

THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE ON REPURCHASE INTENTION OF NEW BALANCE SHOES IN PALU CITY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

Rejeki Tri Diva^{1*}, Syamsul Bahri Dg. Parani², Ponirin³, Mohammad Zeylo Auriza⁴

¹Faculty of Economics and Business, Universitas Tadulako, Indonesia

²Faculty of Economics and Business, Universitas Tadulako, Indonesia

³Faculty of Economics and Business, Universitas Tadulako, Indonesia

⁴Faculty of Economics and Business, Universitas Tadulako, Indonesia

E-mail: rejekitridival1@gmail.com^{1*}

Received : 10 June 2026
Revised : 22 June 2026

Accepted : 04 July 2026
Published : 29 July 2026

Abstract (TNR11)

This study aims to examine the influence of lifestyle and brand image on repurchase intention with customer satisfaction as a mediating variable among New Balance shoe consumers in Palu City. Data were collected through a survey of 170 respondents who had purchased New Balance shoes, using a purposive sampling method. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The results showed that both lifestyle and brand image had a positive and significant effect on customer satisfaction and repurchase intention. In addition, customer satisfaction was proven to significantly mediate the relationship between lifestyle and brand image on repurchase intention. These findings reinforce the importance of managing brand image and tailoring products to consumer lifestyles to encourage customer satisfaction and loyalty, especially in the context of the Palu city market.

Keywords: Lifestyle, Brand Image, Customer Satisfaction, Repurchase Intention, New Balance Shoes.

INTRODUCTION

The Indonesian sports footwear industry is experiencing rapid growth driven by an increasing productive-age population and active lifestyle trends (Euromonitor International, 2022). Technological innovation and collaboration between brands and designers have enabled sports footwear to continuously adapt to consumer needs and become part of fashion trends and lifestyle identities, often associated with status symbols and modern urban lifestyles (Tjahjono, 2020). Shoe use has shifted from merely a functional necessity to a lifestyle accessory, with consumers considering comfort, quality, aesthetics, brand, and relevance to trends (Setiadi, 2019). Shoes have also become a means of self-expression, particularly among fashion-conscious young people, with social media playing a significant role in shaping public perceptions and interests through exposure of OOTD appearances and making shoes a crucial part of building self-image and social group identity.

Competition among sports shoe brands in Indonesia is intensifying, marked by the growing number of local and international players such as Nike, Adidas, Puma, and New Balance vying for consumer attention. Manufacturers are racing to introduce the latest models that emphasize technology, innovative features, and exclusive designs (Saputri & Wibowo, 2021). In this competition, marketing strategies significantly influence customer perception and loyalty. Major brands actively partner with celebrities and influencers to enhance product appeal. Furthermore, innovations in after-sales service and in-store experiences are also offered as added value to win the competition among brands.

In Palu City, the use of New Balance shoes has become a phenomenon in itself, especially among young people and the sports community. Based on observations (Author's Observations, 2023), this trend is evident in the increasing number of running communities and sneaker enthusiasts who consciously choose New Balance as part of their identity and lifestyle. New Balance shoes are not only used for sports but also as a choice to enhance their everyday appearance. Design flexibility, comfort, and a brand image that prioritizes quality are key attractions. The wide variety of models available provides consumers in Palu with the flexibility to choose products that suit their needs and tastes.

Brand image plays a crucial role in shaping perceptions and influencing consumer purchasing decisions (Kotler & Keller, 2016). New Balance's brand image, known for its quality, innovation, and classic-modern design, attracts consumer loyalty, especially when supported by social activities, collaborations with inspirational figures, and ongoing promotions that reinforce positive associations in customers' minds. Consumers tend to choose brands whose brand image aligns with their values and expectations, making building a brand image crucial in the competitive athletic footwear industry (Kotler & Keller, 2016). Customer satisfaction is a key element in creating loyalty and encouraging repeat purchases; satisfied customers are more loyal and willing to recommend a product (Oliver, 1999). This satisfaction is influenced by comfort, design, after-sales service, quality, innovation, and responsiveness (Yulianto, 2018). Repurchase intention is an important indicator of a brand's sustainability; high consumer repurchase intention is a key asset for maintaining its existence and facing competition (Zeithaml et al., 1996).

Several previous studies have addressed the influence of lifestyle and brand image on satisfaction and repurchase intentions, but most have focused on consumers in large cities like Jakarta or Surabaya. Empirical studies specifically targeting consumers in developing cities like Palu are still very limited (Situmorang & Lubis, 2022). Furthermore, the mediating role of customer satisfaction in the relationship between lifestyle, brand image, and repurchase intentions has rarely been investigated in depth. This research gap provides scope for scholarly contributions regarding how local and specific values in Palu influence the dynamics of consumer behavior in purchasing branded athletic shoes. New Balance shoes were chosen as the research object not only because of their rising popularity in Palu but also because this brand has unique positioning and market segmentation. New Balance is known for its strength in classic, timeless designs that remain relevant among young people, and is often considered to offer good value for money (Author's Observation, 2023). Furthermore, product availability and the influence of a loyal local running community make New Balance an interesting topic to study specifically in the context of lifestyle, brand image, customer satisfaction, and repurchase intention in a region where similar research has not yet been widely explored. Therefore, this research is expected to provide new and relevant contributions, both practically and academically.

LITERATURE REVIEW

Lifestyle

Lifestyle is a person's pattern of living as reflected in their daily activities, interests, and opinions (AIO) (Kotler & Keller, 2021). Lifestyle describes how a person spends time, money, and engages in social activities within their environment. Those with an active lifestyle generally choose products that support physical activity and enhance their appearance. According to Sumarwan (2020), lifestyle plays a significant role in shaping consumer purchasing behavior. Consumers with a modern lifestyle are more open to innovation and demand products that reflect their self-image. Furthermore, consumer lifestyles are influenced by social status, reference groups, and mass media. Lifestyle is not only about consumption preferences but also a means of communicating self-identity within the social environment. When purchasing shoes, especially in modern and dynamic societies, awareness of shoe types, brands, and models is increasing (Fitriani, 2022). Engel, Blackwell, and Miniard (2022) suggest that understanding consumer lifestyles significantly assists manufacturers in market segmentation. Companies like New Balance must be able to respond to changing lifestyle trends to ensure their products remain relevant and in demand by consumers.

Brand Image

Brand image is a consumer's perception of a brand, formed through associations in the mind, such as product quality, visual symbols, user experience, and the opinions of others (Prasetya & Amalia, 2023). A strong brand image can provide added value and a competitive advantage for a company (Setiawan & Lestari, 2022). Kotler & Keller (2021) state that there are three main components of brand image: strength (association strength), favorability (level of liking), and uniqueness (brand uniqueness). A positive brand image can encourage consumers to feel proud, confident, and loyal to a product (Wijaya & Pratama, 2022). Brand image can be built through various marketing communication strategies such as advertising, special promotions, and testimonials from public figures. In the case of New Balance, endorsement strategies by athletes and celebrities have strengthened the brand's association as a quality and trendy shoe choice. Research by Wijaya and Pratama (2020) demonstrated that a strong brand image is a crucial factor for consumers in deciding to purchase shoes, especially among teenagers and young adults, who are highly influenced by brand perception.

Customer Satisfaction

Customer satisfaction is the level of pleasure or disappointment experienced by customers after comparing their pre-purchase expectations with the performance or results they receive after purchasing a product or service. According to Kotler & Keller (2016), customer satisfaction is a customer's response to a perceived evaluation of the difference between prior expectations and the actual performance of a product or service.

Repurchase Intention

Repurchase intention is a consumer's tendency or desire to repurchase a particular product or service in the future. According to Hellier et al. (2003), repurchase intention is a customer's desire to continue purchasing the same product or service based on previous positive experiences (Hellier et al. 2003). Meanwhile, Zeithaml et al. (1996) define repurchase intention as consumer behavior reflected in the tendency to repurchase or recommend a product to others. Furthermore, Kotler & Keller (2016) also stated that repurchase intention is closely related to customer loyalty, where satisfied customers tend to have a higher intention to make repeat purchases.

Hypothesis Development

1. The Influence of Lifestyle on Customer Satisfaction

Lifestyle is a person's pattern of living expressed through daily activities, interests, and opinions (Kotler & Keller, 2016). In a marketing context, lifestyle influences how consumers choose and use a product. Consumers tend to be satisfied when the product they use aligns with their characteristics and lifestyle. This aligns with the findings of Yurico et al. (2022), who stated that lifestyle significantly influences customer satisfaction. This means that every increase in lifestyle will be followed by an increase in customer satisfaction. H1: Lifestyle (X1) has a positive effect on customer satisfaction (Z).

2. The Influence of Brand Image on Customer Satisfaction

Brand image is a consumer's perception of a brand formed through the experiences, information, and associations consumers have with that brand (Aaker, 1997). A positive brand image will increase consumer confidence in product quality, thereby creating satisfaction. This aligns with the findings of Yurico et al. (2022) stated that the better a product's brand image, the higher the customer satisfaction. H2: Brand image (X2) has a positive effect on customer satisfaction (Z).

3. The Influence of Lifestyle on Repurchase Intention

Repurchase intention is a consumer's tendency to repurchase a product or service they have previously used (Hellier et al., 2003). Lifestyle is one factor influencing repurchase behavior because consumers tend to maintain the use of products that align with their identity and activities. Furthermore, Fitriani et al. (2025) found that consumers, especially young people, tend to choose products that align with their lifestyle. This makes consumers feel comfortable and encouraged to make repeat purchases. H3: Lifestyle (X1) has a positive effect on repurchase intention (Y).

4. The Influence of Brand Image on Repurchase Intention

A strong brand image can build consumer confidence and loyalty in a brand. Consumers with a positive perception of a brand will have more confidence in the quality of the product offered, thus being more likely to make repeat purchases. According to Keller (2013), a good brand image can create an emotional connection between consumers and the brand. Research by Malau (2025) found that brand image has a positive and significant effect on repurchase intention. H4: Brand image (X2) has a positive effect on repurchase intention (Y).

5. The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction is a consumer's evaluation after comparing product performance with their expectations (Kotler & Keller, 2016). Satisfied customers are more likely to make repeat purchases due to positive experiences with the product they use. This aligns with the findings of Aurelia et al. (2021), who stated that customer satisfaction has a positive and significant effect on repurchase intention. If customers are satisfied with the product they purchased, their tendency to be loyal increases, encouraging them to make repeat purchases. H5: Customer satisfaction (Z) has a positive effect on repurchase intention (Y).

6. The Influence of Customer Satisfaction Mediates the Effect of Lifestyle on Repurchase Intention

Consumers who choose New Balance because it aligns with their lifestyle will feel satisfied when the product meets their needs and expectations. This satisfaction then encourages repeat purchases. Based on consumer behavior theory, the fit between lifestyle and product will result in satisfaction, which in turn shapes repeat purchase intentions (Kotler & Keller, 2016). Therefore, customer satisfaction is suspected to

be a mediating variable in the relationship between lifestyle and repurchase intention. H6: Customer satisfaction (Z) mediates the effect of lifestyle (Z1) on repurchase intention (Y).

7. The Influence of Customer Satisfaction Mediates the Effect of Brand Image on Repurchase Intention

A positive brand image will increase consumer confidence in product quality. When these expectations are met, consumers will feel satisfied and are more likely to make repeat purchases. Research by Al Farez et al. (2023) found that customer satisfaction mediates the relationship between brand image and repurchase intention. Thus, the better the New Balance brand image, the higher the customer satisfaction, which ultimately increases repurchase intention.

H7: Customer satisfaction (Z) mediates the effect of brand image (X2) on repurchase intention (Y).

Framework

This study aims to determine the influence of lifestyle and brand image on repurchase intention of New Balance shoes in Palu City: the mediating role of customer satisfaction. Therefore, a research framework is needed to examine this. This research framework is based on theories relevant to this study. Based on this, the research framework can be seen in the following figure:

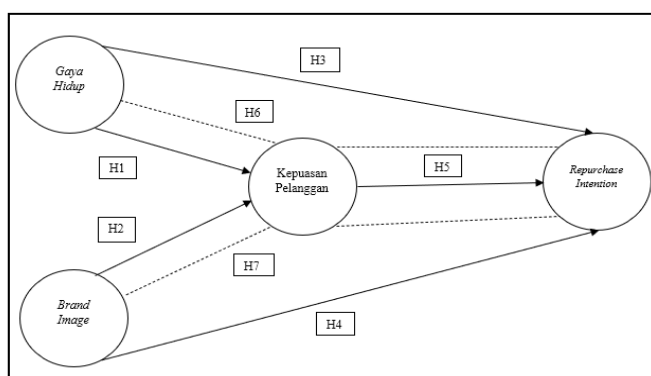


Image 1 : Research Framework

Note : —————> = Direct Influence / Impact
 - - - - -> = Mediation

METHOD

This research employed a quantitative method with a survey approach. According to Sugiyono (2023), a survey is a quantitative research method used to obtain past or current data on beliefs, opinions, characteristics, behaviors, and variable relationships, and to test several hypotheses about sociological and psychological variables from samples drawn from a specific population. The data collection technique utilizes in-depth observation (questionnaires/interviews), and the research results tend to be generalizable. The quantitative method was chosen to provide an objective and measurable picture of the Influence of Lifestyle and Brand Image on Repurchase Intention of New Balance Shoes in Palu City: The Mediating Role of Customer Satisfaction. The survey approach allows researchers to obtain primary data directly from respondents through a structured questionnaire.

The population in this study was consumers or residents of Palu City who have purchased or are currently purchasing New Balance shoes. The sample was determined using a purposive sampling technique, selecting respondents deemed to meet the research criteria, such as being 17 years of age or older, having purchased New Balance shoes, and residing in Palu City. The sample size of 170 respondents was determined based on the formula of Hair et al. (2021) recommends a minimum of 5 to 10 respondents for each indicator. With 34 indicators, the minimum sample size required is $5 \times 34 = 170$ respondents.

The research instrument used was a closed-ended questionnaire with a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). This questionnaire consisted of several main sections, including questions about lifestyle, brand image, customer satisfaction, and repurchase intention. Data analysis in this study was conducted in two stages. First, the validity and reliability of the instrument were tested by distributing the questionnaire to 30 respondents using a Google Form. The survey data were then processed using statistical software such as SPSS. Furthermore, the relationship between variables was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). As explained by Perdana et al. (2023), this method was chosen because it is capable of analyzing complex research models, including moderating variables such as consumer trust. Furthermore, PLS-

THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE ON REPURCHASE INTENTION OF NEW BALANCE SHOES IN PALU CITY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

Rejeki Tri Diva **et al**

SEM is considered flexible because it does not require data to be normally distributed and can be used on relatively small to medium sample sizes. The analysis was conducted by evaluating the measurement model (outer model) to assess construct validity and reliability, as well as the structural model (inner model) to test the research hypothesis. With this approach, the research results are expected to provide a comprehensive picture of the Influence of Lifestyle and Brand Image on Repurchase Intention of New Balance Shoes in Palu City: The Mediating Role of Customer Satisfaction.

Validity Test

The validity test is used to determine whether the questionnaire items are truly capable of measuring the variables being studied. If the calculated r value is greater than the table r value (test 2 is filled with a significance level of 0.05), then the statement is considered valid.

Table 1. Validity Test

Lifestyle	Brand Image	Customer satisfaction	Repurchase Intention
GH3 (0,353)	BI4 (0,491)	KP4 (0,501)	RI1 (0,437)
GH9 (0,452)	BI9 (0,555)	KP5 (0,617)	RI8 (0,488)
GH8 (0,499)	BI2 (0,585)	KP3 (0,701)	RI3 (0,589)
GH6 (0,553)	BI6 (0,590)	KP4 (0,718)	RI2 (0,631)
GH1 (0,593)	BI5 (0,597)	KP1 (0,814)	RI6 (0,661)
GH2 (0,600)	BI3 (0,599)		RI7 (0,716)
GH7 (0,630)	BI7 (0,617)		RI5 (0,739)
GH5 (0,681)	BI1 (0,668)		RI4 (0,778)
GH4 (0,695)	BI10 (0,691)		RI9 (0,819)
GH10 (0,795)	BI8 (0,730)		

Reliability Test

Sugiyono (2023) states that a reliable instrument is one that, when used repeatedly to measure the same object, will produce the same data. This test is conducted using the Cronbach's Alpha method, where a Cronbach's Alpha value of more than 0.6 is considered reliable.

Table 2. Reliability Test

Variable	Cronbach's Alpha
Lifestyle (X1)	0,867
Brand Image (X2)	0,881
Customer satisfaction (Z)	0.850
Repurchase Intention (Y)	0,888

RESULTS AND DISCUSSION

Results

1. Research Model (SmartPLS Output)

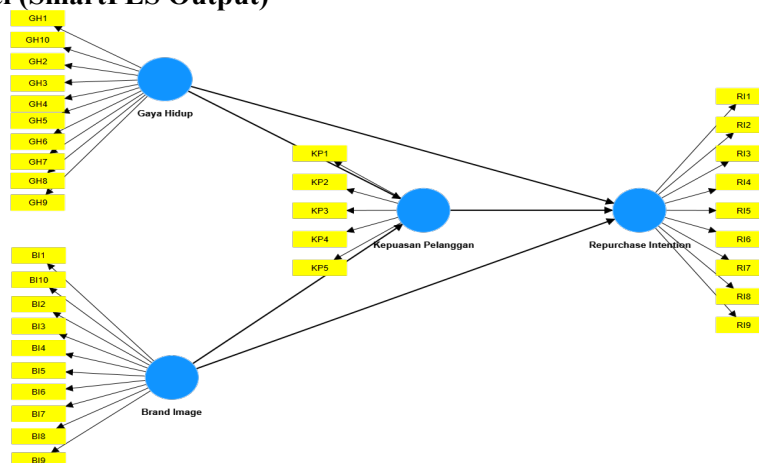


Image 2. SmartPLS Output

The diagram in the figure shows the structural and measurement models in the study, analyzed using the Partial Least Squares (PLS-SEM) approach. This model consists of four latent variables: Lifestyle (GH), Brand Image (BI), Customer Satisfaction (KP), and Repurchase Intention (RI). The Lifestyle and Brand Image variables act as independent (exogenous) variables, Customer Satisfaction acts as an intervening or mediating variable, and Repurchase Intention is the dependent (endogenous) variable.

Each latent variable is represented by several indicators shown in yellow boxes in the model. Indicators GH1–GH10 describe aspects of the Lifestyle variable, indicators BI1–BI10 represent aspects of the Brand Image variable, indicators KP1–KP5 describe the Customer Satisfaction variable, and indicators RI1–RI9 represent components of the Repurchase Intention variable. The arrows connecting the indicators to each latent variable illustrate the reflective relationship between the indicator and its construct, known as the measurement model (outer model). Meanwhile, the arrow lines connecting the latent variables show the causal relationship in the structural model (inner model).

2. Convergent Validity (Outer loading)

Table 3. Convergent Validity

GH (Lifestyle)	BI (Brand Image)	KP (Customer Satisfaction)	RI (Repurchase Intentions)
0,830	0,816	0,825	0,803
0,857	0,769	0,869	0,801
0,829	0,803	0,793	0,808
0,841	0,813	0,833	0,846
0,798	0,818	0,818	0,836
0,812	0,843		0,815
0,818	0,818		0,801
0,833	0,842		0,821
0,805	0,808		0,871
0,833	0,811		

Based on the results of the convergent validity test, as seen from the outer loading values for each indicator, all indicators in the Lifestyle (GH), Brand Image (BI), Customer Satisfaction (KP), and Repurchase Intention (RI) variables showed adequate loading values. The outer loading values for the Lifestyle (GH) indicator ranged from 0.798 to 0.857, Brand Image (BI) from 0.769 to 0.843, Customer Satisfaction (KP) from 0.793 to 0.869, and Repurchase Intention (RI) from 0.801 to 0.871. All of these values exceeded the recommended minimum threshold of 0.70, thus concluding that each indicator adequately reflects the construct being measured. No indicators had outer loading values below 0.70, thus no items needed to be eliminated from the measurement model. Furthermore, based on the results of the Composite Reliability (CR) and Average Variance Extracted (AVE) tests, all constructs have also met the required criteria ($CR > 0.70$ and $AVE > 0.50$). Thus, all constructs in this study are declared to have met convergent validity and are suitable for use in subsequent structural model analysis.

3. Discriminant Validity

Table 4. Discriminant Validity

Variable	Brand Image	Lifestyle	Customer Satisfaction	Repurchase Intention
Brand Image	0,814			
Lifestyle	0,434	0,826		
Customer Satisfaction	0,562	0,597	0,828	
Repurchase Intention	0,569	0,644	0,647	0,823

Based on the results of the discriminant validity test using the Fornell–Larcker criteria, the square root of the Average Variance Extracted (AVE) for the Brand Image construct was 0.814, Lifestyle was 0.826, Customer Satisfaction was 0.828, and Repurchase Intention was 0.823. The square root of the AVE for each construct was higher than the correlation values between other constructs, such as the correlation between Brand Image and Lifestyle (0.434), Customer Satisfaction (0.562), and Repurchase Intention (0.569), as well as the correlation between Lifestyle and Customer Satisfaction (0.597), Repurchase Intention (0.644), and the correlation between Customer Satisfaction and Repurchase Intention (0.647). All correlation values between these constructs were below the square root of the AVE for each variable.

Thus, according to the Fornell–Larcker criteria which require that the square root of the AVE value must be greater than the correlation between constructs, it can be concluded that all constructs in this study have met discriminant validity. This means that each variable is able to clearly distinguish itself from other constructs and there is no overlapping concept in the research model. Thus, according to the Fornell–Larcker criteria which require that the square root of the AVE value must be greater than the correlation between constructs, it can be concluded that all constructs in this study have met discriminant validity. This means that each variable is able to clearly distinguish itself from other constructs and there is no overlapping concept in the research model.

4. Reliability Test

Table 5. Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0,944	0,945	0,952	0,663
Lifestyle	0,948	0,949	0,955	0,682
Customer Satisfaction	0,885	0,887	0,916	0,686
Repurchase Intentions	0,940	0,943	0,950	0,677

Based on the construct reliability test results shown in the table above, all research variables (Brand Image, Lifestyle, Customer Satisfaction, and Repurchase Intention) had Cronbach's Alpha values above the minimum threshold of 0.70, with values ranging from 0.885 to 0.948. Furthermore, the Composite Reliability values for both rho_a and rho_c for all constructs also showed high results, each above 0.88. These results indicate that each construct has a very good level of internal consistency, allowing the items to measure the same concept stably and reliably. These findings align with Hair et al.'s (2021) finding that Cronbach's Alpha and Composite Reliability values above 0.70 indicate that the construct meets the criteria for good reliability. Therefore, all variables in this study are deemed reliable and suitable for further analysis in the structural model. In addition, the Average Variance Extracted (AVE) values for all constructs also met the recommended criteria, which were above 0.50, with a range of values between 0.663 and 0.686. This indicates that each construct is able to explain more than 50% of the variance of its indicators, thus concluding that convergent validity has been met properly. According to Fornell and Larcker (1981), an AVE value above 0.50 indicates that the indicator has adequate ability to reflect the latent construct being measured.

5. R-Square Test Table

Table 6. R-Square Test

Variable	R-square	R-square adjusted
Customer Satisfaction	0,469	0,463
Repurchase Intention	0,563	0,555

Based on the analysis results in the table above, the R-Square value for the Customer Satisfaction construct is 0.469, with an adjusted R-Square value of 0.463. This indicates that the Lifestyle and Brand Image variables explain 46.9% of the variation in changes in Customer Satisfaction, while the remaining 53.1% is explained by factors outside the research model. Furthermore, the R-Square value for the Repurchase Intention construct is 0.563, with an adjusted R-Square value of 0.555. These results indicate that the Lifestyle, Brand Image, and Customer Satisfaction variables explain 56.3% of the variation in

changes in Repurchase Intention, while the remaining 43.7% is influenced by other factors not included in the model.

Based on the criteria proposed by Chin (1998), an R-Square value of 0.19 is categorized as weak, 0.33 as moderate, and 0.67 as strong. Thus, the R-Square value for the Customer Satisfaction and Repurchase Intention constructs in this study falls into the moderate category. This indicates that the model has fairly good explanatory power, although it is not yet considered strong. However, this value is still acceptable in research in marketing and consumer behavior, considering that customer satisfaction and repurchase intention are influenced by various other external factors.

Therefore, the structural model (inner model) in the study titled "The Influence of Lifestyle and Brand Image on Repurchase Intention of New Balance Shoes in Palu City: The Mediating Role of Customer Satisfaction" is deemed suitable for analyzing the relationships between variables and explaining the mediating role of Customer Satisfaction in increasing Repurchase Intention.

6. F-square / Effect Size

Variabel	Brand Image	Lifestyle	Customer Satisfaction	Repurchase Intentions
Brand Image			0,213	0,094
Lifestyle			0,289	0,190
Customer Satisfaction				0,102
Repurchase Intentions				

Based on the F-Square (Effect Size) analysis results in the table above, it is known that the Brand Image variable has an f^2 value of 0.213 on Customer Satisfaction. Based on Cohen's (1988) criteria, this value falls into the moderate influence category, indicating that Brand Image has a significant contribution to shaping Customer Satisfaction with New Balance shoes in Palu City. Furthermore, the influence of Brand Image on Repurchase Intention has an f^2 value of 0.094, which is categorized as a small influence.

Furthermore, the Lifestyle variable has an f^2 value of 0.289 on Customer Satisfaction, which is categorized as a medium influence, even approaching a large influence. This indicates that Lifestyle plays a relatively stronger role in increasing Customer Satisfaction. Meanwhile, the influence of Lifestyle on Repurchase Intention has an f^2 value of 0.190, which is categorized as a medium influence.

For the Customer Satisfaction variable, the f^2 value for Repurchase Intention is 0.102, which, according to Cohen's (1988) criteria, falls into the small category. This indicates that Customer Satisfaction makes a significant, though not dominant, contribution to driving Repurchase Intention. There is no influence of other variables on specific endogenous constructs in this model, resulting in some cells in the table having no f^2 value.

Referring to Cohen's (1988) criteria, an f^2 value of 0.02 is categorized as small, 0.15 as medium, and 0.35 as large. Thus, it can be concluded that Brand Image and Lifestyle have a moderate contribution in influencing Customer Satisfaction. While the direct effect of Brand Image on Repurchase Intention is small, the direct effect of Lifestyle on Repurchase Intention is moderate. Furthermore, the effect of Customer Satisfaction on Repurchase Intention tends to be small. The results of this F-Square analysis provide an overview of the variables that have a relatively more dominant role in the structural model, and emphasize the importance of Customer Satisfaction as a mediating variable in the study entitled "The Influence of Lifestyle and Brand Image on Repurchase Intention of New Balance Shoes in Palu City: The Mediating Role of Customer Satisfaction."

7. Hypothesis Testing

7.1. Path Coefficient

Table 8. Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Customer Satisfaction	0,373	0,370	0,071	5,235	0,000
Brand Image -> Repurchase Intention	0,248	0,248	0,063	3,930	0,000
Lifestyle -> Customer Satisfaction	0,435	0,432	0,064	6,768	0,000
Lifestyle -> Repurchase Intention	0,363	0,360	0,073	5,000	0,000
Customer Satisfaction -> Repurchase Intention	0,290	0,291	0,075	3,868	0,000

Based on the results of the hypothesis test in the Path Coefficient (Bootstrapping) table, all relationships between variables in the research model showed a positive and significant effect. This is indicated by a t-statistic greater than 1.96 and a p-value less than 0.05, thus all research hypotheses are accepted.

The test results indicate that Customer Satisfaction has a positive and significant effect on Repurchase Intention, with a coefficient of 0.290, a t-statistic of 3.868, and a p-value of 0.000 (<0.05). This indicates that the higher the level of customer satisfaction with New Balance shoes in Palu City, the greater the customer's desire to repurchase.

Furthermore, Brand Image has a positive and significant effect on Customer Satisfaction, with a coefficient of 0.373, a t-statistic of 5.235, and a p-value of 0.000. These findings indicate that a positive brand image can increase customer satisfaction with New Balance shoes. Furthermore, Brand Image also has a positive and significant effect on Repurchase Intention, with a coefficient of 0.248, a t-statistic of 3.930, and a p-value of 0.000. This indicates that the more positive consumers' perceptions of the New Balance brand image, the higher their intention to repurchase.

The Lifestyle variable was shown to have a positive and significant effect on Customer Satisfaction, with a coefficient of 0.435, a t-statistic of 6.768, and a p-value of 0.000. Furthermore, Lifestyle also has a positive and significant effect on Repurchase Intention, with a coefficient of 0.363, a t-statistic of 5.000, and a p-value of 0.000. These results indicate that the suitability of New Balance shoes to consumers' lifestyles can increase customer satisfaction and encourage repurchase intentions.

Overall, the results of this hypothesis test indicate that Customer Satisfaction plays an important role as a mediating variable in the study entitled "The Influence of Lifestyle and Brand Image on Repurchase Intention of New Balance Shoes in Palu City: The Mediating Role of Customer Satisfaction." This finding confirms that increasing consumer repurchase intention is not only directly influenced by lifestyle and brand image, but also depends heavily on the extent to which these two factors are able to increase customer satisfaction with New Balance Shoes products.

7.2. Indirect Effect

Table 9. Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Repurchase Intention	0,108	0,108	0,036	2,999	0,003
Lifestyle -> Repurchase Intention	0,126	0,126	0,039	3,250	0,001

Based on the results of the Specific Indirect Effects test, it was found that Customer Satisfaction acts as a mediating variable in the relationship between Brand Image and Lifestyle on Repurchase Intention.

First, the test results show that the indirect relationship between Brand Image → Customer Satisfaction → Repurchase Intention has a coefficient value of 0.108, with a t-statistic of 2.999 and a p-value of 0.003 (<0.05). These results indicate that the indirect effect is positive and significant, indicating that Brand Image can increase Repurchase Intention through increased Customer Satisfaction. In other words, a positive brand image can encourage customers to make repeat purchases because it can create a higher level of satisfaction with New Balance shoes.

Second, the indirect relationship between Lifestyle → Customer Satisfaction → Repurchase Intention also showed positive and significant results, with a coefficient value of 0.126, a t-statistic of 3.250, and a p-value of 0.001 (<0.05). This indicates that Lifestyle can increase Repurchase Intention through the formation of Customer Satisfaction with New Balance Shoes in Palu City. The more the product aligns with the consumer's lifestyle, the higher the perceived satisfaction, ultimately increasing the desire to repurchase.

Thus, the results of the Specific Indirect Effects test confirm that Customer Satisfaction acts as a significant mediator in the relationship between Brand Image and Lifestyle on Repurchase Intention. This finding strengthens the research model that states that customer satisfaction is an important mechanism bridging the influence of brand image and lifestyle on repurchase intention among New Balance Shoe consumers in Palu City.

Discussion

The research findings indicate that both lifestyle and brand image significantly influence customer satisfaction and repurchase intention among New Balance shoe consumers in Palu City, with customer satisfaction playing a strong mediating role. Hypothesis testing results indicate that lifestyle has a positive and significant influence on customer satisfaction, as indicated by a coefficient of 0.435, a t-statistic of 6.768, and a p-value of 0.000. This means that the more New Balance shoes align with consumers' lifestyles, the higher their satisfaction levels. In addition to satisfaction, lifestyle also directly influences repurchase intention, with a coefficient of 0.363 and a t-statistic of 5.000 (p-value of 0.000). This demonstrates that consumers who perceive a product as aligned with their lifestyle will be encouraged to make repeat purchases.

Brand image also plays a significant role in this study. The coefficient of brand image on customer satisfaction is 0.373, with a t-statistic of 5.235 and a p-value of 0.000. Brand image also directly influences repurchase intention, with a coefficient of 0.248, a t-statistic of 3.930, and a p-value of 0.000. This finding confirms that positive perceptions of New Balance's brand image, particularly its quality and exclusivity, stimulate consumer satisfaction and increase their desire to repurchase.

Customer satisfaction, in addition to being influenced by lifestyle and brand image, is also a significant mediating factor for repurchase intention. The effect of satisfaction on repurchase intention yielded a coefficient of 0.290, a t-statistic of 3.868, and a p-value of 0.000. This strengthens the argument that satisfied customers tend not only to be loyal but also to be interested in repurchasing the same product in the future. The mediating role of customer satisfaction was strengthened through an analysis of specific indirect effects. The indirect effect of lifestyle on repurchase intention through customer satisfaction showed a coefficient of 0.126, a t-statistic of 3.250, and a p-value of 0.001. Meanwhile, the indirect effect of brand image on repurchase intention, mediated by customer satisfaction, was recorded at 0.108, with a t-statistic of 2.999, and a p-value of 0.003. Both mediation pathways were found to be significant, demonstrating that customer satisfaction is an important mechanism bridging the influence of lifestyle and brand image on repurchase intention.

Furthermore, the R-square results demonstrated the research model's ability to explain variation in changes in the dependent variable. The R-square value for Customer Satisfaction was 0.469 (adjusted R-square 0.463), meaning that 46.9% of the variation in customer satisfaction can be explained by lifestyle and brand image. Meanwhile, Repurchase Intention had an R-square of 0.563 (adjusted R-square 0.555), indicating that the combination of lifestyle, brand image, and customer satisfaction explains 56.3% of the variation in repurchase intention. Effect size (F-square) analysis confirmed the finding that brand image and lifestyle had a moderate influence on customer satisfaction ($f^2 = 0.213$ and 0.289 , respectively), while their direct influence on repurchase intention was small to moderate (brand image $f^2 = 0.094$; lifestyle $f^2 = 0.190$). The effect of customer satisfaction on repurchase intention was also small ($f^2 = 0.102$), but still significant.

Thus, this study confirms the importance of lifestyle fit and brand image strength in increasing customer satisfaction and loyalty, particularly in the form of repeat purchase intentions. Customer satisfaction acts as a strategic mediating variable, strengthening the relationship between lifestyle and brand image on repurchase intention. These findings align with previous research but provide new context for New Balance shoe consumers in Palu City. Practically, companies need to prioritize marketing strategies that target consumer lifestyle preferences while maintaining and strengthening brand image to maintain customer loyalty through optimal satisfaction.

CONCLUSION

Based on the research results, it can be concluded that lifestyle and brand image have a positive and significant influence on customer satisfaction and repurchase intention among New Balance shoe consumers in Palu City. Customer satisfaction has been proven to be a strong mediator in the relationship between lifestyle and brand image on repurchase intention, as indicated by the results of the indirect effect test and the significant path coefficient value. This means that the more relevant New Balance shoes are to lifestyle and the stronger the brand image built, the greater the satisfaction and desire to repurchase consumers will be. The research model is able to explain variations in customer satisfaction and repurchase intention moderately, as reflected in the obtained R-square value. The practical implication of this research is that companies need to strengthen marketing strategies that adapt to consumers' lifestyle preferences while strengthening brand image through experience, quality, and community collaboration to create long-term satisfaction and loyalty. This study also contributes to science by filling the research gap related to consumer behavior in Palu City, especially for global branded shoe products.

REFERENCES

- Aaker, D. A. (1997). *Building Strong Brands*. New York: Free Press.
- Al Farez, M. R., Fachri, H., & Ramadhan, M. E. A. (2023). Converse: Brand Image and Product Quality Effect Through Customer Satisfaction Toward Repurchase Intention. *Jurnal Manajemen Bisnis*, 10(1), 90–105.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2022). *Consumer Behavior*. New York: Harcourt College Publishers.
- Euromonitor International. (2022). Indonesia Sports Footwear Market Report.
- Fitriani, F. A., Sumiati, S., & Nurcholis, L. (2025). Pengaruh Store Atmosphere, Gaya Hidup, Service Quality dan Word of Mouth Terhadap Repurchase Intention Pada Kopi Nako Semarang. *ECo-Fin*, 7(3), 1507–1520. <https://doi.org/10.32877/ef.v7i3.2845>
- Fitriani, N. (2022). Gaya Hidup Konsumen dalam Pembelian Sepatu pada Masyarakat Modern. *Jurnal Ekonomi dan Bisnis*, 14(1), 23-34.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, 37(11/12), 1762–1800.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson.
- Perdana, R., Julianita, W., & Ananda, A. (2023). The Application of PLS-SEM for Modeling Consumer Trust as Moderation in Online Shopping Behavior. *Jurnal Statistika dan Komputasi*, 13(2), 89-101.
- Prasetya, A. T., & Amalia, R. (2023). Pengaruh Brand Image terhadap Keputusan Pembelian di Kalangan Mahasiswa. *Jurnal Ilmu Manajemen*, 18(1), 112-127.
- Pratolo, S., Rahmawati, D., & Pramana, A. E. (2022). The role of perceived value, service quality, and trust in building repurchase intention. *Cogent Business & Management*, 9(1), 2058584. <https://doi.org/10.1080/23311975.2022.2058584>
- Rahmadini, D., Rahayu, S., & Wijayanti, S. (2023). Pengaruh Brand Image Dan Satisfaction Terhadap Repurchase Intention Pada E-Commerce Shopee. *Jurnal Ilmiah Manajemen dan Bisnis*, 24(2), 101-113. <https://ejournal.upi.edu/index.php/Manajemen-Bisnis/article/view/62187>
- Saputri, D. Y., & Wibowo, L. A. (2021). Persaingan Global Industri Sepatu Olahraga di Indonesia. *Jurnal Administrasi Bisnis*, 9(1), 35-45.
- Sari, N. P. (2020). Strategi pemasaran produk sepatu *New Balance* di Indonesia. *Jurnal Bisnis dan Manajemen*, 8(1), 156–163.
- Schiffman, L., & Kanuk, L. (2021). *Consumer Behavior* (12th ed.). Pearson.
- Setiadi, N. J. (2019). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Prenadamedia.

THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE ON REPURCHASE INTENTION OF NEW BALANCE SHOES IN PALU CITY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

Rejeki Tri Diva **et al**

- Setiawan, D., & Lestari, N. (2022). Gaya hidup dan brand image terhadap keputusan pembelian produk fashion di kota berkembang. *Jurnal Riset Pemasaran*, 13(2), 104-115.
- Sinta, T.A., Ponirin., Bachri, S., & Auriza, M.Z. (2025). The Effect of Service Quality on Customer Satisfaction Mediated by Brand Image and Customer Experience of Indibiz in Palu City. *SIMAK*. 23, 01 (May 2025), 138–155. DOI:<https://doi.org/10.35129/simak.v23i01.627>.
- Situmorang, L. A., & Lubis, M. (2022). Studi Perilaku Konsumen Sepatu Bermerek di Kota-kota Berkembang. *Jurnal Penelitian Manajemen*, 17(2), 205-220.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sumarwan, U. (2020). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Jakarta: Ghalia Indonesia.
- Tjahjono, H. K. (2020). Sepatu sebagai Simbol Gaya Hidup Urban: Studi Kasus di Indonesia. *Jurnal Ilmu Sosial dan Humaniora*, 5(2), 78-90.
- Tjiptono, F. (2014). *Strategi Pemasaran*. Edisi 4. Yogyakarta: Andi.
- Wijaya, D. E., & Pratama, G. A. (2020). Faktor-Faktor Pembentukan Brand Image pada Sepatu *New Balance*. *Jurnal Ekonomi & Bisnis*, 15(2), 214-226.
- Wijaya, D. E., & Pratama, G. A. (2022). Pengaruh Brand Image terhadap Loyalitas Konsumen Sepatu Olahraga. *Jurnal Ilmu Ekonomi*, 19(1), 45-60.
- Yulianto, F. (2018). Faktor-Faktor yang Mempengaruhi Kepuasan Konsumen dalam Pembelian Sepatu. *Jurnal Riset Bisnis Indonesia*, 13(1), 30-38.
- Yurico, B., Fatimah, F., & Rahayu, J. (2022). Pengaruh gaya hidup, citra merek dan kualitas pelayanan terhadap kepuasan pelanggan Barbershop Den Bagoes Tanggul Jember. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(11), 2291–2306. <https://doi.org/10.36841/jme.v1i11.2535>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31–46