

The Impact of Product Quality and Brand Ambassadors on Repurchase Intentions

A Survey Study of the Opinions of a Sample of Samsung Customers in Iraq

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Abstract : The current study seeks to determine the level of direct influence of product quality in its dimensions (performance, characteristics, reliability, conformity, durability, serviceability, product aesthetics, perceived quality) and brand ambassadors in its dimensions (appearance, ambassador credibility, attractiveness, strength) and the level of influence on repurchase intentions (unidimensional) through a sample of Samsung customers in Iraq. In order to achieve the study objectives, the researcher resorted to using the descriptive analytical approach, as the questionnaire form was used as a main tool for collecting data, and it was prepared according to the five-point Likert scale, as the questionnaire consisted of two sections, the first section included general information represented by the personal data of the study sample, and the second section dealt with the paragraphs related to the study variables, as the study community represented by students of the Department of Business Administration in the College of Administration and Economics / University of Babylon as customers of the Samsung brand in Iraq, as the study community amounted to (353) students. The sample size was determined based on the study of (Krejcie & Morgan), which is one of the most widely used formulas in postgraduate research (Krejcie & Morgan, 1970: 607). The researcher distributed (190) questionnaires to the sample members by publishing them electronically on social networking sites that include student groups (WhatsApp - Telegram). (163) questionnaires were retrieved, and all of them were valid for analysis. The rest were neglected due to incomplete answers to the questions. For the purpose of data analysis, statistical analysis programs were used, namely (Microsoft Excel), (SPSS V.26), (Amos. V.23). The study came out with a set of conclusions, the most prominent of which is the existence of a significant direct correlation between product quality and the variable of repurchase intentions, and the existence of a significant direct correlation between brand ambassadors and the variable of repurchase intentions.

Keywords: Product quality, brand ambassadors, repurchase intentions.

INTRODUCTION: In a highly competitive marketing environment, simply attracting customers is no longer sufficient to build true commercial sustainability. Repurchase intentions have become one of the most important behavioral indicators of customer loyalty and a brand's success in creating a long-term relationship with its target audience. Repurchase intentions are an advanced indicator that can be used to predict future customer behavior.

Product quality is the tangible and valuable dimension of the purchasing experience and is the foundation for building customer satisfaction and trust. Brand ambassadors represent the brand's voice and image to the public and contribute to shaping perceptions and impressions.

On this basis, the current study seeks to analyze the role of both product quality and brand ambassadors in shaping repurchase intentions, while examining the nature of the relationship between these variables and the possibility of their communication or interaction with each other.

Study methodology

First: The problem of the study

Global markets are witnessing increasing competition among brands to attract customers and maintain their loyalty, particularly in sectors characterized by rapid technological development, such as electronics. Samsung is one of the most prominent brands, enjoying widespread popularity and high customer trust, making understanding customer behavior toward it a strategic necessity.

In this context, product quality has emerged as one of the primary factors influencing purchase and repurchase decisions, alongside the increasing reliance on unconventional marketing strategies, such as employing brand ambassadors, who contribute to enhancing the brand's image and influencing customers' perceptions and emotional attachment to the brand .

Although numerous studies have examined both product quality and brand ambassadors as independent variables, studies that combine them within a single explanatory model to measure their combined impact on repurchase intentions remain limited, especially in the context of brands operating in the local market such as Samsung. Furthermore, the nature of the relationship between these variables still requires further examination and interpretation in light of the rapid developments in customer preferences and digital marketing methods. Therefore, the problem of this study stems from the need to analyze and interpret the impact of both product quality and brand ambassadors on repurchase intentions among Samsung customers. This will provide a deeper understanding of the factors influencing consumer behavior and provide applied insights that brands can leverage to enhance their marketing strategies.

Hence, the study problem stems from the pursuit of answering the following main question: "To what extent do product quality and brand ambassadors influence repurchase intentions among Samsung customers"?

A number of sub-questions arise from the main question, including:

- 1-What is the level of customer perception of the quality of Samsung products?
- 2-What is the extent of the influence of Samsung brand ambassadors in shaping customer attitudes toward the brand?
- 3-What is the nature of the relationship between product quality and repurchase intentions among Samsung customers?
- 4- What is the relationship between brand ambassadors and customers repurchase intentions?
- 5- How well do product quality and brand ambassadors influence Samsung customers repurchase intentions?

Second: The importance of the study

The importance of the study is embodied by the scarcity of current study on product quality and brand ambassadors on repurchase intentions due to the novelty of the topic. This means that the application of product quality and brand ambassadors by organizations will have a profound impact on repurchase intentions.

The importance of the study stems from the impact of product quality and brand ambassadors on repurchase intentions.

The importance of the study is embodied by the following:

- 1-The study contributes to the theoretical literature by addressing two variables that influence consumer behavior (product quality and brand ambassadors) and linking them to repurchase intentions within a single model. This is a new approach that has not been adequately studied in previous study.
- 2-It fills a knowledge gap related to the scarcity of studies that combine product quality and brand ambassador marketing to explain repurchase intentions, particularly in the context of major brands such as Samsung.
- 3-It provides studies with a proven measurement tool that can be adopted in the future in similar studies in different environments, with the potential for modification and development depending on the context.
4. The study results provide realistic indicators that companies operating in the market, especially major brands like Samsung, can use to understand the factors influencing customer behavior and enhance customer loyalty.
5. Providing practical recommendations that can be applied in practice to improve brand performance and increase its market share by enhancing customers' intention to repurchase.

Third: study Objectives

- 1-Analyze customers' level of perception of the quality of Samsung products and identify the most influential dimensions in their evaluation.
- 2-Identify the role of brand ambassadors in shaping customers' perceptions of Samsung and measure the extent of their influence on their purchasing behavior.
- 3-Measure the relationship between product quality and repurchase intentions among Samsung customers.
4. Determine the impact of both product quality and brand ambassadors on repurchase intentions within an explanatory model that shows the relative importance of each variable.
5. Providing practical recommendations to Samsung decision-makers on how to improve product quality and leverage brand ambassadors to enhance repurchase intentions.

Fourth: Study hypotheses

The study's hypotheses include clarifying the correlations and their impact between the study's variables and their dimensions. They constitute a response to the questions posed in the study's problem, with the aim of achieving the study's objectives and testing the study's hypothetical outline. Therefore, the current study is based on the following main and sub-hypotheses:

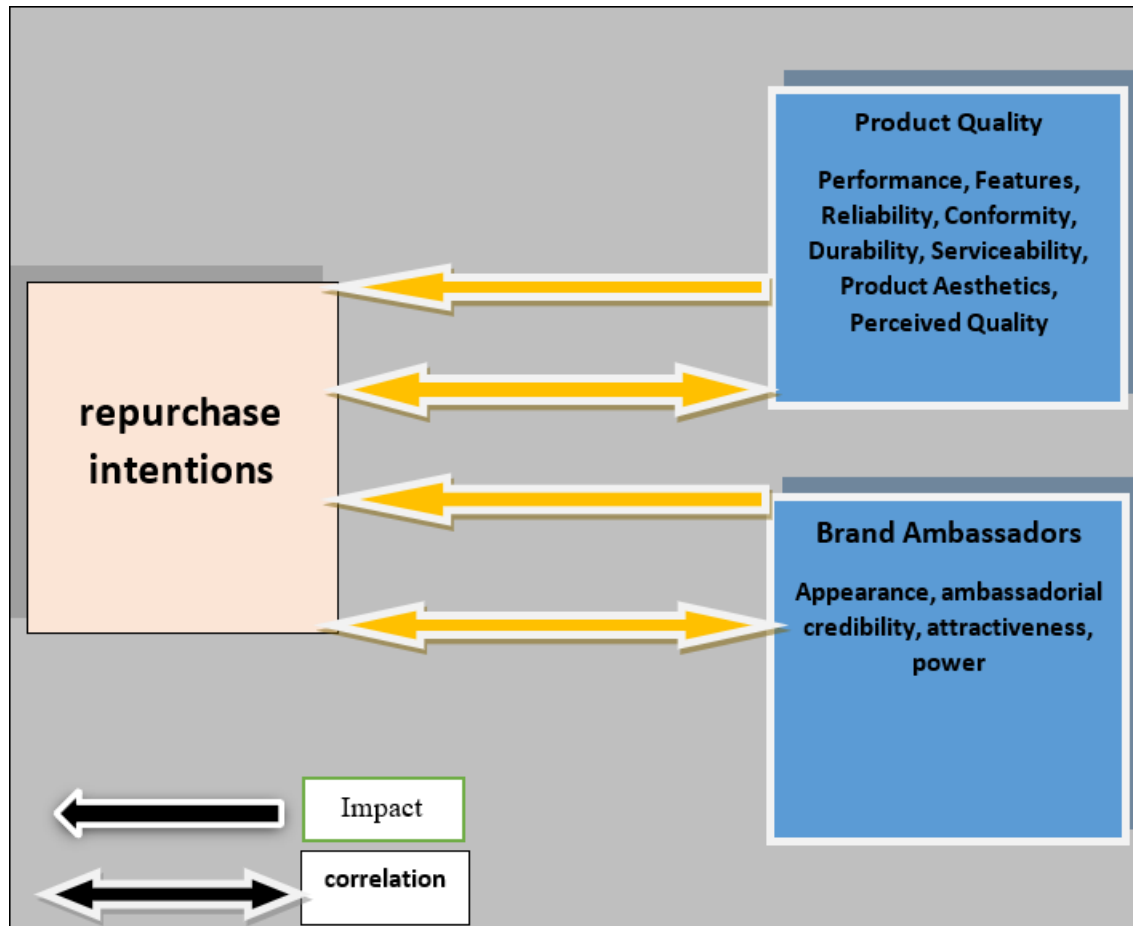


Figure (1) Hypothetical scheme of the study

H1: There is a significant direct correlation between (product quality) and the variable (repurchase intentions). The following sub-hypotheses branch out from this hypothesis:

H1.1 There is a significant direct correlation between (performance) and the variable (repurchase intentions).

H1.2 There is a significant direct correlation between (characteristics) and the variable (repurchase intentions).

H1.3 There is a significant direct correlation between (reliability) and the variable (repurchase intentions).

H1.4 There is a significant direct correlation between (conformity) and the variable (repurchase intentions).

H1.5 There is a significant direct correlation between (durability) and the variable (repurchase intentions).

H1.6 There is a significant direct correlation between serviceability and repurchase intentions.

H1.7 There is a significant direct correlation between product aesthetics and repurchase intentions.

H1.8 There is a significant direct correlation between perceived quality and repurchase intentions.

H2: There is a significant direct correlation between brand ambassadors and repurchase intentions. The following sub-hypotheses branch from this hypothesis:

H2.1 There is a significant direct correlation between visibility and repurchase intentions.

H2.2 There is a significant direct correlation between ambassador credibility and repurchase intentions.

H2.3 There is a significant direct correlation between (attractiveness) and (repurchase intentions).

H2.4 There is a significant direct correlation between (strength) and (repurchase intentions).

H3: There is a significant direct multi-factor effect between product quality and brand ambassadors on repurchase intentions.

Fifth: study Community and Sample

The study community is represented by the brand's customers in Iraq, while the study sample represents a sample of Samsung customers in Iraq. Questionnaires were distributed randomly to Samsung customers. After the questionnaire was distributed and published electronically on social media sites (WhatsApp - Telegram - Messenger), the number of questionnaires distributed reached (380) questionnaires to a group of customers, and the number of questionnaires obtained reached (280). The number of questionnaires valid for analysis reached (163) questionnaires specific to customers. Table (1) shows the characteristics of the study sample.

Table (1) Demographic characteristics of the study sample

| | Variable | Target Segment | Recurrence | Percentage% |
|---|--|--------------------|------------|-------------|
| 1 | Gender | Males | 111 | 68% |
| | | Females | 52 | 32% |
| | | Total | 163 | 100% |
| 2 | Age Group | Under 25 years old | 46 | 28% |
| | | 26-35 | 54 | 33% |
| | | 36-45 | 44 | 27% |
| | | 46-55 | 8 | 5% |
| | | 56 - or more | 11 | 7% |
| | | Total | 163 | 100% |
| 3 | How long has the current brand been in use | 1--5 years | 42 | 26% |
| | | 6-10 years | 51 | 31% |
| | | 11-15 years | 38 | 23% |
| | | 16 - or more | 32 | 20% |
| | | Total | 163 | 100% |

The Theoretical Aspect

First: Product Quality

1- Product quality concept: Product quality is defined as conformity to specifications (Trentin et al., 2012: 851). (Lotfi et al., 2013: 473) indicated that product quality is the composite of engineering and manufacturing characteristics that determine the degree to which the product used will meet customer expectations. (Chinomona & Maziriri 2017: 145) emphasized that product quality is the combination of attributes that have the potential to meet customer needs and satisfaction by improving the product and making it free of defects. These attributes can also be those product attributes that customers want and need in exchange for monetary considerations. (Widyarsih & Cahaya 2023: 104) emphasized that product quality is an important indicator of its superiority. It is an objective measure for comparing a product to others, influenced by numerous factors. As a result, there is no consensus between using a single or multiple dimensions for measurement. (Marlinda & Purnamasari 2024: 4124) stated that product quality is everything that can be offered to the market so that it can be consumed and creates a sense of satisfaction with the customer's needs and desires. Also, a good product will create an outcome that affects the customer's viewpoint, making customers feel that the product is superior to others. (Wijaya & Berlianto 2025: 1911) indicated that product quality is the willingness of potential customers to make a decision to purchase goods and services of superior value and suitable for sale according to what potential buyers expect.

2- Dimensions of product quality: Product quality has many dimensions that have been agreed upon by many studies and writers and that are appropriate for the scope of this study.

1-Performance: Refers to the level at which the product's key features operate. Quality becomes an increasingly important dimension of differentiation when an organization applies the value model and delivers higher quality at a lower cost (Dwi, 2021: 14).

2- Properties: Features refer to the valuable performance aspects that add essential functions related to product selection and development (Sriambarwaty, 2023: 135).

3-Reliability: It relates to the level of failure in using the product (Hamidi & Prakoso, 2018: 3).

4- Matching: It is the level or degree to which a service or product meets certain standards. Conformity to specifications is the extent to which the design and operational characteristics of the product meet pre-determined standards (Hakim, 2021: 556).

5- Durability: Durability relates to how long a product will be used (Haque, 2020: 33).

6- Serviceability: Refers to speed, convenience, efficiency, ease of repair, and satisfactory handling of customer complaints (Febrian, 2019: 45).

7- Product aesthetics: Product aesthetics relate to everything that indicates the attractiveness of the product, such as style, physical shape, design, color, etc (Ani et al., 2025: 7).

8- Perceived quality: Often results from indirect measurement, where customers may not fully understand the product or have enough information about it (Saputra, 2024: 3).

Second: Brand Ambassadors:

1- Brand Ambassadors Concept: A brand ambassador is a tool used by an organization to communicate with customers to improve sales. The most important indicators used to measure brand ambassadors are: support for the public image of the brand they represent, their relevance to the brand they represent, and the chosen public image's knowledge of the product, credibility, and experience as an advertising star (Dewi & Siagian, 2020: 2). When selecting a brand ambassador, the organization must ensure that the brand ambassador's qualities are directly aligned with the impact of the promotional message the organization wants to create (Alayubi, 2023: 4). (Here, Vinith et al.

2024: 62) defined a brand ambassador as someone who promotes a product or brand. They are an advocate for a particular organization's products and services. Brand ambassadors have become an increasingly trusted source of information and embody the organization's corporate identity through words and actions.

2- Dimensions of the brand ambassadors: Brand ambassadors have many dimensions that have been unanimously agreed upon by many studies and writers and are relevant to the scope of this study.

1- Appearance: The popularity of the celebrities representing the advertised product, when linked to popularity, can be determined by the number of fans (Subagiyo et al., 2023: 61).

2- Ambassador's credibility: It is a person's characteristic related to the ability or experience to build trust (Faritzal et al., 2024: 2).

3- Gravity: An attractive, intangible appearance for brand ambassadors (Fahrani et al., 2023: 107).

4- power: One of the important indicators that make celebrity brand ambassadors influential and attract customers is (Maharani & Widodo, 2023: 2).

Third: Repurchase Intentions:

Repurchase intention is a customer's desire to make future purchases based on acquired experience (Ketut et al., 2003: 5). (Angel & Pasaribu 2022: 168) defined repurchase intention as the willingness and activity of buyers to repurchase a product, based on satisfaction with the customer's need for the product. According to (Wantara & Suryanto 2023: 24), repurchase intentions refer to the cognitive process by which customers make a conscious decision to make future and repeat purchases. Customer trust and satisfaction influence this decision. (Ellitan & Suhartatik 2023: 30) asserted that repurchase intentions are the possibility or opportunity to use a previous service provider again in the future, or the customer's tendency to purchase the product from the manufacturing organization for a longer period. (Djuraida & Sukardi, 2025: 1362) stated in his study that repurchase intentions are a behavior that arises in response to something, indicating the customer's desire to make a purchase of the product again.

Practical Aspect

Measurement Test and Measures

A questionnaire was used to measure the variables and dimensions of the current study, based on the previous study. Table (2) illustrates the components of this measure. Using the measurement items mentioned in the questionnaire, the questionnaire was first designed on a five-point Likert scale ranging from (5) strongly disagree to (1) strongly agree. The questionnaire was reviewed by university referees, revised based on the professors' comments, and a pilot test was conducted with (163) Samsung customers.

Cronbach's alpha coefficient was used to assess the reliability of the measurement items.

Table (2) Standards

| Variables | Source |
|-----------------------|---|
| Product quality | Tjiptono & Chandra, 2016 |
| Brand Ambassadors | Rossiter et al., 2018 |
| repurchase intentions | Han et al., 2019 Muhammad. 2024 Safari et al., 2024 |

Hypotheses concerning the correlations between the study variables:

First: Testing the first main correlation hypothesis and the hypotheses derived from it.

H1.: There is a significant direct correlation between (product quality) and the variable (repurchase intentions).

H1.:1 There is a significant direct correlation between (performance) and the variable (repurchase intentions).

H1.:2 There is a significant direct correlation between (characteristics) and the variable (repurchase intentions).

H1.:3 There is a significant direct correlation between (reliability) and the variable (repurchase intentions).

H1.:4 There is a significant direct correlation between (conformity) and the variable (repurchase intentions).

H1.:5 There is a significant direct correlation between (Durability) and (Repurchase Intentions).

H1.:6 There is a significant direct correlation between (Serviceability) and (Repurchase Intentions).

H1.:7 There is a significant direct correlation between (Aesthetics) and (Repurchase Intentions).

H1.:8 There is a significant direct correlation between (Perceived Quality) and (Repurchase Intentions).

As shown in Table.(3)

Table (3) Matrix of correlation coefficients between product quality and repurchase intentions

| Table (5) Matrix of correlation coefficients between product quality and repurchase intentions | | | | | | | | | | |
|--|---------------------|-------------|------------|-------------|----------|------------|----------------|--------------------|-------------------|-----------------|
| Correlations | | | | | | | | | | |
| | | performance | Properties | Reliability | Matching | Durability | Serviceability | Product aesthetics | Perceived quality | Product quality |
| performance | Pearson Correlation | 1 | .747** | .686** | .629** | .628** | .547** | .592** | .653** | .827** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |

| | | | | | | | | | | |
|------------------------------|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Properties | Pearson Correlation | .747** | 1 | .659** | .553** | .587** | .549** | .610** | .587** | .805** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| Reliability | Pearson Correlation | .686** | .659** | 1 | .706** | .745** | .559** | .584** | .684** | .859** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| Matching | Pearson Correlation | .629** | .553** | .706** | 1 | .712** | .556** | .572** | .633** | .819** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| Durability | Pearson Correlation | .628** | .587** | .745** | .712** | 1 | .629** | .514** | .663** | .843** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| Serviceability | Pearson Correlation | .547** | .549** | .559** | .556** | .629** | 1 | .495** | .522** | .757** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| Product aesthetics | Pearson Correlation | .592** | .610** | .584** | .572** | .514** | .495** | 1 | .735** | .780** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| Perceived quality | Pearson Correlation | .653** | .587** | .684** | .633** | .663** | .522** | .735** | 1 | .837** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |
| repurchase intentions | Pearson Correlation | .634** | .566** | .637** | .655** | .665** | .607** | .696** | .768** | .801** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 | 163 |

** . Correlation is significant at the 0.01 level (2-tailed).

Second: Testing the Second Main Hypothesis and its Emerging Hypotheses

H2-There is a significant direct correlation between (brand ambassadors) and the variable (repurchase intentions).

H2.:1 There is a significant direct correlation between (visibility) and the variable (repurchase intentions).

H2.:2 There is a significant direct correlation between (ambassador credibility) and the variable (repurchase intentions).

H2.:3 There is a significant direct correlation between (attractiveness) and the variable (repurchase intentions).

H2.:4 There is a significant direct correlation between (power) and the variable (repurchase intentions).

As shown in Table.(4)

Table (4) Matrix of correlation coefficients between brand ambassadors and repurchase intentions

| | | Correlations | | | | | |
|---------------------------------|----------------------------|---------------------|---------------------------------|----------------|--------------|--------------------------|------------------------------|
| | | Appearance | Ambassador's credibility | Gravity | power | Brand Ambassadors | repurchase intentions |
| Appearance | Pearson Correlation | 1 | .752** | .610** | .640** | .858** | .599** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 |
| Ambassador's credibility | Pearson Correlation | .752** | 1 | .646** | .764** | .911** | .673** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 |
| Gravity | Pearson Correlation | .610** | .646** | 1 | .702** | .840** | .593** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 |
| power | Pearson Correlation | .640** | .764** | .702** | 1 | .887** | .682** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 163 | 163 | 163 | 163 | 163 | 163 |
| Brand Ambassadors | Pearson Correlation | .599** | .673** | .593** | .682** | .729** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 163 | 163 | 163 | 163 | 163 | 163 |

** . Correlation is significant at the 0.01 level (2-tailed).

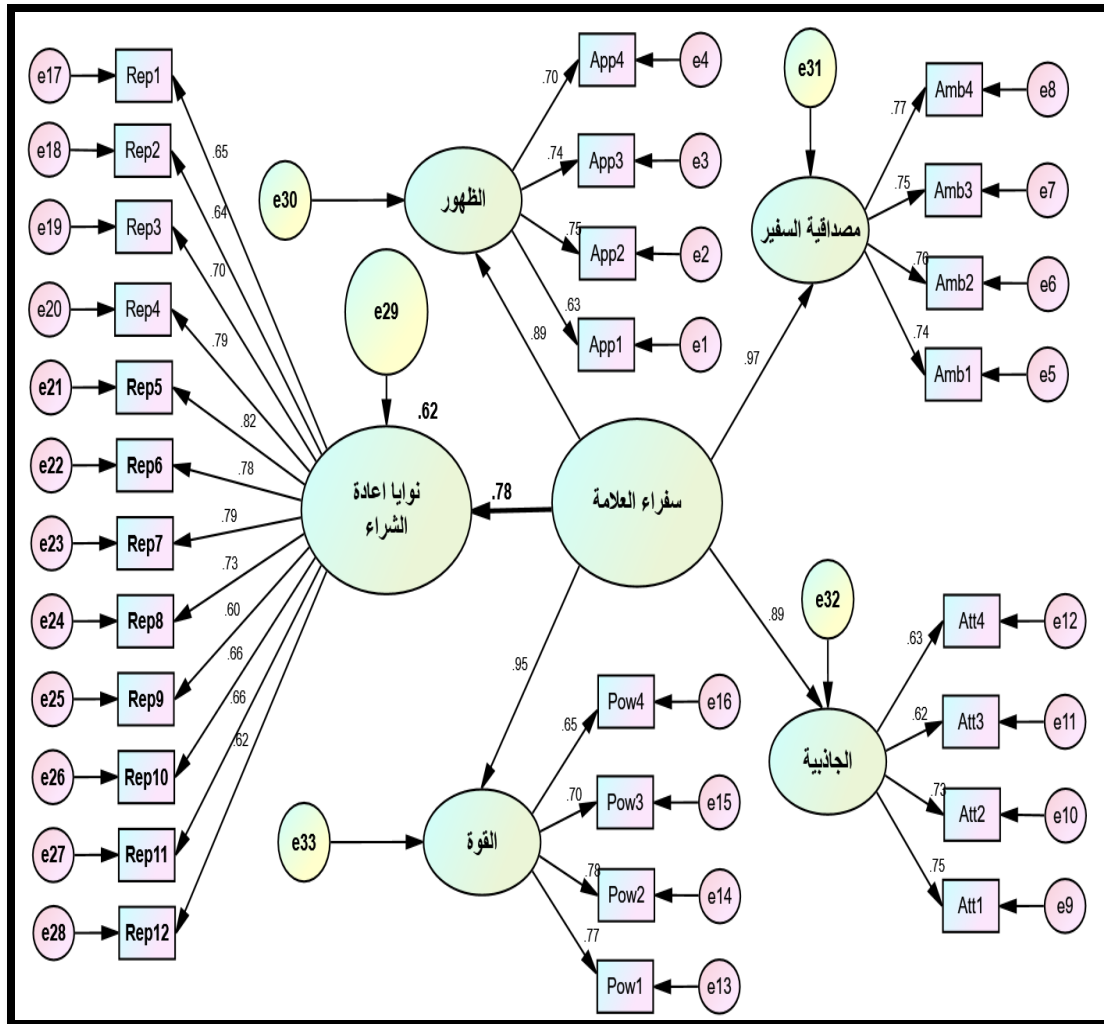


Figure (3) Testing the direct effect of the second main effect hypothesis

Source: Prepared by the researcher based on the outputs of the (Amos. V.23) program.

Table (6) shows the values for the structural model outputs, which include the standardized beta, the unstandardized beta, its critical ratio, the measurement error, and the significance of the impact value.

(6) Table

Regression weights to test the hypotheses of the direct influence between brand ambassadors and repurchase intentions

| Variable and dimensions | The path | Variables | S.R.W | Estimate | S.E. | C.R. | P |
|-------------------------|----------|-------------------|-------|----------|------|-------|------|
| repurchase intentions | <--- | Brand Ambassadors | .785 | .850 | .101 | 8.420 | .000 |

There is a high correlation between the brand ambassadors variable and the repurchase intentions variable, as shown in Table (6).

H3.: There is a significant multiple direct effect between product quality and brand ambassadors on repurchase intentions. As in Figure (4)

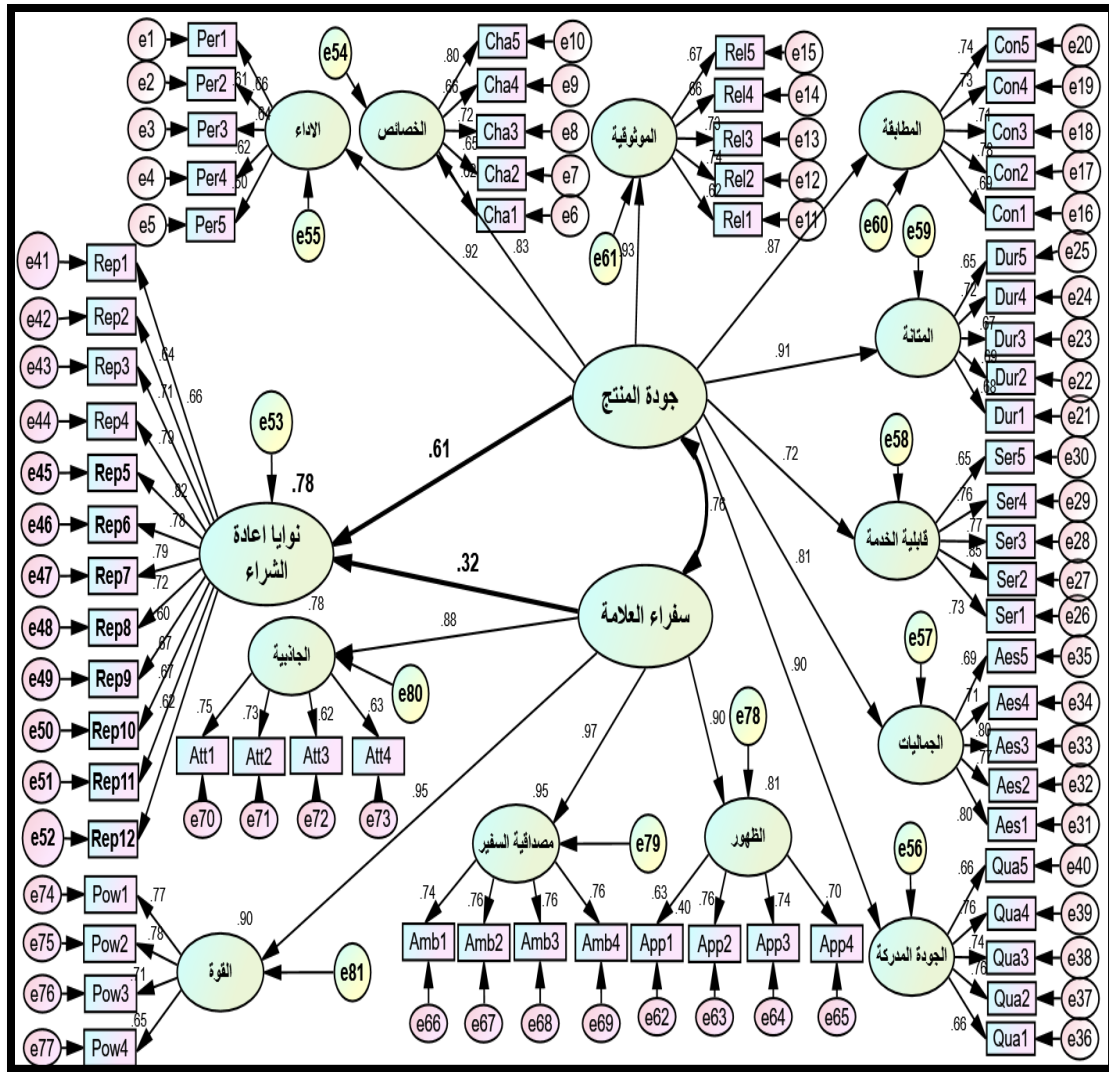


Figure (4) Testing the direct effect of the third main multiple effect hypothesis

Source: Prepared by the researcher based on the outputs of the (Amos. V.23) program.

Table (7) shows the values for the structural model outputs, which include the standardized beta, the unstandardized beta, its critical ratio, the measurement error, and the significance of the effect value.

Table (7) Regression weights to test the hypotheses of the direct effect between product quality, brand ambassadors, and repurchase intentions

| Variable and dimensions | The path | Variables | S.R.W | Estimate | S.E. | C.R. | P |
|-------------------------|----------|-------------------|-------|----------|------|-------|------|
| repurchase intentions | <--- | Product quality | .610 | .873 | .146 | 5.966 | .000 |
| repurchase intentions | <--- | Brand Ambassadors | .323 | .450 | .123 | 3.657 | .000 |

There is a high correlation between the product quality variable, brand ambassadors, and repurchase intentions, as shown in Table.(7)

Conclusions and Recommendations

First: Conclusions:

Based on the results of the statistical description and hypothesis testing, the study reached a set of conclusions, as follows:

1- The statistical description results showed that the product quality dimensions within the context of the Samsung brand exhibit a generally high level, clearly reflecting a clear positive perception of the quality of Samsung products in Iraq. This high rating reflects a degree of implicit satisfaction and confidence in the technical, functional, and aesthetic

characteristics of the product, including performance, durability, and other dimensions. This indicates that the Samsung brand has succeeded in providing a product experience that meets and, in some cases, exceeds customer expectations.

2- The results of the descriptive analysis showed that the dimensions of brand ambassadors recorded high levels from the respondents' perspective, reflecting the Samsung brand's strong mental standing among customers and their strong sense of belonging and emotional connection to it.

3- The results of the descriptive analysis showed that Samsung customers' repurchase intentions were high, reflecting a high degree of satisfaction and perceived brand loyalty among the sample. This result indicates that the majority of customers are willing to purchase Samsung products again in the future, demonstrating the brand's success in meeting their expectations and maintaining a level of performance that keeps customers in a cycle of repeat loyalty.

4- The results of the first hypothesis test showed that all dimensions of product quality are strongly and statistically significant positively associated with repurchase intentions, indicating a strong direct relationship. This result reflects that customers who perceive high levels of product quality are more likely to repeat purchases from the same brand, indicating that product quality is a key determinant in building customer behavioral loyalty.

5- The results of the second hypothesis test showed a strong, statistically significant positive correlation between the brand ambassador variable in its various dimensions and Samsung customers repurchase intentions. This reflects the effective role that brand ambassador components play in influencing customers' future intentions. It also supports the importance of relying on brand ambassadors with a high degree of influence and credibility within marketing campaigns that aim to enhance loyalty and increase repurchase rates.

6- The results showed a direct effect between product quality and repurchase intentions. This effect was positive and statistically significant, indicating a significant direct relationship between the two variables. This result indicates that improved product quality directly leads to increased customer repurchase intentions. This effect reflects the importance of product quality dimensions such as performance, reliability, conformity, and others in shaping positive customer impressions and enhancing the desire to repeat the purchase experience.

7- The results showed a direct effect between brand ambassadors and repurchase intentions. The relationship between the two variables was positive and statistically significant, reflecting the vital role brand ambassadors play in promoting customer repurchase behavior. This finding indicates that increased levels of brand representational behavior, such as positive brand visibility, credibility, attractiveness, and strength, significantly contribute to enhancing customers' intentions to repeat the purchase.

8- The results showed that both product quality and brand ambassadors significantly and positively contributed to explaining the variance in customer repurchase intentions. This finding suggests that the presence of brand ambassadors through advertising campaigns, digital content, and public engagement may enhance brand appeal and influence purchase decisions, especially when combined with a high-quality product experience.

Second: Recommendations:

1- Companies, especially those operating in the technology and electronics market such as Samsung, should focus on continuously improving product quality dimensions such as performance, features, reliability, conformity, durability, serviceability, aesthetics, and perceived quality, as these directly and effectively influence customer repurchase behavior.

2- It is essential to choose brand ambassadors who possess credibility and a positive influence on the target audience, and whose image and reputation are consistent with the brand's identity, as this has a direct impact on establishing repeat purchase intentions.

3- Emphasizing the importance of combining continuous product improvement with the use of marketing icons as brand ambassadors within an integrated marketing strategy that enhances trust and emotional attachment to the brand and encourages customers to interact with it repeatedly.

4- Focus on investing in influencer marketing strategies. Results indicate the effectiveness of content provided by brand ambassadors in motivating customers to repurchase. This calls for expanding the use of digital marketing tools and directing advertising campaigns toward building deeper relationships with audiences through these influencers.

5- The study recommends developing quantitative and qualitative indicators, such as periodic surveys, to measure the effectiveness of brand ambassadors in influencing customer behavior, and using these indicators to improve future ambassador partnership programs.

6- Improving the after-sales experience as part of product quality through warranty, maintenance, and technical support services, which enhances customer loyalty and motivates repeat purchases.

7- Building brand ambassador and repeat customer behavior analysis tools using AI and data analytics to understand repurchase patterns and target campaigns and efforts based on this analysis.

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