BRAND IMAGE AS A DETERMINANT OF EIGER PRODUCT REPURCHASE THROUGH BRAND TRUST

Erika Suci Armadani[1] and Woro Utari[2]

Abstract: This research aims to examine the significant effects of Price, Brand Image, and Product Quality on Repurchase Intention with Brand Trust as an intervening variable for Eiger products in Surabaya City. The sampling technique used was purposive sampling, resulting in a sample size of 75 consumers of Eiger products in Surabaya. This research is explanatory research with a quantitative approach. Data collection was conducted through online questionnaires distributed via Google Forms. Data analysis was performed using Partial Least Square. The results show that the direct effects are as follows: price has a positive and significant effect on brand trust; price has a positive and significant effect on repurchase intention; brand image has a positive and significant effect on brand trust; brand image has a positive and significant effect on repurchase intention; product quality has a positive and significant effect on brand trust; product quality has a positive and significant effect on repurchase intention; and brand trust has a positive and significant effect on repurchase intention. Additionally, the indirect effects indicate that price, brand image, and product quality positively and significantly influence repurchase intention through brand trust.

Keywords: Price, Brand Image, Product Quality, Brand Trust, Repurchase Intention.

INTRODUCTION

Business competition in the current era of globalization is increasingly fierce, both at the national and international levels. The ever-growing market dynamics require every business actor to develop adaptive and innovative business and marketing strategies (Dewi & Elwisam, 2021). This requires companies to focus not only on acquiring new customers but also on retaining existing customers by fostering customer loyalty. Customer loyalty is crucial in contributing to business growth and sustainability, which can

be seen, among other things, in repeat purchase behavior (Prayoni & Respati, 2020). A repeat purchase decision is a consumer's attitude toward making repeat purchases of a brand or product based on positive experiences and previous levels of satisfaction (Gunarsih et al., 2021).

The post-COVID-19 pandemic phenomenon has also led to changes in consumer behavior, particularly in outdoor activity trends such as mountain climbing. This situation has triggered a growing demand for outdoor equipment products in Indonesia, with several local brands such as Eiger, Rei, and Consina competing for market share. Interestingly, Eiger is the brand with the highest sales and highest search volume on Google Trends, despite its product prices being higher than its competitors (Google Trends, 2024; Top Brand Index, 2024). Based on surveys, the significant price difference between Eiger and Rei and Consina has not reduced consumer interest and loyalty a phenomenon that violates the classic law of demand, where price increases are usually followed by decreased demand (Utari, Utama, et al., 2022).

In theoretical studies, consumer repeat purchasing behavior depends not only on price but also on brand image and product quality. Price is seen as the value consumers sacrifice in the exchange process to obtain the benefits of a product (Nasution & Sari, 2025). Meanwhile, brand image describes consumers' associations, perceptions, and beliefs about a brand, which are formed from experience, marketing communications, and product quality (Utari, Indrawati, et al., 2022). Products with a strong brand image tend to gain more trust and loyalty from consumers (Aeni & Ekhsan, 2020).

Product quality is increasingly becoming a primary consideration for consumers in the era of digital competition and information transparency. Good quality reflects a product's ability to meet consumer functions and needs, ultimately driving satisfaction and the likelihood of repeat purchases (Dewi & Elwisam, 2021; Ekaprana et al., 2020). Furthermore, brand trust is a crucial variable mediating the influence of price, brand image, and product quality on repeat purchase decisions (Hardiyanti & Nefianto, 2023). Consumer trust in a brand can strengthen loyalty and encourage repeat purchases, particularly in industries offering premium-priced products (Saputra & Lusia, 2023).

Several previous studies have yielded mixed results regarding the influence of price, brand image, and product quality on brand trust and repurchase decisions. Hardiyanti & Nefianto (2023) demonstrated that price, brand image, and product quality influence brand trust and repurchase decisions, while Febriansyah & Triputra (2021) found that price does not always have a significant effect on repurchase decisions. Meanwhile, Ekaprana et al. (2020) confirmed that product quality positively influences repurchase intentions, but Pratama & Andriana (2023) found no significant effect of product quality on repurchase decisions. Gunawan (2022) also confirmed the important role of product quality on brand trust and purchase decisions, but found conflicting results in these studies (Hardiyanti & Nefianto, 2023)

This study aims to describe and analyze the influence of price, brand image, and product quality on repurchase decisions, as well as the mediating role of brand trust in Eiger products in Surabaya.

METHODS

This study uses explanatory research, which explains the causal relationship between variables and the extent to which one variable influences another. Explanatory research aims to determine the direct and indirect influence of variable X on Y through intervening variables, using Path Analysis (Sahir, 2021). This study also uses a quantitative approach, a scientific approach based on numerical data and statistical analysis to objectively and systematically test, measure, and explain the relationships between research variables (Hardani et al., 2020). This study uses a survey method conducted by distributing questionnaires online via g-form. The population in this study was all consumers of Eiger products in the city of Surabaya. The sample selection used a purposive sampling technique.

Variable indicators are measured using a Likert scale of 1–4, ranging from "very dissatisfied (1)" to "very satisfied (4)". Location, Population, Sample and Sampling Technique. The study was conducted on Eiger product consumers in Surabaya City, by distributing an online questionnaire via Google Form. The population in this study were Eiger product consumers in Surabaya. Sample: A total of 75 respondents were taken using a purposive sampling technique, namely selecting

respondents with the following criteria: having purchased Eiger products at least once and being aged 15–60 years. The minimum number of samples is based on the formula of Hair et al., namely the number of indicators multiplied by 5, so a minimum of 75 respondents are required for SEM (Sahir, 2021). Data Collection Methods and Research Instruments The main technique for data collection is an online-based questionnaire. The questionnaire is compiled based on research variable indicators and contains alternative answers with a Likert scale (Sahir, 2021). In addition, data is also obtained through observation, namely researchers directly observe behavior or phenomena in the field and relate them to questionnaire data.

Data Validity Technique Validity Test: conducted by correlating item scores with the total variable score. The instrument is declared valid if the calculated r> r table and the Corrected Item-Total Correlation is greater than the r table (Sahir, 2021). Reliability Test: reliable if the measurement results are consistent. The Alpha value If Item Deleted is higher than the r table indicates a reliable instrument (Sahir, 2021). Data Analysis Technique Descriptive Analysis, Descriptive analysis aims to describe and present the distribution of data for each research variable, without drawing general conclusions. Data is presented in the form of frequency tables, graphs, average scores, minimum-maximum values, and standard deviations (Sahir, 2021). Partial Least Square Analysis (PLS-SEM) PLS is a multivariate statistical technique that allows the analysis of the relationship between several independent and dependent variables (Asari et al., 2023). PLS is very effective for research with small samples, missing data, or multicollinearity, and supports simultaneous testing of measurement models (outer models) and structural models (inner models). The SEM-PLS process consists of measurement model validation and structural modeling (Asari et al., 2023). Hypothesis testing is used to determine the significance of the influence of independent variables on the dependent variable individually in the PLS-SEM model. The procedure is carried out using bootstrapping and the Bias-Corrected and Accelerated (BCa) Bootstrap method. The hypothesis is accepted if the p-value is <0.05 (Hair et al. dalam Asari et al., 2023).

FINDING AND DISCUSSIONS
Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model is carried out to verify the indicators and variables obtained and then tested which can be seen based on the validity test (convergent validity and discriminant validity and reliability test (composite reliability). The results of the Partial Least Square model estimation in this study can be seen in the following figure:
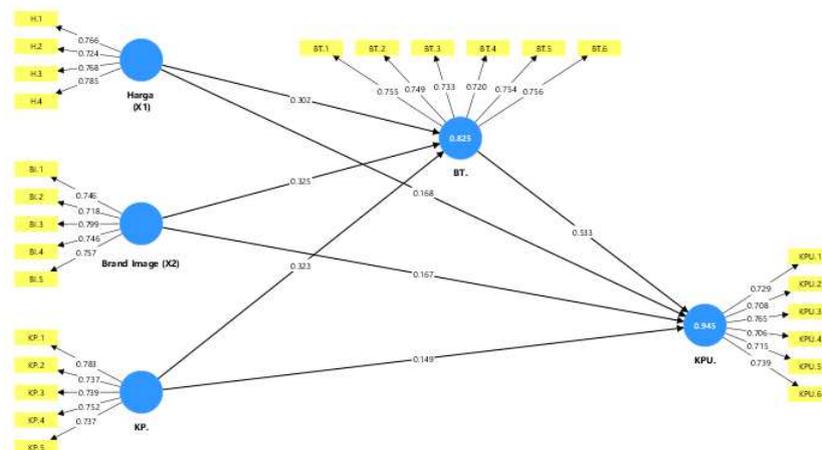

Figure 1. Conceptual Model Diagram

Based on the convergent validity analysis (outer loading), the outer loading values for the variables Price (X1), Brand Image (X2), Product Quality (X3), Brand Trust (Z), and Repurchase Decision (Y) were greater than 0.7, indicating that all indicators for each variable were valid. If the outer loading value is greater than 0.7, an indicator is valid (Hamid & Anwar, 2024). Therefore, the indicators contained in the variables are valid and can be used to measure the variable.

Convergent validity can also be seen in the Average Variance Extracted (AVE) value calculated using Smart-PLS in Table below:

Table 1. Average Variance Extracted (AVE) Values

Variable	*Average Variance Extracted* (AVE)	Keterangan
Price (X1)	0.568	Valid
Brand Image (X2)	0.554	Valid
Product Quality (X3)	0.579	Valid
Brand Trust (Z)	0.562	Valid
Repurchase Intention (Y)	0.529	Valid

Based on the table, the Average Variance Extracted (AVE) value for all five variables is >0.5. If the Average Variance Extracted value is >0.5, an indicator is valid (Hamid and Anwar, 2024). This indicates that all indicators within a variable meet convergent validity requirements and can be used to measure a variable.

Consistency Analysis (Reliability Test))

Consistency analysis is a form of reliability used to assess the consistency of indicator measurement results within the same test. The results of the composite reliability calculation using Smart-PLS are shown in the following.

Table 2. Nilai Composite Reliability Values

Variable	*Cronbach's Alpha*	*Composite Reliability*	Keterangan
Price (X1)	0.810	0.868	Reliabel
Brand Image (X2)	0.839	0.822	Reliabel
Product Quality (X3)	0.758	0.846	Reliabel
Brand Trust (Z)	0.805	0.865	Reliabel
Repurchase Intention (Y)	0.822	0.871	Reliabel

Based on the consistency analysis data in the table above, the results show that the Price variable (X1) has a Cronbach's alpha = 0.810 > 0.7 and a composite reliability = 0.868 > 0.70, so the Price variable is declared reliable. The Brand Image variable (X2) has a Cronbach's alpha value = 0.893 > 0.70 and a composite reliability = 0.822 > 0.70, so the brand trust variable is declared reliable. The Product Quality variable (X3) has a Cronbach's alpha value = 0.758 > 0.79 and a composite reliability = 0.846 > 0.70, so the product quality variable is declared reliable. Brand Trust (Z) has a Cronbach's alpha value = 0.805 > 0.70 and a composite reliability value = 0.865 > 0.70, so the Brand Trust variable is declared reliable. The Repurchase Decision variable (Y) has a Crombach's alpha value of 0.822 > 0.70 and a composite reliability value of 0.871 > 0.70, indicating that the Repurchase Decision variable is reliable. Therefore, it can be concluded that all variables in this study have good reliability.

Structural Model Evaluation (Inner Model)

The structural model was evaluated using the R-Square value or coefficient of determination. The coefficient of determination aims to evaluate the accuracy of a variable's predictions. The results of the coefficient of determination obtained can be seen in the following table:

Table 3: Coefficient of Determination

Variable	R^2	Description
Repurchase Intention (Y)	0.825	Strong
Brand Trust (Z)	0.945	Strong

The table above shows the R^2 value for Price, Brand Trust, and Product Quality on Repurchase Decisions at 0.825, meaning the effect size is 82.5%, indicating a strong influence. The remaining 17.5% is suspected to be influenced by factors outside the study. Furthermore, the R^2 value for Price, Brand Image, and Product Quality on Brand Trust is 0.945, meaning the effect size is 94.5%, indicating a strong influence. The remaining 5.5% is suspected to be influenced by factors outside the study..

Hypothesis Testing

Structural model testing is used to analyze causal relationships between variables and test hypotheses. This is evident through the results of the coefficient of determination, path coefficient, and parameter coefficient. If a significant influence is found between variables, a hypothesis can be formulated regarding the influence of the variables used in this study. Testing the significance of the path coefficients in the structural model involves two stages: testing the direct effect and testing the indirect effect. The bootstrapping results for the search model are shown in the following figure:
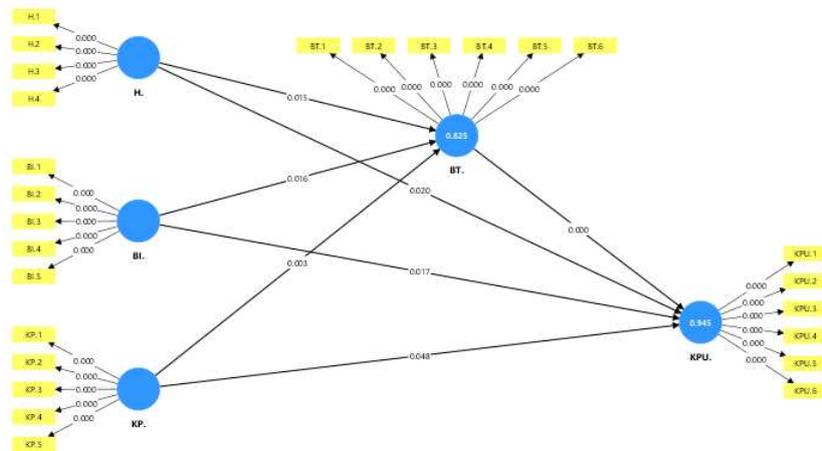

Figure 2. Path Diagram of Research Results

Testing the Direct Effect Hypothesis

Testing the direct effect hypothesis aims to prove the hypothesis of the effect of one variable on another directly (without intermediaries). The results of the calculation of the direct effect between variables can be seen in the following table:

Table 4. Direct Effect Variables

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P- Values	Description
Price → Brand Trust	0.302	0.291	0.124	2.445	0.015	Significant
Brand Image → Brand Trust	0.325	0.324	0.135	2.400	0.016	Significant
Product Quality → Brand Trust	0.323	0.335	0.107	3.020	0.003	Significant
Price → Repurchase Decision	0.168	0.166	0.072	2.334	0.020	Significant
Brand Image → Repurchase Decision	0.167	0.173	0.070	2.379	0.017	Significant
Product Quality → Repurchase Decision	0.149	0.152	0.075	1.982	0.048	Significant
Brand Trust → Repurchase Decision	0.533	0.526	0.084	6.322	0.000	Significant

Based on the analysis, the variables Price (X1), Brand Image (X2), and Product Quality (X3) were shown to have a significant influence on Brand Trust (Z). Price showed a positive coefficient of 0.302 with a t-statistic of 2.445 (p-value of 0.015), while Brand Image had a positive coefficient of 0.325 with a t-statistic of 2.400 (p-value of 0.016). Product Quality also had a positive influence on Brand Trust with a coefficient of 0.323, a t-statistic of 3.020 (p-value of 0.003). These three variables indicate that improvements in appropriate pricing, brand image, and product quality will directly strengthen consumer trust in the brand.

Furthermore, these three independent variables also significantly influenced Repurchase Decisions (Y), although with smaller coefficients than those on Brand Trust. Price (coefficient 0.168; p-value 0.020), Brand Image (coefficient 0.167; p-value 0.017), and Product Quality (coefficient 0.149; p-value 0.048) all showed a positive influence. However, Brand Trust played

the most dominant role in influencing repurchase decisions, with a path coefficient of 0.533 and a p-value of 0.000. This confirms that brand trust is a key factor in driving consumers to repurchase.

Testing the Indirect Effect Hypothesis

Testing the indirect effect hypothesis aims to prove the hypothesis of the influence of one variable on another through an intermediary. The results of the indirect effect test are shown in the following table:

Table 5. Indirect Effects between Variables

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	*P-Values*	Description
Price → Brand Trust → Repurchase Decision	0.161	0.155	0.074	2.179	0.029	Significant
Brand Image → Brand Trust → Repurchase Decision	0.173	0.169	0.075	2.318	0.020	Significant
Product Quality → Brand Trust → Repurchase Decision	0.172	0.175	0.061	2.802	0.005	Significant

Based on the analysis results, it was found that the Brand Trust (Z) variable acts as a significant mediator in the relationship between exogenous variables and Repurchase Decisions (Y). The indirect effect of Price (X1) on Repurchase Decisions through Brand Trust has a p-value of 0.029, Brand Image (X2) through Brand Trust has a p-value of 0.020, and Product Quality (X3) through Brand Trust has a p-value of 0.005; all of which are smaller than 0.05, so the eighth, ninth, and tenth hypotheses are accepted. These results confirm that appropriate price increases, positive brand image, and good product quality will be more effective in encouraging repurchase decisions if accompanied by increased consumer trust in the brand.

Discussion

Price has a positive and significant effect on brand trust in Eiger products in Surabaya. When consumers are satisfied with the price offered by Eiger and it meets their expectations, consumer trust in Eiger products will increase. This, in turn, leads to consumer confidence in the price of Eiger products. The results of this study align with Ali Hasan's theory (Febriansyah & Triputra, 2021), which states that price is any cost incurred by consumers to acquire, own, or utilize a combination of goods and services. Marketing and economics literature explains that the concept of price reflects not only costs but also the perceived value and agreement between transacting parties. This indicates that the more satisfied consumers are with the price offered or the more it meets their expectations, the higher their brand trust in that brand. These results also align with research conducted by Satrio & Sudiono Putri (2023), which shows that price has a significant effect on brand trust. In addition, research by Hardiyanti & Nefianto (2023) also shows that price has a positive and significant influence on brand trust.

Brand image has a significant positive effect on brand trust in Eiger products in Surabaya. The better consumers remember the brand image of Eiger products, the higher the level of consumer trust or brand trust in Eiger products in Surabaya. The results of this study are in accordance with the theory proposed by (Hidayah, 2020) that brand image is a consumer's perception, as a reflection of associations retained in consumers' memories. This shows that the brand image that consumers remember of the brand determines consumer trust in the product. If the Eiger brand has good branding in consumers' memories, it will increase consumer trust in Eiger products. The results of this study are also in line with research conducted by (Hardiyanti & Nefianto, 2023) which shows that brand image has a positive and significant effect on brand trust. In addition, research by (Aeni & Ekhsan, 2020) also shows that brand image has a positive and significant effect on brand trust.

Product quality has a positive and significant impact on brand trust in Eiger products in Surabaya. The better the product quality provided by Eiger products, the higher consumer trust in Eiger products. The results of this study are consistent with the theory proposed by (Kurnia & Krisnawati, 2023) that brand trust is crucial for a company's success, as relationships with

customers through trust are invaluable, where a group will have the desire to fulfill their needs or desires by purchasing products or services they believe are of good quality. This explains that product quality that is considered good will increase customer trust. This statement is in line with research conducted by (Gunawan, 2022) which states that product quality has a positive and significant impact on brand trust. Furthermore, research conducted by (Yulita, 2021) also shows that product quality has a positive and significant impact on brand trust.

Price has a significant positive effect on repurchase decisions. This means that the higher and more appropriate the price, the higher the consumer interest in Eiger products to make repeat purchases. The results of this study align with the theory by Kotler & Amstrong (2021) that price is the amount of value a customer provides to obtain the benefits of a product or service. When the price is perceived as in line with consumer expectations, this will attract consumer interest in repurchasing the product. Setting a price that is in line with product quality and benefits will attract consumers to make repeat purchases. This is in line with research conducted by (Gunarsih et al., 2021) which shows that price has a positive and significant effect on repurchase decisions. Furthermore, research conducted by (Priyanto & Sudrartono, 2021) also shows that price has a positive and significant effect on repurchase decisions.

Brand image has a positive and significant effect on repurchase decisions. This means that the better the brand image embedded in consumers' minds regarding Eiger products, the higher the consumer's desire to make repeat purchases. Based on the theory proposed by (Saputra & Lusia, 2023), a repeat purchase decision is a consumer's behavior to repeatedly purchase a product or service due to an impulse and behavior that is perceived as appropriate for them. When consumers are satisfied with their first purchase and have a good memory of the product, they will have a desire to make repeat purchases. According to (Kotler & Keller, 2022), brand image is the perception of a brand as reflected by brand associations in consumers' memories. It can be explained that when consumers have a good memory of the brand, the desire to make repeat purchases is higher. This is in line with research conducted by (Damaryanti et al., 2022) which shows that brand image has a significant positive effect on repurchase decisions. In addition, research conducted by (Stella, 2021) also shows that brand image has a positive and significant effect on repurchase decisions.

Product quality has a significant positive effect on repurchase decisions. When Eigger product quality improves, consumers' repurchase decisions also increase. According to the theory proposed by (Saputra & Lusia, 2023), repurchase decisions are consumer behaviors that involve repeatedly purchasing a product or service due to a perceived motivation and behavior that is appropriate for them. This indicates that when consumers perceive the quality of the product they purchased as meeting their expectations, they will be more likely to make repeat purchases. This is in line with research conducted by (Ekaprana et al., 2020), which shows that product quality has a significant positive effect on repurchase decisions. Similarly, research conducted by (Wardani, 2022) shows that product quality has a positive and significant effect on repurchase decisions.

The indirect effect of price on repurchase decisions through brand trust is positive and significant. This shows that the Brand Trust variable (Z) mediates the relationship between the Price variable (X1) and the Repurchase Decision (Y). This shows that Price can influence brand trust and repurchase decisions on Eiger products in Surabaya City. The results of this study are in accordance with the theory put forward by Prayoni & Respati (2020) which states that indicators of repurchase decisions consist of post-purchase evaluations, repurchasing and fulfillment of consumer expectations. Fulfillment of consumer expectations here can come from consumer satisfaction with the price given and consumer trust in the product given. The results of this study have a positive and significant effect because consumers are satisfied with the price given by Eiger products which makes consumers have trust or brand trust in Eiger products so that the possibility of employees to make repeat purchases is high.

The indirect effect of brand image on repurchase decisions through brand trust is significant. This indicates that the Brand Trust variable mediates the relationship between the Brand Image variable and Repurchase Decisions. This indicates that Brand image can influence brand trust and repurchase decisions. The results of this study are in accordance with the theory according to Kotler & Amstrong (2021), where influencing factors consist of psychological factors, socio-cultural factors, economic factors, situational factors, and personal factors. Psychological

factors here can be consumer perceptions in terms of both brand image and brand trust. Consumer trust here can be influenced by the branding or brand image of Eiger products. Consumers here instill a positive brand image for Eiger products, thereby creating high brand trust in Eiger products. This also influences consumer decisions to make repeat purchases.

The indirect effect of product quality on repurchase decisions through brand trust is significant. This indicates that the Brand Trust variable moderates the relationship between Product Quality and Repurchase Decisions. This indicates that product quality can influence brand trust and repurchase decisions. The results of this study are in accordance with the theory proposed by (Kurnia & Krisnawati, 2023). Brand Trust is very important for their success, because relationships with customers through trust are very valuable, where a group of people will have a desire to fulfill their needs or desires, by purchasing products or services that they believe are of good quality. Where when a product has good quality, it will grow consumer trust and foster relationships with customers, which increases the likelihood of consumers making repurchase decisions. The Eiger brand shows that the quality of the products they provide satisfies consumers and this builds consumer trust, thereby increasing consumer decisions to repurchase Eiger products.

Brand trust has a significant positive effect on repurchase decisions. This means that high brand trust by consumers can influence consumer decisions to make repeat purchases. This defines that if brand trust increases, it will have an impact on increasing repurchase decisions. Based on the theory proposed by (Saputra & Lusia, 2023), repurchase decisions are consumer behavior to buy a product or goods or services repeatedly because of an encouragement and behavior that is felt to be appropriate for them. Then the theory proposed by (Hardiyanti & Nefianto, 2023) brand trust on the other hand can be defined as a consumer's willingness to trust a brand when faced with risks and has the hope of achieving positive results. This shows that when consumers trust the brand, the possibility of repeat purchases is higher. This is in line with research conducted by (Saputra & Lusia, 2023) which shows that brand trust has a significant positive effect on repurchase decisions. Similarly, research conducted by (Buchory et al., 2024) shows that brand trust has a significant positive effect on repurchase decisions.

CONCLUSION

Based on the research results, all tested variables Price, Brand Image, Product Quality, Brand Trust, and Repurchase Decisions are included in the very good category, indicating that consumers have a positive opinion of Eiger products in Surabaya. The analysis results show that Price, Brand Image, and Product Quality have a positive and significant effect on Brand Trust, and directly or through Brand Trust, they influence Repurchase Decisions. Brand Trust itself has the most dominant influence on Repurchase Decisions, confirming that consumer trust is a key factor driving loyalty to the Eiger brand in Surabaya. The Eiger company needs to pay more attention to the price factor which obtained the lowest average value, with a pricing strategy that meets consumer expectations and is competitive, for example through promotions or discounts. In addition, Eiger needs to maintain customer trust by maintaining product quality and strengthening branding. The company is also advised to add a product collection for women, considering that the proportion of female consumers is almost equal to that of men, but currently the products are more targeted at male consumers. For further research, it is recommended to increase the number of samples and consider other factors that can influence consumer loyalty.

REFERENCES

Aeni, N., & Ekhsan, M. (2020). Pengaruh Brand Image Terhadap Keputusan Pembelian yang di Mediasi Brand Trust. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, *4*(1), 377–386. https://doi.org/10.36778/jesya.v4i1.331

Asari, A., Zulkarnaini, Z., Hartatik, H., Anam, A. C., Suparto, S., Litamahuputty, J. V., … Syukrilla, W. A. (2023). Pengantar statistika. PT Mafy Media Literasi Indonesia.

Buchory, A. R., Putra, A. B., Meruya, J., No, S., & Barat, J. (2024). Pengaruh Brand Image, Brand Trust Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Frestea. *Jurnal Manajemen Bisnis Era Digital (JUMABEDI)*, *1*(2), 33–41.

Damaryanti, F., Thalib, S., & Miranda, A. (2022). Pengaruh Brand Image Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating. *Jurnal Riset Manajemen dan Akuntansi*, *2*(2), 50–62. https://doi.org/10.55606/jurima.v2i2.253

Dewi, A. S., & Elwisam, E. (2021). Pengaruh citra merek, kualitas produk dan promosi terhadap keputusan pembelian produk proyektor Epson di Jakarta. *Oikonomia: Jurnal Manajemen*, *17*(1), 39–51.

Didik Gunawan, A. D. P. (2022). Pengaruh Label Halal, Electronic Word of Mouth Dan Atribut Produk Terhadap Keputusan Pembelian Produk Kosmetik Halal. *Manajemen Dewantara*, *7*(3), 126–140. https://doi.org/10.30738/md.v7i3.15590

Ekaprana, I. D. G. A., Jatra, I. M., & Guantari, I. G. A. K. (2020). PENGARUH KUALITAS PRODUK. KUALITAS LAYANAN DAN CITRA MEREK TERHADAP NIAT BELI ULANG. *The SAGE Encyclopedia of Qualitative Research Methods*, *9*(8), 2895–2914. https://doi.org/10.4135/9781412963909.n349

Febriansyah, F., & Triputra, G. (2021). Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian Ulang dengan Kepuasan Konsumen sebagai Variabel Intervening. *Jurnal Bisnis Darmajaya*, *7*(1), 70–88. https://doi.org/10.30873/jbd.v7i1.2618

Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Productivity*, *2*(1), 69–72.

Hamid, R. S., & Anwar, S. M. (2024). *Structural Equation Modeling (SEM) Berbasis Varian*. Jakarta: PT. Inkubator Penulis Indonesia.

Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., … Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif. Revista Brasileira de Linguística Aplicada* (Husnu Abad, Vol. 5). Yogyakarta: CV. Pustaka Ilmu Group.

Hardiyanti, R., & Nefianto, T. (2023). Ikatan Sosiologi Indonesia Malang Raya Dan Sekitarnya Pengaruh Minat, Harga, Promosi, Citra Merek, Dan Kualitas Produk Terhadap Loyalitas Konsumen Dengan Brand Trust Sebagai Variabel Mediasi. *JSI Jurnal Socia Logica*, *2*(2), 2023.

Hidayah, N. L. (2020). Pengaruh Brand Image dan Brand Personality Terhadap Brand Loyalty Melalui Brand Trust Sebagai Variabel Interviewing (Studi pada Konsumen Mie Instan Merek Indomie di Kecamatan Kebumen). *Jurnal Administrasi Bisnis*, *4*(1), 1–10.

Kotler, P., & Amstrong, G. (2021). *Principles of Marketing* (18 ed.). United Kingdom: Pearson.

Kotler, P., & Keller, K. L. (2022). *Marketing Management* (15 ed.). Upper Saddle River, NJ: Pearson Education.

Kurnia, U. D., & Krisnawati, W. (2023). Pengaruh Brand Image, Bran Trust dan Electronic Word of Mouth terhadap Pembelian Erigo di Kabupaten Gresik oleh Generasi Z. *Master : Jurnal Manajemen dan Bisnis Terapan*, *3*(1), 1–11.

Nasution, A. E., & Sari, W. E. (2025). Peran Kepuasan Pelanggan Sebagai Mediator Variabel Harga dan Promosi Terhadap Keputusan Pembelian. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, *8*(1), 1–11.

Pratama, M. A. D., & Andriana, A. N. (2023). Pengaruh Kualitas Produk, Kualitas Layanan, Harga Terhadap Minat Beli Ulang Melalui Keputusan Pembelian Produk Thrifting Store Swoosh. *Ekonomi, Keuangan, Investasi Dan Syariah (Ekuitas)*, *5*(1), 78–85.

Prayoni, I. A., & Respati, N. N. R. (2020). The Role of Consumer Satisfaction in Mediating the

Relationship between Product Quality and Price Perception with Repurchase Decision. *E-Journal of Management*, *9*(4), 1379–1400.

Priyanto, M., & Sudrartono, T. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Ulang Aksesoris Pakaian Di Toko Mingka Bandung. *Value*, *2*(1), 57–66. https://doi.org/10.36490/value.v2i1.184

Sahir, S. H. (2021). *Metodologi penelitian*. Penerbit KBM Indonesia.

Saputra, R. Y. B., & Lusia, A. (2023). Pengaruh Brand Loyalty, Brand Trust Dan Harga Terhadap Keputusan Pembelian Ulang Paket Data Tri Di Solo Raya. *Indonesian Journal of Strategic Management*, *6*(2), 71–82. https://doi.org/10.25134/ijsm.v6i2.7900

Satrio, D., & Sudiono Putri, K. A. (2023). Pengaruh Citra Merek dan Harga terhadap Loyalitas Pengguna Iphone Dimediasi oleh Kepercayaan Merek (Studi pada Mahasiswa Kota Malang). *Ekonomis: Journal of Economics and Business*, *7*(1), 614. https://doi.org/10.33087/ekonomis.v7i1.779

Stella, S. (2021). Pengaruh Brand Image dan Brand Trust terhadap Minat Beli di Sociolla di Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*. https://doi.org/10.24912/jmbk.v5i6.15085

Utari, W., Indrawati, M., Dwiningwarni, S. S., Wibowo, N. M., Sobakh, N., Sosetyorini, S., … Zakariya, H. (2022). Impact Of Trust, Communication And Image On Behavioral Intention Through Satisfaction. *International Journal of Entrepreneurship*, *26*(2), 1–12.

Utari, W., Utama, M. L. A., & Heryyanto, A. (2022). Pengaruh Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan MJ Enamel. *Jemasi: Jurnal Ekonomi Manajemen dan Akuntansi*, *18*(2), 173–187.

Wardani, I. Y. (2022). Pengaruh Kualitas Produk Dan Promosi Penjualan Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Pelanggan Pada 200 Cafe and Food Di Kota Malang. *Jurnal Ekonomi Manajemen dan Bisnis*, *3*(2), 89–100. https://doi.org/10.32815/jubis.v3i2.1524

Yulita, R. (2021). Pengaruh kualitas produk dan positioning terhadap keputusan pembelian melalui kepercayaan merek produk asuransi kesehatan kumpulan di PT. Asuransi jiwa generali Indonesia regional Sumatera. *Insight Management Journal*, *1*(3), 95–105.