

The Moderating Role of After-Sales Service on Product Quality, Brand Image, and Used Car Repurchase Intention

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ABSTRACT

Purpose – This paper seeks to examine the effect of product quality and brand image on repurchase intention of used car consumers in Denpasar, Bali, as well as to analyze the moderating role of after-sales service in strengthening these relationships. **Methodology/approach** – A quantitative survey approach was employed to collect data from 120 consumers who had previously purchased used cars and received after-sales services from used car showrooms in Denpasar. The data were gathered through a Likert-scale questionnaire and analysed using Partial Least Squares–Structural Equation Modelling (PLS-SEM). **Findings** – The results indicate that product quality and brand image have a positive and significant influence on consumers repurchase intention. However, after-sales service does not moderate the relationship between product quality and repurchase intention, nor between brand image and repurchase intention. These findings suggest that repurchase decisions in the used car market are mainly driven by the physical condition of the vehicle and brand perception rather than by post-purchase services. **Novelty/value** – This study provides insight into consumer repurchase behaviour in the used car industry in Bali, emphasizing the importance of maintaining vehicle quality and strengthening brand image as key strategies for used car showrooms. Although after-sales service was not found to play a moderating role, it remains important as a supporting factor for customer satisfaction and long-term relationships.

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INTRODUCTION

Along with the development of the times and technology, people's needs for means of transportation are also increasing. One of the sectors that supports economic development and growth in Indonesia is the transportation industry sector (Murdani, 2023); (Telagawathi, et al., 2022). Current developments, the emergence of many new automotive brands on the market, coupled with the price of new cars which are considered to be increasingly expensive, resulting in a shift in consumer buying interest to used

cars. However, currently the community's need for 4-wheeled motorized vehicles does not only function as a mode of transportation, but has shifted to lifestyle (Saputro et al., 2024). This encourages the development of businesses in the field of car sales, which is increasingly rapid, as can be seen with the number of car dealers or showrooms established in Indonesia (Novianda, 2024). This provides an opportunity for used car marketers.

Used cars are one of the automotive market sectors that continue to grow and have their own attraction among the public. This is due to several factors, such as because the quality and price offered are very attractive to consumers so that consumers prefer to buy used cars rather than new cars (Nugraha, 2023); (Setini et al., 2025). In addition, the development of information technology and ease of access through digital platforms also encourage the growth of used car buying and selling transactions. Based on the words of the Indonesian Motor Vehicle Industry Association (Gaikindo), it is known that land transportation is still an alternative choice for the public because it is easy to reach and of course has cheaper rates than other modes of transportation. One of the most in-demand types of transportation in Indonesia after motorcycles is the car (otomotif.bisnis.com, 2024). This can be seen from the used car market in Denpasar Bali has also experienced significant growth in recent years (mobilina.news, 2024). The main factor driving this increase is the increase in new car prices due to the increase in Value Added Tax (VAT) to 12% by 2025, which has caused consumers to switch to used cars as a more economical alternative.

Based on initial observations of several used car showrooms in Denpasar City from April to May 2025, most of them experienced sales fluctuations. Although some showrooms showed an upward trend in 2023, the trend did not continue into the following year. This condition is an important concern for business actors, because ideally the used car marketer targets a consistent increase in sales every year as an indicator of the success of marketing strategies and business growth. The showroom owners also mentioned that the sales did not meet the expected annual target. This indicates that there is a problem in the interest in buying used cars in Denpasar City. Buyback interest according to Tjiptono (2017:386) is a repurchase behavior solely concerned with the purchase of the same brand repeatedly. Interest in buying back is the result of past experiences that consumers feel. Based on initial observations, the factors that are suspected to be the cause of the decline in used car sales are product quality, brand image, and after sales service which are the differentiators between showrooms and others. Buying back a used car certainly pays close attention to the brand image of the car to be purchased, quality aspects such as engine condition, completeness of spare parts, and vehicle performance before deciding to buy again.

Product quality in used cars can include various aspects such as reliability, durability, design, features, and suitability of the product to consumer needs. At the purchase consideration stage, consumers will evaluate whether the product can provide benefits, comfort, and more value than other products as seen from the quality of the car such as engine condition, service records, body integrity, and vehicle performance as the main benchmarks. If the quality of a used car is considered good and in accordance with consumer expectations, then the interest in buying it back will be stronger. This is in accordance with what was expressed by Hasanah & Murniati (2021), Cuong (2021), Yudiana & Indiani (2022), Fan et al. (2025), and Maulana et al. (2025) who concluded that product quality has a positive and significant effect on repurchase interest. Meanwhile, research by Fauzi & Ali (2021) concluded that product quality does not have a significant influence on buyback interest. In addition to product quality, the image of the vehicle car brand is also one of the important considerations before buying a used car. Products that have a brand with a positive perception will win the competition (Saputro et al., 2024). Brand image has a significant role in the used car market because reputable vehicle brands tend to be more in demand by consumers. Brands that are known for durability, fuel efficiency, and the availability of spare parts

will increase the positive perception of potential buyers. In addition, the brand image of dealers or used car sales platforms also affects consumer confidence in terms of transaction transparency and the quality of vehicles offered. The best-selling car brands in the used car market in Indonesia, based on OLX Indonesia search data and sales data are Toyota, Honda, and Suzuki (www.cbnindonesia.com, 2025). This is according to what was expressed by Cuong (2021), Bhakuni et al. (2021), Komari (2023), Yapraklı & Mutlu (2024), and Ramadhan et al. (2025) who concluded that brand image has a positive and significant effect on repurchase interest. Meanwhile, Ardiansyah's research (2022) concluded differently that brand image does not have a significant influence on buying interest back.

In addition, after sales service is a crucial factor that affects consumers' desire to continue buying or not. Adequate after-sales service provides a sense of security and comfort for consumers after purchase, thereby increasing satisfaction and encouraging customer loyalty shown by interest in buying back. After sales service is an important factor in increasing future buying interest in the used car business. This is because, used cars have a higher risk compared to new cars, so after sales service is considered to be able to provide confidence for consumers to be willing to buy used cars again. These findings reinforce the conclusion that the after-sales service factor can be an important strategy in increasing consumer interest in buying back in the future. This was developed from the opinions of Nasir et al. (2021), Malakar & Suwandee (2021), Kato (2021), Ekasari et al. (2023), and Yapraklı & Mutlu (2024) who concluded that after sales service has a significant influence in increasing interest in buying back. Research on used cars is important to understand more deeply the aspects that affect the interest in buying again. This study aims to analyze the role of after sales service as a moderator in the influence of product quality and brand image on the interest in buying used re-use in the Denpasar area, Bali. The results of the research are expected to provide insights for automotive industry players in improving marketing strategies and after sales service.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) proposed by Ajzen explains that individual behavior is influenced by intention, which is formed through three main components: attitudes towards behavior, subjective norms, and perceived behavioral control. In the context of buying a used car, the consumer's intention to make a repurchase can be understood as the result of consumer evaluation of the vehicle's quality, social perception, and level of control in the purchase process. Consumer attitudes towards repurchasing used cars are formed from previous experiences, especially regarding the condition of the vehicle and the benefits obtained. Subjective norms arise through family recommendations or social environment, while perceived behavioral control is related to the ease of obtaining after-sales service, availability of spare parts, and showroom guarantees. Thus, TPB becomes a relevant theoretical basis to explain the interest in buying back used cars in Denpasar Bali.

Interest in Buyback

Interest in buying back is the tendency of consumers to make a repurchase of the same product based on previous experience. Tjiptono said that buying interest is the behavior of repurchasing the same brand repeatedly. Consumers who gain positive experiences will be more motivated to make a repurchase than consumers who experience dissatisfaction. Interest in buying back can be measured through several indicators, including: 1) Intention to make a repurchase; 2) Make the product the main preference; 3) Willingness to recommend to others; 4) Stability in choosing the same product in the future. This indicator is used to describe consumer loyalty and tendencies in the used car market.

After Sales Service

After sales service is an additional service provided by the company after the purchase transaction, such as warranty, repair, consultation, and provision of spare parts. This service aims to reduce consumer risk and improve satisfaction and long-term relationships with customers. Some indicators of after-sales service in the automotive industry include: 1) Damage warranty; 2) Spare parts availability; 3) Speed of service service; 4) Professionalism of staff; 5) Consulting and technical support

4) Product Quality

Product quality is the ability of the product to carry out its function according to consumer expectations, including durability, reliability, security, and performance. In the used car market, product quality is the dominant factor because consumers face higher risks than buying a new car. Quality indicators of used car products include: 1) Engine performance; 2) The level of vehicle safety; 3) Design and driving comfort; 4) Completeness of vehicle documents; 5) Durability and physical condition of the car

Brand Image

Brand image is a perception formed in the minds of consumers when remembering a brand. Brands that have a good reputation tend to be more trusted and are considered to have higher quality. In the used car market, brand image is an important signal for consumers to reduce uncertainty about the condition of the vehicle. The brand image of a vehicle can be measured through indicators: 1) Good reputation in the community; 2) Exclusive and classy effect; 3) Advantages over competitors; 4) Stable resale value; 5) Modernity and prestige of the brand; 6) A positive brand image contributes to increased buyback interest.

Hypothesis Development

The effect of product quality on buyback interest

Product quality is an important factor that influences consumer interest in making a repurchase, especially in the automotive sector. In buying a used car, consumers strongly consider the quality of the vehicle such as engine performance, safety, driving comfort, and vehicle durability. The better the quality of the product felt, the higher the confidence of consumers to make a repeat purchase. The results of this study are in line with several previous studies that show that product quality has a positive and significant effect on buying interest again. Kato's (2021) research in the Japanese automotive industry found that the quality of vehicle products is one of the main determinants of consumer loyalty and encourages repurchase intention in vehicle purchases. Furthermore, Raewangsa & Santika (2025) research on Toyota car consumers shows that product quality has an important contribution in increasing repurchase intent, especially through customer satisfaction as mediation. Another study in the automotive sector was also conducted by Efendi & Taufik (2022) which concluded that the quality of Honda PCX motorcycle products has a significant effect on consumer repurchase interest. This confirms that vehicle quality is the main consideration in repurchase decisions. In addition, the findings of this study are also supported by Cuong's (2021) research which explains that product quality has a positive relationship with consumer purchase decisions and repurchase intentions. Thus, previous studies have confirmed the results of this study that in the automotive sector, the quality of vehicle

products is the dominant factor that drives consumer interest in buying back. Based on this description, the hypothesis proposed is:

H1: Product quality has a positive and significant effect on buying interest Back

The Influence of Brand Image on Repurchase Interest

The findings of the study show that brand image has a positive and significant effect on the interest in buying used cars again. This means that the better the consumer's perception of the vehicle brand, the higher the consumer's tendency to make a repurchase. In the automotive sector, brand image is an important factor because brands that have a good reputation are considered more reliable, have consistent quality, and provide stable resale value. Used car consumers tend to choose brands that are known to be superior and have prestige in society. These results are in line with Cuong's (2021) research which found that brand image has a positive relationship with consumer repurchase intention. In addition, research by Lestari et al. (2025) on Suzuki car consumers in Pekanbaru also showed that brand image has a significant effect on increasing vehicle repurchase intentions

H2: Brand image has a positive and significant effect on buyback interest

After Sales Service Moderation on the Influence of Product Quality

The findings of the study show that after sales service has not been proven to moderate the influence of product quality on repurchase interest. This means that product quality remains the main factor influencing repurchase interest, without being amplified by after-sales service. In the context of used cars, consumers focus more on the condition of the vehicle from the beginning of purchase, such as engine performance, comfort, and completeness of documents. After-sales service is only seen as an additional facility and has not yet become a determining factor in the repurchase decision. This finding is different from the research of Nasir et al. (2021) which states that after sales service can increase loyalty and repurchase intention in the two-wheeled vehicle industry. However, the results of this study show that in the used car market, vehicle quality is more dominant than after-sales service.

H3: After sales service moderates the influence of product quality on buying interest

After Sales Service Moderation on the Influence of Brand Image

The findings of the study also show that after-sales service is not able to moderate the relationship between brand image and repurchase interest. This means that a positive brand image continues to encourage repurchases, both high and low after-sales service. In the automotive sector, vehicle brand reputation is already firmly established through user experience, so consumers trust the brand's big name more than additional after-purchase services. Thus, after sales service has not been a differentiating factor in strengthening the influence of brand image on buying interest. These results are not in line with the research of Habib & Sarwar (2021) which states that after-sales service plays an important role in increasing interest in buying used automotive products. However, in this study, the brand image of the vehicle is more dominant than the after-sales service.

H4: After sales service moderates the influence of brand image on buyback interest

METHOD

This study uses a quantitative approach with a survey method to analyze the influence of product quality and brand image on interest in buying used cars, as well as test the role of after sales service as a moderation variable. This study is explanatory because it aims to explain the causal relationship

between the variables studied. The research location was carried out in Denpasar City, Bali, with the research object in the form of consumers who had bought used cars through showrooms and received after-sales service.

The population in this study is all used car consumers in Denpasar City. The sampling technique uses purposive sampling with the criteria that respondents are at least 21 years old, have bought a used car through a showroom, have received after-sales service, and are domiciled in Denpasar. The number of samples used was 120 respondents, according to the provisions of Hair et al. (2021) which suggest that the number of samples should be at least five times the number of research indicators.

The variables analyzed in this study consisted of product quality and brand image as independent variables, interest in buying back as dependent variables, and after sales service as moderation variables. All variables were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. Product quality indicators include engine performance, safety, comfort, and vehicle durability. Brand image indicators include reputation, prestige, and resale value of vehicles. After sales service is measured through the availability of warranties, spare parts, and technical support, while buyback interest is measured by repurchase intent, consumer preferences, and willingness to recommend to others.

The research data was collected through the distribution of questionnaires to respondents directly or online using Google Form. The collected data was then analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. This method was chosen because it is able to test complex structural relationships and is suitable for use in studies with moderation variables. The analysis stages include testing the outer model to assess the validity and reliability of the construct, testing the inner model to see the strength of the structural model, and the moderation test to determine the role of after sales service in strengthening or weakening the influence of product quality and brand image on interest in buying used cars.

RESULT AND DISCUSSION

1. Characteristics of Respondents

Table 1: Characteristics of Respondents

Yes	Category	
Gender		
1	Male	74,2%
2	Women	25,8%
Marital Status		
1	Single	30,8%
2	Married	69,2%
Age		
1	20 – 29 years old	22,5%
2	30 – 39 years old	50,9%
3	40 – 49 years old	23,3%
4	>50 years old	3,3%
Education		
1	High School/Equivalent	14,2%
2	Diploma	20,8%
3	Bachelor S1/S2/S3	62,5%
4	Others	2,5%

Jobs		
1	Student/Student	5,0%
2	ASN/PNS	10,0%
3	Private Employees	47,5%
4	Entrepreneur/Business	25,0%
5	Professional	4,2%
6	Others	8,3%
Revenue		
1	0,	6,7%
2	< Rp. 10,000,000	59,2%
3	IDR10,000,001 – IDR25,000,000	19,2%
4	IDR 25,000,001 – IDR 50,000,000	8,3%
5	IDR50,000,001 – IDR75,000,000	5,0%
6	IDR75,000,001 – IDR100,000,000	1,7%

Source: Author's Processing (2025)

2. Tests of Research Instrument

The *loading factor value* describes how strong the relationship between each indicator and the latent construct it is measuring is. The higher the *loading factor value*, the better the ability of the indicator to represent latent constructs. In general, the loading factor value is declared to meet the criteria if it reaches 0.7. In this study, all indicators had a *loading factor value* above 0.7, except for M₁₁ and Y₁₄ which were then eliminated from the model because they did not meet these criteria.

Table 2: Outer Loadings (Measurement Model)

Indicator	M1	X1	X2	Y1	M1 x X1	M1 x X2
M12	0.734					
M13	0.729					
M14	0.866					
M15	0.812					
M16	0.779					
X11		0.792				
X12		0.776				
X13		0.814				
X14		0.742				
X15		0.780				
X16		0.766				
X21			0.846			
X22			0.717			
X23			0.778			
X24			0.793			
X25			0.787			
Y11				0.749		
Y12				0.876		
Y13				0.848		
Y15				0.749		
M1 x X1					1.000	
M1 x X2						1.000

Source: Author's Processing (2025)

Discriminant validity testing using the Heterotrait-Monotrait Ratio (HTMT), all constructs in the research model showed *HTMT* values that were below the tolerance limit of 0.90. This indicates that each construct has a clear difference from each other and that there is no overlap of measurements. The *HTMT* values between the main constructs, namely M1, X1, X2, and Y1, are all in the range of 0.26 to 0.75. This range confirms that the relationships between constructs are within reasonable limits and show that each variable measures a different concept. Furthermore, the *HTMT* value between the main construct and the interaction variables (M1 × X1 and M1 × X2) was also very low, ranging from 0.04 to 0.25. This low value indicates that the interaction variable is formed precisely as a new construct without giving excessive overlap to the constituent construct. However, there is a relatively high *HTMT* value between two interaction variables (M1 × X1 and M1 × X2), which is 0.858. However, the value is still below the permissible standard of 0.90, so the validity of the discriminant is still considered met. This condition is natural because the two variables are the result of interactions involving the M1 construct.

Table 3: Discriminate Validity

	M1	X1	X2	Y1	M1 x X1	M1 x X2
M1						
X1	0.269					
X2	0.285	0.750				
Y1	0.441	0.566	0.719			
M1 x X1	0.042	0.192	0.252	0.122		
M1 x X2	0.039	0.237	0.151	0.120	0.858	

Source: Author's Processing (2025)

The CR value indicates internal consistency, the CR value above 0.6 reflects good reliability. The results showed that the CR value of each construct was above 0.6. This means that all indicators consistently reflect the same latent construct. Meanwhile, *AVE* describes the extent to which all indicators in a construct are able to gather and explain the latent variables that are measured. An *AVE* value that exceeds 0.5 indicates that the construct has a good degree of convergence.

Table 4: Composite Reliability and AVE

	<i>Composite reliability</i>	<i>Average Variance Extracted (AVE)</i>
M1	0.871	0.617
X1	0.882	0.606
X2	0.862	0.617
Y1	0.829	0.652

Source: Author's Processing (2025)

3. Test of Structural Model

Structural model testing is a measurement to evaluate the level of accuracy of the model in the overall study

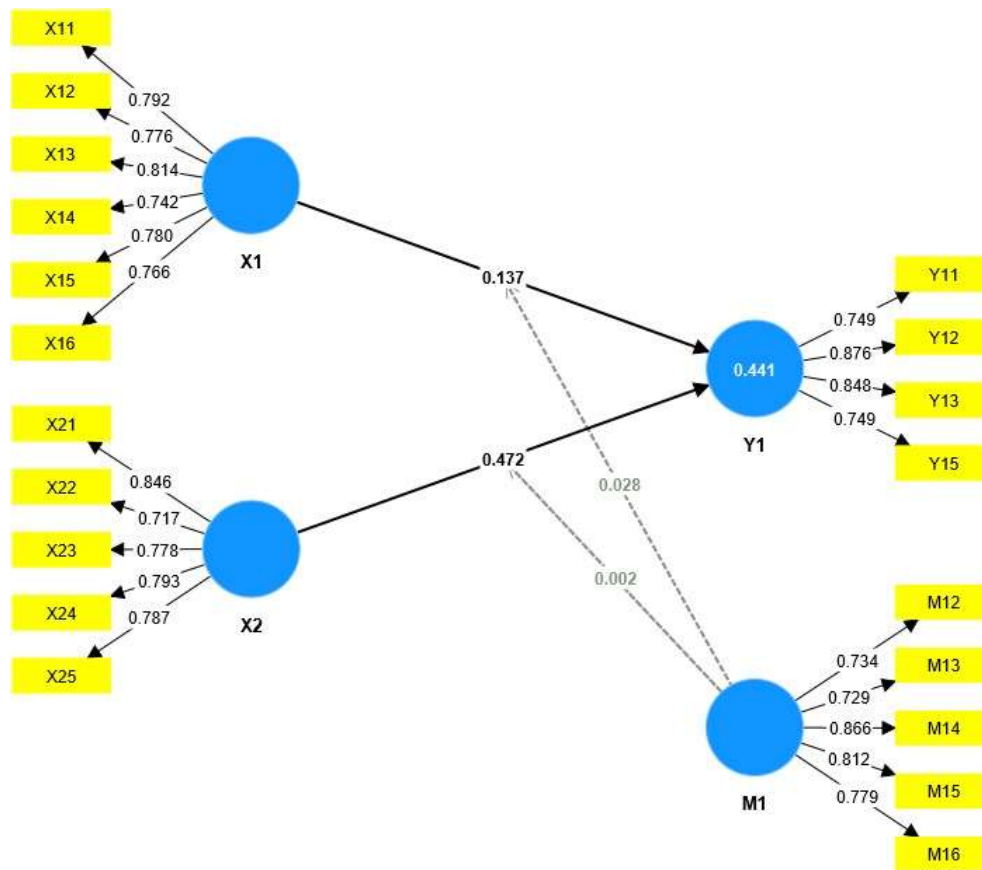


Figure 1: Testing the Structural Model (Inner Model)

Source: Author's Processing (2025)

The R² value the R-square value of 0.441 indicates that the 44.1% variation in the variable of interest in buying back used cars can be explained by independent variables incorporated into the research model, such as product quality and brand image. Meanwhile, the remaining 55.9% was explained by factors outside the research model

Table 5: R Squared Value

	R-square
Repurchase Intention	0.441

Source: Author's Processing (2025)

V. DISCUSSION

Based on the results of the analysis that have been described earlier, it can be explained each relationship by implication as seen in table 6.

Table 6: Path Coefficient

Direct Connection	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values
Brand Image -> Repurchase Intention	0.474	0.477	0.082	5.785	0.000

Product Quality -> Repurchase Intention	0.198	0.208	0.081	2.457	0.014
Brand Image*SAS -> Repurchase Intention	0.026	0.013	0.103	0.256	0.798
Quality*SAS -> Repurchase Intention	0.028	0.034	0.097	0.293	0.770

Source: Author's Processing (2025)

Based on the results of the path coefficient analysis in Table 6, it can be seen that brand image has a positive and significant effect on repurchase interest, with a coefficient value of 0.474 and a t-statistical value of 5.785 (p -value < 0.05). This shows that the better the vehicle's brand image, the higher the tendency of consumers to repurchase used cars. Furthermore, product quality also had a positive and significant effect on buyback interest, with a coefficient of 0.198 and a t-statistic value of 2.457 (p -value < 0.05). These findings indicate that good vehicle condition is able to increase consumer interest in buying back. However, the results of the moderation test showed that after sales service was unable to moderate the influence of brand image and product quality on repurchase interest, because the t-statistic value was below 1.96 and the p -value > 0.05, respectively. Thus, after-sales service does not strengthen or weaken the relationship between independent variables and interest in buying back used cars.

The Effect of Product Quality on Interest the Influence of Brand Image on the Interest in Repurchasing Used Cars at Car Showrooms in Denpasar, Bali

Product quality has a positive and significant effect on buyback interest, as shown by a coefficient of 0.198 with a p -value of 0.014 (< 0.05). These results indicate that the quality of used car products felt by consumers also encourages the desire to buy again, which means that the first hypothesis is accepted. The better the quality of a used car product offered by the *showroom*, the more interest in buying back on a used car will increase. Thus the first hypothesis in the study is accepted. Product quality has an important role as the main determinant of consumer security, because buying used cars generally has a higher risk than new cars. A good quality used car can reduce consumer concerns about potential damage, large maintenance costs, and the risk of significant loss of selling value. Therefore, when consumers get used cars that meet or even exceed expectations, consumers will be more confident and willing to buy again in the future.

Based on the distribution of respondents' answers, it is known that some consumers agree that the used car they want to buy has good product quality. The highest quality of the product is assessed in terms of providing comfort in driving and having compatibility with a complete letter with a long validity period. Driving comfort is the main consideration for consumers such as smooth engine condition, good suspension, and a well-maintained interior that makes consumers feel confident that the vehicle is worth using in the long term. This convenience encourages user satisfaction and strengthens consumers' intention to choose and repurchase used cars in the future.

In addition, the suitability of a used car with the completeness of valid vehicle documents and having a long validity period is a crucial aspect in the decision-making process of buying a used car again. Administrative completeness such as STNK and BPKB that are still valid provides a sense of legal security, reduces the risk of problems in the future, and increases consumer trust in *the showrooms* and vehicles offered. This means that, when consumers want to buy used cars, consumers will properly consider the comfort of driving the used car and encourage their desire to buy a used car again. These results are in line with the findings of Hasanah & Murniati (2021), Cuong (2021), Yudiana & Indiani (2022), Fan *et al.* (2025), and Maulana *et al.* (2025) which emphasizes that product quality is the main determinant in encouraging buyback intentions.

The Influence of Brand Image on the Interest in Repurchasing Used Cars at Car Showrooms in Denpasar, Bali

Brand image has a positive and significant effect on repurchase interest, with a path coefficient of 0.474 and a p-value of 0.000 (< 0.05). This means that the more positive the vehicle brand image, the higher the consumer's interest in buying back used cars, which means that the second hypothesis is accepted. This shows that the better the used car brand offered by the *showroom*, the more interest in buying back used cars will increase. Thus the second hypothesis in the study is accepted. Brand image also functions as a *risk reducer*. Well-known brands tend to be considered more durable, easier to resell, and less likely to cause technical issues. This condition creates a satisfying buying experience, so that consumers have greater confidence to choose the same brand again when buying a used car in the future.

Based on the respondents' answers, it is known that in choosing a used car, consumers will consider the brand image of the car to be purchased. Each brand certainly has a different image in each community. One of the most considered is the exclusive image given of the car brand you want to buy and has a good image in the community. A good brand image in the community is an important consideration in choosing a used car. Brands that are known to have a positive reputation tend to be perceived as more trustworthy, have tested quality, and are supported by a good user experience. This positive perception gives consumers confidence that used cars from the brand have lower risks and are worth choosing. In addition, the exclusive and classy impression inherent in a used car brand also influences consumer interest. Brands that have an exclusive image are not only seen as a means of transportation, but also as a symbol of prestige and self-identity. This classy impression increases consumer pride in using vehicles, thereby strengthening consumers' preferences and tendencies to continue to choose the same brand, even in used condition. This means, the image in the community and the more exclusive the image of the used car purchased, the interest in buying used cars again will increase.

Brand image is one of the important factors that can influence consumer interest in making a repurchase. Brands that have a positive image will create consumer trust, satisfaction, and loyalty, thus encouraging them to re-make transactions on the same product. These results are in line with the research of Cuong (2021), *Bhakuni et al.* (2021), Komari (2023), Yapraklı & Mutlu (2024), and Ramadhan *et al.* (2025) which reveals that a strong brand image drives loyalty and interest in buying Back.

The Moderating Role of After Sales Service in the Influence of Product Quality on the Interest in Repurchasing Used Cars at Car Showrooms in Denpasar, Bali

After sales service had no effect as a moderation variable on the relationship between product quality and buyback interest with a coefficient of 0.026 and a p-value of 0.798 (> 0.05). Thus, the role of after-sales service does not function as a factor that strengthens or weakens the influence of product quality on the interest in buying back. This means that even if after-sales service is improved, it does not change how much the product quality affects consumer buying interest. Thus, the third hypothesis in the study was rejected. This can be explained through the characteristics of the study respondents where the majority of respondents are over 30 years old (around 73%) and dominated by married respondents (69.2%). Consumer groups with these characteristics generally have experience in using vehicles, so they emphasize more on the core quality of the vehicle such as engine condition, driving comfort, and administrative completeness. In addition, the dominance of respondents with incomes below IDR 10,000,000 shows that consumers tend to be oriented towards efficiency and long-term use value. Consumers prefer used cars that have been of good quality since the beginning, so dependence on *After Sales Service* to be relatively low. This condition causes *After Sales Service* unable to play a role as a moderation variable in the relationship between product quality and buying interest.

In buying used cars, consumers are generally more oriented towards the physical condition and performance of the vehicle as the main basis for repurchase decisions. Used cars that have good quality, such as smooth engines, driving comfort, security, completeness of documents, and the overall condition of the vehicle are more likely to affect consumer confidence to buy back than after-sales service after the transaction is made. So that *after sales service* does not have much impact on consumers' decision to buy again.

The service guarantee for damage provided by *the showroom* and the speed of after-sales service is a form of responsibility and attention after the transaction is made. This service helps consumers feel calmer if there are problems with the used car they purchase, as well as provide a more comfortable service experience. However, the results of the study show that *after sales service* is not able to moderate the influence of product quality on repurchase loyalty. This indicates that while consumers appreciate the availability of damage guarantees and prompt after-sales service, the decision to remain loyal and make a buyback is largely determined by the quality of the used car itself. In other words, consumers will still consider vehicle condition, driving comfort, and car reliability as the main factors, while *after sales service* plays a complementary role, not the main determinant in encouraging repeat purchases. In this case, after-sales service is perceived only as an additional facility, not as an element capable of changing consumers' assessment of the quality of the vehicle that has been felt directly. These results are not in line with the research of Nasir *et al.* (2021), Yapraklı & Mutlu (2024), and Kato (2021) who concluded that *after sales service* strengthens consumer perception of product quality, thereby encouraging consumers to remain loyal to making repurchases.

The Moderating Role of After Sales Service on the Influence of Brand Image on the Interest in Repurchasing Used Cars at Car Showrooms in Denpasar, Bali

After sales service was not proven to moderate the influence of brand image on repurchase interest, with a coefficient of 0.028 and a p-value of 0.770 (> 0.05). This indicates that the existence of after-sales service does not strengthen or weaken the influence of brand image on consumer interest in repurchasing used cars. This means that even though after-sales service is improved, it does not change how much the product quality affects the interest in buying back used cars from a *showroom*. Thus, the fourth hypothesis in the study was rejected. This can be explained based on the characteristics of the respondents where the majority of respondents are in adulthood and have a relatively high level of education, with 62.5% having a bachelor's degree (S1/S2/S3). Consumers with this background tend to have a strong understanding of the reputation and positioning of car brands in society. For mature and educated consumers, a good and exclusive brand image has shaped the perception of quality and prestige before the purchase process takes place. A strong brand reputation gives consumers confidence in the reliability of the product, so the decision to buy back is driven more by trust in the brand, rather than by the after-sales service experience. In addition, the characteristics of the respondents, the majority of whom are married and have family economic responsibilities, make consumers more cautious in their decision-making. Consumers tend to choose used car brands that have proven their quality and value in the market, so the existence of *after-sales service* is not strong enough to change or strengthen the influence of brand image on repurchase loyalty.

In buying a used car, consumers generally focus more on their purchase decision on the car brand itself, such as the reputation of engine durability, resale value, and perception of vehicle reliability. Brand image that has been firmly formed in the minds of consumers has a more dominant influence than after-sales service. In other words, even though *after-sales service* is improved, consumers still rely on their assessment of brand image when considering repurchases. The service guarantee for damage provided by the *showroom* and the speed of after-sales service are important aspects that provide a sense of security and comfort after the purchase of a used car. The service reflects the *showroom's* commitment to maintaining long-term relationships with its consumers. However, the results of the study show that *after sales service* is not able to moderate the influence of brand image on repurchase loyalty. This indicates that although consumers value the existence of damage guarantees and fast after-sales service as added value, the decision to remain loyal to the repurchase is more influenced by the brand image of the used car itself. A good brand reputation in the community and the exclusive and classy impression inherent in the brand are the dominant factors in shaping consumer trust and pride, while *after sales service* serves as a support, not a factor that changes the power of brand image influence on buying interest. These results are in line with the research of Ekasari *et al.* (2023), Malakar & Suwandee (2021),

and Kato (2021) which concluded that consumer loyalty is greatly influenced by the interaction between brand image and *after-sales service* from *authorized dealers* and workshops.

CONCLUSION

This study examined the effect of product quality and brand image on repurchase intention of used car consumers in Denpasar, Bali, and investigated the moderating role of after-sales service. The results confirm that both product quality and brand image have a positive and significant influence on consumers' repurchase intention. This indicates that consumers are more likely to repurchase used cars when the vehicles are perceived to have good performance, reliability, and when the brand is viewed as reputable and trustworthy.

However, the findings also reveal that after-sales service does not moderate the relationship between product quality and repurchase intention, nor between brand image and repurchase intention. This suggests that in the used car market, repurchase decisions are primarily driven by the core condition of the vehicle and brand perception rather than by additional post-purchase services.

Overall, this study highlights the importance for used car showrooms to prioritize maintaining product quality and strengthening brand image as key strategies to enhance consumers' repurchase intention. Although after-sales service was not found to play a moderating role, it remains valuable as a supporting factor in improving customer satisfaction and long-term relationships.

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