**Hypothesis 1:** Brand customer touch points will have a significant effect on repurchase intention.

In persuasive communication theory explained that process of change in individuals attitudes can occur in response to external stimuli by other individuals (Taylor et al., 2009). Satisfied customers can be good salesmen to spread WOM communications about brand superiority and provide strategic impact for companies in marketing their brands. A customer can be positive about the brand because of WOM communications. Thus, brand impact can determine the behavioral intention but empirically these relationships are inconsistent. WOM also found no significant effect on customer intentions (Grace and O’Cass, 2005; Espejel and Fandos, 2009; Hutter et al., 2013). Based on theory and study, following hypotheses are developed.

**Hypothesis 2:** Brand strategic will have a significant effect on repurchase intention.

#### **3.2. The association of relationship quality and repurchase intention**

Customer attitude toward the brand also has an affective component that involves feelings of customer to a brand resulting from the brand evaluation (Assael, 1995). Brand evaluation can generate customer satisfaction, that customers will be satisfied if the performance of brand in accordance with customer expectations (Oliver, 1980). Thus customer satisfaction can affect the customer's feelings toward a brand, and ultimately affect customer intention of brand. However, empirically the effect of customer satisfaction on behavioral intentions contradicted by findings that show satisfaction not significant effect on loyalty intention

(Jiang and Rosenbloom, 2005; Tsoukatos and Rand, 2006; Bigne et al., 2009). Based upon above discussions, following hypothesis was developed.

**Hypothesis 3:** Satisfaction will have a significant effect on repurchase intention.

The cognitive component of customer attitudes is also associated with customer beliefs on brand (Assael, 1995). Attitude can develop of customers' beliefs in past experiences that are part of customers' knowledge. Customers, who have proven credibility, integrity, and benevolence of company, will raise customer trust on company concerned, and trust can affect behavioral intentions. However, relationship of trust and behavioral intentions is also debatable because empirically find trust no significant effect on loyalty intentions (Ha, et al., 2010; Kassim and Abdullah, 2010; Choi and Jin, 2015). Based upon above discussions, following hypothesis was developed.

**Hypothesis 4:** Trust will have a significant effect on repurchase intention.

In concept of relationship quality satisfaction and trust has a very close relationship. This relationship can be supported by expectancy-disconfirmation theory (Oliver, 1980). Brands can be interpreted as an expectation of company promise to meet the customer need. The implicit promise is a guarantee that what customers expect from the brand would be obtained if customers buy and use products with brand. So, brand can also be understood as a group of beliefs offered by company in form of brand identity. Searching for information on pre-purchase can capture the promise that brand will perform according to customers' expectations, and it will not harm customers. After the purchase consumer will evaluate the brand. If the brand is perceived in accordance with promise then the consumer will be satisfied, and vice versa. Furthermore, satisfaction of promise generates confidence that company can be reliable in meeting customer needs. Thus, satisfaction can determine customer trust but the relationship is also debatable because empirically find satisfaction no significant effect on trust (Kassim and Ismail, 2009; Amin et al, 2013). Based upon above discussions, following hypothesis was developed.

**Hypothesis 5:** Satisfaction will have a significant effect on trust.

### **3.3. The association of brand performance and relationship quality**

In context of brand, marketing activities are not only aimed at satisfying customers but the brand can be used in building customer relationships (Davis, 2002). Personally customers do not have a relationship with product, but customers have a relationship with brand that can lead to brand loyalty. When customers are loyal to a brand, brand becomes a very valuable asset for company. This means that brands can play an important role in building relationships, so the brand performance can define the relationship quality. Expectancy-disconfirmation theory explains that satisfaction is the customer's perception of difference in expectations and performance of brand, where positive disconfirmation can increase satisfaction and negative disconfirmation adversely affect (Oliver, 1980). When the perceived brand performance in line with expectations, customer will feels satisfied, and vice versa. Brand gives hope to meet customers' desires. At time of pre-purchase, customers capture the promise that brand will be performing in line with expectations and will not harm customers. If the perceived brand performance in accordance with promises then customers will trust, and vice versa. Thus, brand performance in touching customer knowledge may affect customer satisfaction and trust. Based upon above discussions, following hypotheses were developed.

**Hypothesis 6:** Brand customer touch points will have a significant effect on satisfaction.

**Hypothesis 7:** Brand customer touch points will have a significant effect on trust.

Customers will respond to external stimuli from satisfied customers by changing in attitude to brand that is related to customer emotions. The emotions can be anger, dissatisfaction, annoyance, neutrality, joy, or pleasure that describes the level of satisfaction. Customer attitudes also have related to belief on brand. Thus, brand impact for company can determine customer satisfaction and trust. Based upon above discussions, following hypotheses were developed.

**Hypothesis 8:** Brand strategic will have a significant effect on satisfaction.

**Hypothesis 9:** Brand strategic will have a significant effect on trust.

## **IV. RESEARCH MODEL**

This study aims to determine the effect of brand performance and relationship quality to repurchase intention. Brand performance consists of brand customer touch points and brand strategic, while the relationship quality consists of customer satisfaction and trust. The research model is configured in figure 1.

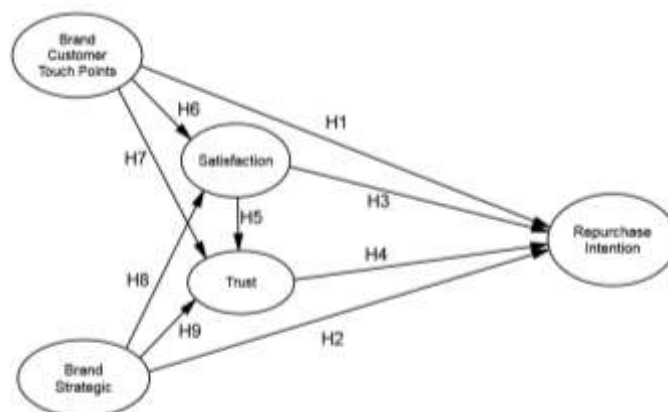


Figure 1. Research Model

#### 4.1. Method

In this study, a survey was conducted with foreign tourists who purchased traditional Balinese food at four star hotels in Bali in 2016. Using purposive sampling method, 200 surveys were collected. By excluding data with careless responses or missing values, 180 data were used in analysis. Based on demographic analysis of respondents, 52.2% were female and 47.8% were male, and their age distribution was as follows 12.8% less than 30 years of age, 31.1% in their 30s, 31.7% in 40s, 17.2% in 50s, and 7.2% over 59 years of age. A total of 6.7% of respondents were from America, 21.1% from Europe, 28.3% from Asia, and 43.9% of Australia. All respondents were on holiday, of which 18.9% was very interested in traditional Balinese food, 52.2% sufficiently interested in food, and 28.9% less interested in food. Descriptive analysis shows the tourists from Australia, Europe, and America perceive Balinese traditional foods are really unique, so tourists interested in food. Asian tourists perceive Balinese traditional food has many similarities with food in country as it is equally as Asians with gastronomic patterns are not much different, so the food does not become a big concern for tourists in Bali. Young tourist less interested in food than older tourist. Young tourists are more interested in nightlife and adventure. Older tourist was very interested in food because they want to find the uniqueness of Balinese culture. Pearson correlation analysis run through SPSS 21.0 showed that values above .463 at .01 significance level, so that it can be interpreted questionnaires are valid. Cronbach alpha value of each construct was above .60, so that questionnaires have good reliability.

#### 4.2. Measurement

All over measurement using semantic differential scale, this measures the psychological significance using bipolar adjectives (Cooper and Schindler, 2006). This scale consists of 7-point rating scale to measure attitudes bipolar arranged in a line continuum. A very positive answer lies in right side of line and extremely negative answer lies in left side of line. The resulting data is the data interval.

Brand customer touch points are defined as the performance of traditional Balinese food at star hotels in touching the tourist's knowledge, measured by five indicators covering the unique aroma, unique taste, unique ingredients, unique texture, and unique presentation. Brand strategic is defined as the performance of traditional Balinese food in having strategic impacts for star hotels, measured by three indicators covering the topic of conversation, stories, and recommendations. Satisfaction is feeling of tourists as a result of evaluating what is perceived compared to what is expected at traditional Balinese food in star hotels, measured by three indicators, namely the satisfaction of cognitive, affective, and overall. Trust is defined as the beliefs that star hotels are able to meet the tourists' expectations, keeping promises and care with tourists, measured by three indicators include credibility, integrity, and benevolence. Repurchase intention is defined as the intention re-buying and re-consuming traditional Balinese food in star hotels, measured by four indicators, namely the intention to repurchase the same food, intention to repurchase at same hotel, intention to repurchase in larger numbers, and intention of re-consuming.

## V. RESULT AND DISCUSSION

### 5.1. Assessment of reliability and validity of measurement scales

Before testing each hypothesis, reliability and validity of measurement scales developed for each construct were run through SPSS 21.0 and AMOS 21.0. As shown in Table 1, goodness of fit indices are in a position threshold acceptance, especially Chi-square ( $\chi^2$ ) = 130.806 and  $p \geq .05$  which are an absolute fit indices on which to base the measurement of other criteria. Similarly, other criteria consisting of  $CMIN/DF \leq 2.0$ ,  $GFI \geq .90$ ,  $RMSEA \leq .08$ ,  $TLI \geq .95$ ,  $CFI \geq .94$ , and  $AGFI \geq .90$ , they all meet the cut of value. Cronbach's alphas for all constructs were found to be larger than .6 (ranging from .726 to .912) and all constructs were reliable.

Convergent validity could be assessed from the average variance extracted (AVE) and composite reliability (CR). AVE should be higher than the .5 and CR should be higher than .6 (Hair *et al.*, 2010). All constructs have AVE higher than .5 (ranging from .628 to .694) and CR higher than .6 (ranging from .835 to .919). For all indicators have loading factor higher than .7 (ranging from .741 to .888), meaning all indicators could measure its latent construct well.

**Table 1.** Construct reliability and validity

Construct	Items	Loading Factor	Cronbach's Alpha	AVE	Composite Reliability
BCTP	Unique aroma	.794	.774	.694	.919
	Unique taste	.846			
	Unique ingredients	.855			
	Unique texture	.829			
	Unique presentation	.841			
BS	Topic of conversation	.761	.730	.665	.856
	Stories	.888			
	Recommendations	.792			
Satisfaction	Cognitive	.818	.805	.673	.860
	Affective	.875			
	Overall	.764			
Trust	Credibility	.786	.726	.628	.835
	Integrity	.833			
	Benevolence	.756			
Repurchase Intention	Intention to repurchase the same food	.840	.912	.629	.871
	Intention to repurchase at same hotel	.741			
	Intention to repurchase in larger numbers	.806			
	Intention of re-consuming	.782			

$\chi^2$  (125) = 130.806 p = .343 CMIN/DF = 1.046 GFI = .927 RMSEA = .016 TLI = .996 CFI = .997 AGFI = .901

Discriminant validity was assessed by comparing squared correlations among the constructs against variances extracted by their respective factors (Hair *et al.*, 2010). As shown in Table 2, all squared correlations were less than the variances extracted. This result implies that variances shared among variables (squared correlation coefficients) were less than the variances explained by each construct (variances extracted), showing that all indicators are better explained by their respective constructs than other constructs explaining indicators in different construct. The test shows that all constructs adopted in current study are different from one another and thus have discriminant validity.

**Table 2.** Test of discriminant validity

	BCTP	BS	Satisfaction	Trust	Repurchase Intention
BCTP	<b>.694</b>				
BS	.058 (.003)	<b>.665</b>			
Satisfaction	.558 (.311)	.427 (.182)	<b>.673</b>		
Trust	.652 (.425)	.571 (.326)	.786 (.618)	<b>.628</b>	
Repurchase Intention	.510 (.260)	.449 (.202)	.651 (.424)	.770 (.593)	<b>.629</b>

Note. The figures in sub-diagonal are correlation coefficients (squared correlations) and bold figures in diagonal represent averages variance extracted.

## 5.2. Testing of hypotheses

In this study there are nine hypotheses that analyze causality. Requisite acceptances of hypothesis are C.R value > t-table, p < .05, and  $\beta$  is positive (Hair *et al.*, 2010). The model has degree of freedom (df) 125, t-table value at .05 significance level is 1.657, so the C.R value must be greater than 1.657.

1. *The association of brand performance and repurchase intention*

Test of structural model in Table 3 shows the effect of brand customer touch points to repurchase intention has the C.R value = .155;  $p = .877$ ;  $\beta = .018$ , so the hypothesis 1 is rejected. The effect of brand strategic to repurchase intention has the C.R value = .026;  $p = .816$ ;  $\beta = .026$ , so the hypothesis 2 is rejected.

2. *The association of relationship quality and repurchase intention*

The effect of satisfaction to repurchase intention has the C.R value = .942;  $p = .346$ ;  $\beta = .120$ , so the hypothesis 3 is rejected. The effect of trust to repurchase intention C.R value = 3.046;  $p = .002$ ;  $\beta = .648$ , so the hypothesis 4 is accepted. The effect of satisfaction to trust has the C.R value = 4.512;  $p^{***}$ ;  $\beta = .396$ , so the hypothesis 5 is accepted.

3. *The association of brand performance and relationship quality*

The effect of brand customer touch points to satisfaction has the C.R value = 7.069;  $p^{***}$ ;  $\beta = .535$ , so the hypothesis 6 is accepted. The effect of brand customer touch points to trust has the C.R value = 5.310;  $p^{***}$ ;  $\beta = .409$ , so the hypothesis 7 is accepted. The effect of brand strategic to satisfaction has the C.R value = 5.254;  $p^{***}$ ;  $\beta = .396$ , so the hypothesis 8 is accepted. The effect of brand strategic to trust has the C.R value = 5.208;  $p^{***}$ ;  $\beta = .379$ , so the hypothesis 9 is accepted.

**Table 3.** Testing of hypotheses

Causality relationship	S.E. Regression Weight ( $\beta$ )	C.R	p	
BCTP → Repurchase Intention	0.018	0.155	0.877	n.s
BS → Repurchase Intention	0.026	0.233	0.816	n.s
Satisfaction → Repurchase Intention	0.120	0.942	0.346	n.s
Trust → Repurchase Intention	0.648	3.046	0.002	s
Satisfaction → Trust	0.396	4.512	***	s
BCTP → Satisfaction	0.535	7.069	***	s
BCTP → Trust	0.409	5.310	***	s
BS → Satisfaction	0.396	5.254	***	s
BS → Trust	0.379	5.208	***	s

n.s not significant ; s significant

4. *The mediating role of relationship quality in association of brand performance and repurchase intention*

Testing the mediation role carried out by examining the difference of  $\beta$  in direct effect and indirect effect as shown in Table 4. The direct effect of brand customer touch points to repurchase intention is .018. The inclusion of satisfaction in analysis results in indirect effect of .064 and trust in analysis results in indirect effect of .265. These results indicate that satisfaction is not a mediator but trust acts as a mediator in association of brand customer touch points with repurchase intention. The direct effect of brand strategic to repurchase intention is .026. The inclusion of satisfaction in analysis results in indirect effect of .048 and trust in analysis results in indirect effect of .246. These results indicate that trust acts as a mediator in association of brand strategic with repurchase intention. The direct effect of satisfaction to repurchase intention is .120 and inclusion of trust in analysis results in indirect effect of .257 and indicating the trust acts as a mediator in association of satisfaction with repurchase intention.

**Table 4.** Analysis of direct effect, indirect effect, and total effect

Relationship	Direct Effect	Indirect Effect	Total Effect
BCTP → Satisfaction → Repurchase Intention	.018	.064	.082
BCTP → Trust → Repurchase Intention	.018	.265	.283
BS → Satisfaction → Repurchase Intention	.026	.048	.074
BS → Trust → Repurchase Intention	.026	.246	.272
Satisfaction → Trust → Repurchase Intention	.120	.257	.377

**VI. CONCLUSIONS**

The study examined the effect of brand performance and relationship quality on repurchase intention in business model of traditional Balinese food in star hotels. Brand is used as a tool to sell products that give a difference meaning of similar products. Product development with value added aims to increase the value of product so that product can perform differently in a particular market. At first, traditional Balinese food is used for ceremonial purposes offering to God in Hinduism and everyday dishes of Balinese. These foods are easy to find in traditional market or local restaurant in Bali. At moment, traditional Balinese food is not only prepared for ceremonies and daily dishes, but these foods have become part of menu at star hotels. The development of this product can be a new source of revenue for hotels and provide positive expectations for Balinese people in absorption of local resources.



Based on findings, it can be summarized that two variables in relationship quality consisting of satisfaction and trust, was trust plays an important role in determining the repurchase intention, from the brand customer touch points, brand strategic, as well as customer satisfaction. Customer's trust causes brand customer touch points, brand strategic and customer satisfaction can increase the repurchase intention of traditional Balinese food in stars hotel. These findings were able to explain consumer behavior, which trust has an important role in boosting the brand strength and customer satisfaction in order to increase repurchase intention. Brand performance cannot directly encourage repurchase intention without guest trust to hotel. The guest belief that hotel can meet their expectations, hotel keeps its promises, and hotel cares to guests causing the uniqueness of traditional Balinese food and word of mouth about such food increase the intention of hotel guests to repurchase the food.

An interesting finding from this study is that guest satisfaction in traditional Balinese food at star hotels has no effect on guests' intention to repurchase the food. In concept of marketing, customer satisfaction and loyalty have a very close relationship. Most research shows that satisfied customers must be loyal customers. When guests buy traditional Balinese food at hotel sometimes have some confidence, choose food without much consideration, then evaluate the food at time of consumption. On other occasions, guests may take other food because of boredom or want to try something different so do not intend to buy back traditional Balinese food. The more the food items available in menu at hotel causing guests have many options to specify food purchasing decisions. Replacement food choices occur because of sheer desire to seek variety and not because of guest dissatisfaction on traditional Balinese food. This consumer behavior can be categorized as buying behavior that seeks variation, characterized by purchasing situations with consumer involvement in low purchases and insignificant brand differences. Success in creating belief hotel guests on hotel's ability to meet expectations, keeping promises, as well as care for guest's interests can lead to satisfied guests in traditional Balinese food intends to repurchase these foods. This study also shows the performance of traditional Balinese food can be utilized to improve the relationship with guests. Increasing the value of traditional Balinese food by star hotels can create guest satisfaction and trust in hotel. Guest satisfaction and trust is very important for hotels in establishing relationships quality with hotel guests and lead to guest loyalty.

The results can be used by academics to support the study of consumer behavior, relational quality and brand performance. The results also provide practical implications for hotel practitioner. Trust needs to be managed well by hotel management in driving guest loyalty. This study has shown that traditional products can support tourism businesses. The results may also provide practical implications for government in formulating tourism policy. The government could appeal to tourism businesses to market their traditional products so that it can empower local communities. The research model can be used as a reference in development of traditional brand. Thus, progress of tourism in Bali can be followed by glory of traditional brands by hosting the tourism business in Bali.

## VII. LIMITATIONS AND SUGGESTIONS

This study has limitations that can open vast opportunities for development of further studies. First, this study uses primary data taken at a certain time period of samples with specific characteristics. The same study characteristics of different samples will yield different results. Second, this study cannot be applied equally well in other industries because each industry has unique characteristics that could alter the composition of variables that influence consumer behavior. Thus, relationship between variables in this study requires further study in order to develop models according to dynamics that occur in market.

## REFERENCES

- [1] Aaker, D.A. 1996. Measuring Brand Equity across Products and Markets. *California Management Review*. 38(3): 102 – 120.
- [2] Amin, M., Isa, Z. and Fontaine, R. 2013. Islamic Banks. Contrasting the Drivers of Customer Satisfaction on Image, Trust, and Loyalty of Muslim and Non-Muslim Customers in Malaysia. *International Journal of Bank Marketing*, 31(2), 79-97.
- [3] Amuquandoh, F.E. and Adjei, R.A. 2013. Traditional Food Preferences of Tourists in Ghana. *British Food Journal*, 115(7), 987 – 1002.
- [4] Anselmsson, J., Johansson, U. and Persson, N. 2007. Understanding Price Premium for Grocery Products: A Conceptual Model of Customer-Based Brand Equity. *Journal of Product and Brand Management*, 6(6), 401 – 414.
- [5] Assael, H. 1995. *Consumer Behavior and Marketing Action*. Edisi 7. United States of America: International Thompson Publishing.
- [6] Ballester, E.D. and Aleman, J.L.M. 2005. Does Brand Trust Matter to Brand Equity? *Journal of Product and Brand Management*, 14(3), 187 – 196.
- [7] Belaid, S. and Behi, A.T. 2011. The Role of Attachment in Building Consumer-Brand Relationships: An Empirical Investigation in Utilitarian Consumption Context. *Journal of Product and Brand Management*, 20(1), 37 – 47.
- [8] Bigne, J.E., Sa´nchez, I. and Andreu, L. 2009. The Role of Variety Seeking in Short and Long Run Revisit Intentions in Holiday Destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2): 103 – 115.
- [9] Brun, I., Rajaobelina, L. and Line, R. 2014. Online Relationship Quality: Scale Development and Initial Testing. *International Journal of Bank Marketing*, 32(1), 5 – 27.
- [10] Statistic of Bali Province, 2016. *Bali Province in Figure 2015*. Publication Number: 51000.1601. Catalog: 1102001.51
- [11] Caceres, R.C. and Paparoidamis, N.G. 2007. Service Quality, Relationship Satisfaction, Trust, Commitment and Business-to-Business Loyalty. *European Journal of Marketing*, 41(7/8), 836 – 867.

- [12] Chen, S.C., Jong, D. and Lai, M.T. 2014. Assessing the Relationship between Technology Readiness and Continuance Intention in an e-Appointment System: Relationship Quality as A Mediator. *Journal System-Level Quality Improvement*, 38(76), 1 – 12.
- [13] Choi, Y. and Jin, J. 2015. Is the Web Marketing Mix Sustainable in China? The Mediation Effect of Dynamic Trust. *Sustainability Journal*, 7: 13610 – 13630.
- [14] Chuang, H.M. and Fan, C.J. 2011. The Mediating Role of Trust in Relationship between e-Retailer Quality and Customer Intention of Online Shopping. *African Journal of Business Management*, 5(22): 9522 – 9529.
- [15] Cooper, D.R. and Schindler, P.S. 2006. *Business Research Methode*. Vol. 2. 9<sup>th</sup> ed. New York: TheMcGraw-Hill Companies, Inc.
- [16] Davis, S. 2002. Brand Asset Management: How Businesses can Profit from the Power of Brand. *Journal of Consumer Marketing*, 19(4), 351 – 358.
- [17] Espejel, J. and Fandos, C. 2009. Wine Marketing Strategies in Spain. A Structural Equation Approach to Consumer Response to Protected Designations of Origin (PDOs). *International Journal of Wine Business Research*, 21(3), 267 – 288.
- [18] Espejel, J., Fandos, C. and Flavia´n, C. 2007. The Role of Intrinsic and Extrinsic Quality Attributes on Consumer Behaviour for Traditional Food Products. *Managing Service Quality*, 17(6), 681 – 701.
- [19] Fandos, C. and Flavian, C. 2006. Intrinsic and Extrinsic Quality Attributes, Loyalty and Buying Intention: An Analysis for a PDO Product. *British Food Journal*, 108(8), 646 – 662.
- [20] Fang, Y.H., Chiu, C.M. and Wang, E.T.G. 2011. Understanding Customers’ Satisfaction and Repurchase Intentions. An Integration of IS Success Model, Trust, and Justice. *Internet Research*, 21(4), 479 – 503.
- [21] Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J. 2006. *Marketing Metrics: 50+ Metrics Every Executive Should Master*. New Jersey: Pearson Education. Inc. Prentice Hall.
- [22] Faullant, R., Kurt Matzler, K. and Fu´ller, J. 2008. The Impact of Satisfaction and Image on Loyalty: the Case of Alpine Ski Resorts. *Managing Service Quality*, 18(2), 163 – 178.
- [23] FBMA Bali, 2014. *Bali Food and Beverage Manager Association*. Balinese Traditional Food Business [Deep Interview, September 9<sup>th</sup> 2014].
- [24] Fishbein, M and Ajzen, I. 1975. *Belief, Attitude, Intention and Behavior. An Introduction to Theory and Research*, Philippines: Addison-Wesley Publishing Company.
- [25] Gautama, B.W. 2004. Dharma Caruban. Surabaya: Paramitha.
- [26] Grace, D. and O’Cass, A. 2005. Examining the Effects of Service Brand Communications on Brand Evaluation. *Journal of Product and Brand Management*, 14(2), 106 – 116.
- [27] Gronroos, C. 1994. From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing. *Management Decision*, 32(2), 4 – 20.
- [28] Gummesson, E. 1994. Making Relationship Marketing Operational. *International Journal of Service Industry Management*, 5(5), 5 – 20.
- [29] Ha, H.Y., Janda, S. and Muthaly, S.K. 2010. A New Understanding of Satisfaction Model in e-Re-Purchase Situation. *European Journal of Marketing*, 44(7/8): 997 – 1016.
- [30] Hair, Jr., J.F., Black, W.C., Babin, B.J. and Anderson, R.E. 2010. *Multivariate Data Analysis. A Global Perspective*. Seventh Edition. New Jersey: Pearson Education.
- [31] Henderson, J.C. 2009. Food Tourism Reviewed. *British Food Journal*, 111(4), 317 – 326.
- [32] Hutter, K., Hautz, J., Dennhardt, S. and Fu´ller, J. 2013. The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: The Case of MINI on Face Book. *Journal of Product and Brand Management*, 22(5): 342 – 351.
- [33] Ivens, B.S. 2004. How Relevant are Different Forms of Relational Behavior? An Empirical Test Based on Macneil’s Exchange Framework. *Journal of Business and Industrial Marketing*, 19(5), 300 – 309.
- [34] Jiang, P. and Rosenbloom, B. 2005. Customer Intention to Return Online: Price Perception, Attribute-Level Performance, and Satisfaction Unfolding Over Time. *European Journal of Marketing*, 39(1), 150 – 174.
- [35] Kassim, N. and Abdullah, N.A. 2010. The Effect of Perceived Service Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in e-Commerce Settings. *Asia Pacific Journal of Marketing and Logistics*, 22(3): 351 – 371.
- [36] Kassim, N.M. and Ismail, S. 2009. Investigating the Complex Drivers of Loyalty in e-Commerce Settings. *Measuring Business Excellent*, 13(1): 56 – 71.
- [37] Keller, K.L. 1993. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1 – 22.
- [38] Kemp, E., Childers, C.Y. and Williams, K.H. 2012. Place Branding: Creating Self-Brand Connections and Brand Advocacy. *Journal of Product and Brand Management*, 21(7), 508 – 515.
- [39] Knox, S. and Bickerton, D. 2003. The Six Conventions of Corporate Branding. *European Journal of Marketing*, 37(7), 998 – 1016.
- [40] Kotler, P. and Keller, K. L. 2006. *Marketing Management*. 12<sup>th</sup> edition. New Jersey: Pearson Education, Inc.
- [41] Kuhne, B., Gellynck, X. and Wraver, R.D. 2013. The Influence of Relationship Quality on Innovation Capacity in Traditional Food Chains. *Supply Chain Management: An International Journal*, 18(1), 52 – 65.
- [42] Lin, C.P. and Ding, C.G. 2005. Opening the Black Box. Assessing the Mediating Mechanism of Relationship Quality and Moderating Effects of Prior Experience in ISP Service. *International Journal of Service Industry Management*, 16(1), 55 – 80.
- [43] Lovelock, C.H. and Wright, L.K. 1999. *Principles of Service Marketing and Management*. New Jersey: Prentice-Hall, Inc.
- [44] Lyon, D.B. and Powers, T.L. 2004. The Impact of Structure and Process Attributes on Satisfaction and Behavioral Intentions. *Journal of Services Marketing*, 18(2), 114 – 121.
- [45] Moraga, E.T., Parraga, A.Z.V. and Gonza´lez, J.Z. 2008. Customer Satisfaction and Loyalty: Start with Product, Culminate with Brand. *Journal of Consumer Marketing*, 25(5), 302 – 313.
- [46] Morgan and Hunt. 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58, 20 – 38.
- [47] Motameni, R. and Shahrokhi, M. 1998. Brand Equity Valuation: A Global Perspective. *Journal of Product and Brand Management*, 7(4), 275 – 290.
- [48] Oliver, R.L. 1980. A Cognitive Model of Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460 – 469.
- [49] Pappas, I.O., Pateli, A.G., Giannakos, M.N. and Chrissikopoulos, V. 2014. Moderating Effects of Online Shopping Experience on Customer Satisfaction and Repurchase Intentions. *International Journal of Retail and Distribution Management*, 42(3), 187 – 204.
- [50] Parker, C. and Mathews, B.P. 2001. Customer Satisfaction: Contrasting Academic and Consumers’ Interpretations. *Marketing Intelligence and Planning*, 19(1): 38 – 44.
- [51] Pettigrew, S. and Charters, S. 2006. Consumer’s Expectation of Food and Alcohol Pairing. *British Food Journal*, 108(3), 169 – 180.
- [52] Rigopoulou, I.D., Chaniotakis, I.E., Lymperopoulos, C. and Siomkos, G.I. 2008. After-Sales Service Quality as an Antecedent of Customer Satisfaction. *Managing Service Quality*, 18(5), 512 – 527.

- [53] Selnes, F. 1998. Antecedents and Consequences of Trust and Satisfaction in Buyer – Seller Relationship. *European Journal of Marketing*, 32(3/4), 305 – 322.
- [54] Smith, J. (2003). Brand Metrics: The Key to Building Brand Strength and Venue. *The handbook of business strategy*, MCB UP Ltd. 4(1): 326 – 333.
- [55] Soderlund, M. 2006. Measuring Customer Loyalty with Multi-Item Scale. A Case for Caution. *International Journal of Service Industry Management*, 17(1), 76 – 98.
- [56] Taylor, S.E., Peplau, L.A. and Sears, D.O. 2009. *Social Psychology*. 12<sup>th</sup> edition. Jakarta: Prenada Media Group.
- [57] Tsoukatos, E. and Rand, G.K. 2006. Path Analysis of Perceived Service Quality, Satisfaction and Loyalty in Greek Insurance. *Managing Service Quality*, 16(5): 501 – 519.
- [58] Wray, B., Palmer, A. and Bejou, D. 1994. Using Neural Network Analysis to Evaluate Buyer- Seller Relationships. *European Journal of Marketing*, 28(10), 32 – 48.
- [59] Yang, C.Y. 2009. The Study of Repurchase Intentions in Experiential Marketing - An Empirical Study of Franchise Restaurant. *The International Journal of Organizational Innovation*, 2(2), 245 – 261.
- [60] Yap, B.W., Ramayah, T. and Shahidan, W.N.W. 2012. Satisfaction and Trust on Customer Loyalty: A PLS Approach. *Business Strategy Series*, 13(4), 154 – 167.
- [61] Yu, J., Zo, H., Choi, M.K., and Ciganek, A.P. 2013. User Acceptance of Location-Based Social Networking Services. An Extended Perspective of Perceived Value. *Online Information Review*, 37(5): 711 – 730.
- [62] Zboja, J.J. and Voorhees, C.M. 2006. The Impact of Brand Trust and Satisfaction on Retailer Repurchase Intentions. *Journal of Services Marketing*, 20(5), 381 – 390.