

# The Role of Brand Trust, Brand Image, Brand Equity on Repurchase Intention

*Brand Trust, Brand Image, Brand Equity on Repurchase Intention*

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## ABSTRACT

*In the rapidly growing business world, companies are faced with intense competition due to the emergence of new companies. This research analyzes the role of brand trust, brand image and brand equity on repurchase intention of Wardah brand cosmetics. The aim of this research is to determine brand trust, brand image and brand equity on repurchase intentions. This research uses quantitative analysis with purposive sampling technique. The population of this study were FEB students at Muhammadiyah University, Surakarta who had purchased Wardah cosmetics with a sample of 192 respondents. The data collection technique uses a questionnaire with a standardized Likert scale using SPSS version 26. The analytical method used in this research is multiple linear regression analysis using several variables, namely brand trust, brand image, brand equity and repurchase intention. The results of this research show that brand trust has a significant effect on repurchase intentions, brand image has a positive and significant effect on repurchase intentions, brand equity has a significant effect on repurchase intentions. This is proven by  $F$  sig. 0.000 is smaller than 0.05. The  $R$  Square value of 0.982 indicates that the ability of the brand trust model ( $X1$ ), brand image ( $X2$ ), brand equity ( $X3$ ) explains the variation in the repurchase intention variable ( $Y$ ) by 98.2% and the remainder is influenced by other independent variables by 1.8 %.*

**Keywords:** Brand Trust, Brand Image, Brand Equity, Repurchase Intention.

## ABSTRAK

*Dalam dunia bisnis yang berkembang pesat perusahaan dihadapkan pada persaingan yang ketat akibat munculnya perusahaan-perusahaan baru. Penelitian ini menganalisis Peran brand trust, brand image, dan brand equity teradap repurchase intention kosmetik bermerek Wardah. Tujuan penelitian ini ntuk mengetahui kepercayaan merek, citra merek, dan ekuitas merek terhadap niat pembelian ulang. Penelitian ini menggunakan analisis analiss kuantitatif dengan teknik purposive sampling. Populasi penelitian ini merupakan Mahasiswa FEB Universitas Muhammadiyah Surakarta yang telah melakukan pembelian kosmetik Wardah dengan sample 192 responden. Teknik pengumpulan data menggunakan kuesioner dangan skala Liket yang distandarisasi menggunakan SPSS versi 26. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan beberapa variabel yaitu kepercayaan merek, citrame merek, ekuitas merek, dan niat pembelian ulang. Hasil penelitian ini menunjukkan bahwa kepercayaan merek berpengaruh signifikan terhadap niat pembelian ulang, citra merek berpengaruh posisiif dan signifikan terhadap niat pembelian ulang, ekuitas merek berpengaruh signifikan terhadap niat pembelian ulang. Hal ini dibuktikan dengan  $F$  sig. 0,000 lebih kecil dari 0,05. Nilai  $R$  Square 0,982 menunjukkan bahwa kemampuan model kepercayaan merek ( $X1$ ), citra merek ( $X2$ ), ekuitas merek ( $X3$ ) menjelaskan variasi variabel niat pembelian ulang ( $Y$ ) sebesar 98,2% dan sisanya dipengaruhi oleh variabel independen lainnya sebesar 1,8%.*

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## **INTRODUCTION**

In today's rapidly growing business world, companies are faced with intense competition due to the emergence of new companies. Data from the Ministry of Industry noted that there was an increase in the number of cosmetics companies from 797 in 2019 to 913 cosmetics companies in 2022. Competitive competition presents obstacles for these companies to win the competition. Through brand resilience in today's competitive environment emphasizes the importance of effective branding strategies, as strong brands are able to increase customer acquisition, retention, market share, and profitability (Madhani, (2020). In general, a brand is a name and symbol, and is an important tool that helps create a positive image to consumers and is different from competing products (Khasanah et al., 2021). With a strong brand in the minds of consumers, it can contribute to repeat purchases and maintain market share. Repeat purchase of cosmetic products can be achieved through brand trust, brand image, and brand equity (Maulana, 2020). The cosmetics and skincare business are growing rapidly today. The cosmetics business is one of the world's billion-dollar businesses that includes various products such as cleansers, toners, serums, moisturizers, lipsticks, eyeliners, eyeshadow, and mascara. Cosmetics play an important role in helping women look more beautiful and attractive. Cosmetic companies aggressively compete to launch more new products to the market. One of the most popular cosmetic brands in Indonesia is Wardah (Ningtyas et al., 2021). Wardah is an Indonesian Halal cosmetic brand established in 1995 under the management of PT Paragon Teknologi dan Inovasi (PTI).

Wardah always prioritizes quality to help women look attractive according to their personality ([inspiringmovement.wardahbeauty.com](https://inspiringmovement.wardahbeauty.com), 2023). Wardah sells a wide range of cosmetic items such as lipstick, cushion, foundation, mascara, powder, etc. Wardah has a philosophy of "Halal Green Beauty" which provides Halal, natural, alcohol-free, and cruelty free products. Wardah has a tagline. Based on Wardah's Top Brand Index Phase 1 data, it is suspected that there are still problems with Wardah consumers repurchase intentions. Top Brand Phase 1 awards involved 8,500 participants consisting of 6,000 random samples, 1,700 booster samples and 800 B2B booster samples. Wardah Top Brand Index (TBI) Phase 1 shows that the proportion and ranking of top brands in several product categories of the Wardah brand fluctuated from 2021 to 2023 and has not yet reached the leader position. In the eyebrow pencil, facial cleanser and facial cleanser (not soap) categories, although the ranking increased to above 10%, in 2023 the percentage dropped below 10%. This percentage is below the minimum TBI (Top Brand Index) and is not enough to deliver several Wardah products to get the Top Brand title. This shows that customer interest in repurchasing Wardah brand products is still low. This is because one of the components of the Top Brand Index is commitment share, which shows the strength of the brand in encouraging customers to buy the brand's products again (Tjahjono et al., 2021). The low level of repurchase of Wardah cosmetics consumers is also evidenced by several customer reviews after using Wardah cosmetics, they feel uncomfortable and choose other cosmetic brands (Permatasari et al., 2022).

People think that Wardah products are not suitable for certain skin. Wardah cosmetics occupies the first position as the best local cosmetic brand. However, in the sales data of facial cosmetics in Indonesia. Wardah is still less competitive than outside products, namely Maybeline from New York, which is ranked top in sales (Suryani & Rosalina, 2019). People think that local products at affordable prices have below-average quality, which makes local brands unable to be well exposed and compete with other brands. This statement shows that consumer commitment to keep buying Wardah local brand products in the future is still low. The dissemination of unfavorable information about the resulting brand has an impact on people's lack of trust in local products including Wardah. Efforts that can be made are to strengthen the brand in order to increase repeat purchases (Bagia

et al., 2022). In this study, Wardah's repurchase intention is interesting to study in order to find out the influence of brands such as brand trust, brand image, and brand equity on repurchase intention. With the key to building repeat business, a company can create survival and success in a competitive market situation (Ilyas et al., 2020). Based on the above statement, Wardah already has a high interest in Indonesia and has a good brand. Tight competition between similar cosmetic brands, Wardah needs to increase brand trust, improve positive image and brand equity.

With the creation of brand trust, customers tend to buy again (Ercis et al., 2012). A brand-conscious company will fully realize that the brand is the company's identity and will increase the value of its products. Consumers who react more positively (negatively) to a brand's products and services if they have a positive (negative) brand attitude or image (Kotler & Keller, 2016). A strong brand image is a powerful driver of brand equity, with reference to increased brand trust. Repurchase is defined as consumer behavior that buys the same brand of product again without being motivated by deep emotional attachment to the first purchase (Santikayasa & Santika, 2018). Certain behaviors appear as indicators that a consumer gives a positive response to actions that have been taken in the past (Kotler & Keller, 2016). If the product is to their liking, consumers will buy the product again. Repurchase usually indicates that the product meets consumer approval and that he is willing to use it again and in large quantities (Sullivan & Kim, 2018). This repurchase can be influenced by a strong brand, namely brand trust, brand image, and brand equity obtained from a brand's products. Trust refers to brand confidence which defines as the expectation that the brand will continue to provide satisfying functions and services for consumers (Putra & Keni, 2020). When consumers have positive emotions and beliefs about a brand or if mutual trust is formed, then high repurchase intentions will be formed (Rita et al., 2019).

For businesses looking to join an increasingly competitive market, brand image plays an important strategic role (Iglesias et al., 2019). Some consumers tend to judge brands when choosing from a variety of alternative products available. Consumers who realize that the products they use have a positive brand image, this will increase their confidence and sense of security, which encourages them to use the same brand again (Hien et al., 2020). Repurchase intentions can also be obtained through brand equity. Brand equity is the intrinsic value that customers place on a product and consists of everything they know, think and feel about the brand (Ercis et al., 2012). Brand equity is formed when the product is remembered, easily recognizable, trustworthy, and superior in quality and reliability (Shariq, 2018). Customers will find products more attractive to buy if the product has greater brand equity, and in the end the greater the profit the company gets (Fadhli et al., 2021). Brand Equity has several advantages that can keep this brand at the top of its market. Based on the above statement, brands play an important role because the stronger the brand, the higher the customer's trust in invisible purchases (Chen et al., 2020). Marketers are faced with the challenge of leveraging brand equity to influence customer purchase intentions in order to increase sales of skincare products, given the rapid growth and expansion of the industry (Lee & Goh, 2019). Research from Choedon & Lee, 2020) discusses how the impact of marketing efforts including entertainment, customization, interaction, and trendiness through a brand-related activity includes consumer behavior and repurchase intentions. This study wants to prove that brand trust and brand image, and brand equity in the minds of consumers are able to influence consumers to make repeat purchases of the brand. The concept offered is how the variables of brand image, brand trust, and brand equity affect repurchase intentions that occur in Wardah products. The purpose of this study is to analyze and study the role of Brand Trust, Brand Image, Brand Equity on Repurchase Intention (Study of Wardah branded local cosmetic consumers).

## **LITERATURE REVIEW**

Brand trust is considered to mediate the relationship between determinants of repurchase intentions (Nasution et al., 2019). Brand trust is logically a factor that can

influence the relationship between sellers and buyers. Consumers who lack trust in a brand, most likely will not be loyal to the brand and will switch from one brand to another. In a company, trust is a very valuable thing, because without trust a brand is not necessarily able to keep running and evaluate and develop. Trust is created when the company gains confidence in the reliability and sincerity of related parties, increases its dependence on its business partners, and plays a role in expanding exchange relationships (Kotler & Keller, 2016). Another opinion says that customers' cognitive judgment of a reliable, competent, and sincere brand is an important characteristic that determines brand trust (Hadi & Keni, 2022).

Consumers' impressions of a brand are reflected in the brand associations they have stored in their memories (Kotler & Armstrong, 2016). Fierce competition between brands has forced branding strategies to create different effects in the hearts of consumers and to gain an ideal market niche (Kustianti, 2019). Image is measured from individual feelings, thoughts, or reactions with the aim of clearly understanding what each person believes about an object, how they understand it, and what they like or dislike about the object (Sunu & Rahanatha, 2021). Brand image has an important role in a company, because intense competition between companies forces companies to make consumers have a positive image of their company (Syahputra et al., 2019). Customers also often use brand image as an outside indication when assessing products and choosing which product to buy (Fandiyanto & Endriyasaki, 2019).

Brand equity refers to the value of a particular brand in the minds of consumers (Liu et al., 2017). The collection of assets and liabilities associated with brand names and symbols that influence how much a product or service is worth to a business and its clients is known as brand equity. Brand equity refers to the subjective and intangible evaluation of a brand by customers (Wahyuddin et al., 2020). Consumer attitudes towards the company's brand, market share price, and profitability are indicators of the value of brand equity (Syamruddin, 2019). Brand equity is an important intangible asset that has psychological and financial value for the Company. Brand equity is a psychological construct associated with positive consumer behavior (Badjamal, 2021). Good equity can instill strong trust in buyers when they make purchasing choices and will benefit consumers and businesses that make these goods. Furthermore, when making a purchase, consumers first pay attention to the product brand, not the price because the brand is already known (Wahyuddin et al., 2020).

H1: The level of brand trust has a positive effect on repeat purchases.

H2: Brand image level has a positive effect on repeat purchases.

H3: The level of brand equity has a positive effect on repeat purchases.

## **METHODS**

This research method uses quantitative research methods. Research that uses numerical data is called quantitative research and is usually carried out using organized statements or questions to collect data (Sugiyono, 2016). The population in this study are people who intend to make repeat purchases of local Wardah brand cosmetic products. (Sekaran & Bougie, 2017) explain that the process where this sampling is called sampling, in sampling it will require a sampling unit which is an element that will be selected in the sampling process. In this study, the sample needed is at least 150 respondents to get relevant and optimal results. The criteria for respondents in question are Indonesian citizens (WNI), who have bought or used Wardah branded local cosmetic products, and intend to make repeat purchases of Wardah products with a minimum age of 17 years. Purposive sampling, which is a type of non-probability sampling, is the method used in this research. This research requires primary data. Primary data is derived and provided directly from the answers of customers who plan to repurchase local cosmetic products under the Wardah brand. The data collection method will be carried out in this study using an online questionnaire. In this study, the data analysis method applied involves the use of SPSS software to conduct multiple regression analysis. The multiple regression analysis process also includes evaluation of data quality through validity and reliability

tests. To ensure the reliability of the results, classical assumption tests were also conducted, including multicollinearity test, normality test, and heteroscedasticity test. Meanwhile, F-test and t-test are two forms of hypothesis testing. After that, analysis and interpretation are carried out to make conclusions and recommendations.

**RESULTS**

The validity test is used to determine whether the questionnaire is valid or not. A valid survey is one in which the questions clearly indicate what they are measuring. The significance level  $\alpha = 0.05$ ) is a valid calculation standard, where the calculated r value above the table is considered valid. Pearson's product moment or bivariate correlation is used to analyze the validity of the questionnaire.

**Table 1.** Validity Test Results

Variable	Indicator	R Count	R Table	Description
Brand Trust	Credibility	0.948	0.1409	Valid
	Trust	0.929	0.1409	Valid
	Rely on	0.934	0.1409	Valid
	Honest	0.962	0.1409	Valid
Brand Image	Has a Positive Image	0.942	0.1409	Valid
	Distinctive Characteristics	0.917	0.1409	Valid
	Widely Recognized Brand	0.937	0.1409	Valid
	Good Reputation	0.949	0.1409	Valid
Brand Equity	Brand awareness	0.942	0.1409	Valid
	Brand association	0.904	0.1409	Valid
	Perceived quality	0.931	0.1409	Valid
	Brand loyalty	0.948	0.1409	Valid
Repurchase Intention	Product reuse	0.930	0.1409	Valid
	Product purchase	0.934	0.1409	Valid
	Product recommendation	0.935	0.1409	Valid

*Source: Primary data processed by researchers, 2023*

In Table 1, it can be seen that there are four variables that are used as research material. Of the four variables studied, there are 15 statements that must be answered by respondents. The results from Table 1 show that each variable has a value of r count > r table, so the data is declared valid. This means that all answers in the questionnaire can be accounted for and can measure all research variables, including brand trust, brand image, brand equity, and repurchase intentions.

The purpose of the reliability test is to assess the questionnaire which functions as an indicator of constructs or variables. When the respondent's answer to the questionnaire remains constant or stable over time, the questionnaire is considered reliable. When the Cronbach Alpha value exceeds 0.60, it is considered a reliable data source (Ghozali, 2019).

**Table 2.** Ratability Test

Variable	Cronbach's Alpha	Role of Thumb	Description
Brand Trust	0.959	0.6	Reliable
Brand Image	0.953	0.6	Reliable
Brand Equity	0.949	0.6	Reliable
Repurchase Intention	0.925	0.6	Reliable

*Source: Primary data processed by researchers, 2023*

Table 2 shows the reliable reliability test results. The brand trust variable has a Cronbach Alpha value of 0.959; brand image has a Cronbach Alpha value of 0.953; brand equity has a value of 0.949; and repurchase intention is 0.925. This means that all instruments are declared reliable. The purpose of this test is to identify deviations from classical assumptions in the data used. There are three tests used in the classic assumption test, namely heteroscedasticity, multicollinearity, and normality tests. The following are the results of the three tests that have been carried out.

Normality testing on a group of data is used to assess whether the population data distribution is normal. This can be seen when the probability or Asymp Sig. (2-tailed) is greater than the significance level ( $\alpha$ ), which indicates that the data follows a normal distribution. As explained by (Ghozali, 2018), if the Sig value > 0.05 then the data is normally distributed.

**Table 3.** Data Normality Test

Test Statistic	Asymp. Sig	Standard Sig	Description
0,50	0,200	>0,05	Normal Distribution

Source: Primary data processed by researchers, 2023

The results from Table 3 show that the Asym. sig value is 0.200, meaning the Asym. sig value > 0.05. The conclusion is that this research model is normally distributed. By calculating the variance inflation factor (VIF) value, it can determine whether the regression model is multicollinear. Multicollinearity does not occur if the tolerance value is <1 and the resulting VIF is between <10 (Ghozali, 2018).

**Table 4.** Multicollinearity Test

Variable	Tolerance	VIF	Description
Brand Trust	0,901	1,109	No Multicollinearity
Brand Image	0,867	1,153	No Multicollinearity
Brand Equity	0,850	1,176	No Multicollinearity

Source: Primary data processed by researchers, 2023

The following are the results from Table 4; The tolerance value on the brand trust variable is 0.901, brand image is 0.867, and brand equity is 0.850. This means that the tolerance value of all variables is > 0.10, meaning that there is no multicollinearity. The VIF value on the brand trust variable is 1.109, brand image is 1.153, and brand equity is 1.176. So, it can be said that the data does not experience multicollinearity. Based on the results of Table 4, that brand trust, brand image, and repurchase intention have a tolerance value < 1 and VIF < 10, then the data does not experience multicollinearity

Heteroscedasticity testing is used to determine whether there is a non-uniformity of variance in residuals or other data in the regression model. If the significance value is greater than 0.05, the null hypothesis (H0) is accepted, indicating that there is no indication of heteroscedasticity.

**Table 5.** Heteroscedasticity Test

Variable	Sig.	Standard Sig.	Description
Brand Trust	0.787	>0,05	No Multicollinearity
Brand Image	0.637	>0,05	No Multicollinearity
Brand Equity	0.332	>0,05	No Multicollinearity

Source: Primary data processed by researchers, 2023

In table 5, it is found that brand trust, brand image, and brand equity do not occur heteroscedasticity in the data because they have a sig value of more than 0.05. According to (Ghozali, 2018) The coefficient of determination (R2) is used to measure the extent of the model's ability to explain variations in the dependent variable. The coefficient test value can be seen from the Adjusted R Square value.

**Table 6.** R Square Test

Variable	R Square	Adj. R Square
Brand Trust; Brand Image, Brand Equity, Repurchase Intention	0,982	0,982

Source: Primary data processed by researchers, 2023

Table 6 shows that the Adjusted R Square value is 0.982 or 98.2%. This means that Brand Trust; Brand Image, Brand Equity, Repurchase Intention can explain the repurchase intention variable as much as 98.2% of the remaining 1.8% funds are influenced by variables not included in the research model. This test is to see how strong

the relationship between the independent variables in this analysis, namely brand trust, brand image, and brand equity with the dependent variable, namely repurchase intention.

**Table 7.** Multiple Regression Analysis Results

Variable	Coefficient β	Standard Error
Constant	2,188	1,029
Brand Trust	0,190	0,058
Brand Image	0,265	0,064
Brand Trust	0,170	0,064

*Source: Primary data processed by researchers, 2023*

Based on Table 7, the  $\beta$  coefficient is a form of regression equation that can be produced from  $Y = 2.188 + 0.190 X_1 + 0.265 X_2 + 0.170X_3 + e$ . This can be interpreted using the equation mentioned above; The constant coefficient which has a positive sign means that when Wardah cosmetics in building a business does not consider brand trust, brand image and brand equity created then repurchase intentions will continue to increase. The brand trust coefficient is positive, indicating that an increase in brand trust owned by consumers increases, will be followed by an increase in repurchase intention as well. While any decrease in brand trust owned by consumers decreases, it will be accompanied by a decrease in the level of repurchase intention. The brand image coefficient is positive, indicating that an increase in brand image owned by consumers increases, will be followed by an increase in repurchase intention as well. Meanwhile, any decrease in brand image owned by consumers decreases, will be accompanied by a decrease in the level of repurchase intention. The brand equity coefficient is positive, indicating that an increase in brand equity owned by consumers increases, will be accompanied by an increase in repurchase intention as well. Meanwhile, any decrease in brand equity owned by consumers decreases, will be accompanied by a decrease in the level of repurchase intention.

This test is designed to determine the extent to which the independent variables used can explain the dependent variable. Decision making is determined if  $F_{count} > F_{table}$  with a significant level of 5% and  $F_{count}$  in this study is 2.65.

**Table 8.** F Test Results

Variable	F-Count	F-table	Sig.	Description
<i>Brand Trust, Brand Image, Brand Equity</i>	39.544	2,65	0.000	Significant

*Source: Primary data processed by researchers, 2023*

Based on table 8, the value of  $F_{count} > F_{table}$  is  $39.544 > 2.65$  with  $F_{sig.} 0.000$  where  $F_{sig.} 0.000 < 0.05$  then  $H_0$  is accepted. This means that brand trust (X1), brand image (X2), brand equity (X3) simultaneously has a significant impact on repurchase intention (Y) Wardah Cosmetics. The t test is used in research to determine whether an independent variable has a partial effect on the dependent variable of a study. The test criteria for the t-test are if  $t_{count} > t_{table}$  and a significant value  $< 0.05$ , then  $H_0$  is accepted.

**Table 9.** T-test results

Variable	t-count	Sig.	Description
Brand Trust	3,300	0,001	Significant
Brand Image	4,171	0,000	Significant
Brand Equity	2,649	0,009	Significant

*Source: Primary data processed by researchers, 2023*

The calculated t value generated in the brand trust variable (X1) 1 is  $3.300 > 1.972$  with the results of the analysis  $sig. 0,001 < 0,05$ . So, it means that brand trust affects the repurchase intention of Wardah cosmetics. The calculated t value generated on the brand image variable (X2) is  $4,171 > 1.972$  with a sig analysis result of  $0.000 < 0.05$ . This means that brand image has a positive and significant impact on the repurchase intention of Wardah cosmetics. The t value generated in the brand equity variable (X3) is  $2.649 > 0.009$

with a sig analysis result.  $0,009 < 0,05$ . This means that brand equity has a positive and significant impact on the repurchase intention of Wardah cosmetics.

## **DISCUSSION**

Based on the results of the analysis of this study, it shows that brand trust has a positive and significant influence on the repurchase intention of Wardah cosmetics. This finding reflects that the stronger the brand trust owned by consumers, the higher the likelihood of the intention to repurchase Wardah cosmetic products. These results are in line with research (Lee & Goh, 2019) which has a positive effect on repurchase intentions. Transparency in disclosing the company's privacy and security policies to customers will strengthen trust and motivate them to make repeat purchases. Wang & Chaipoopirutana, (2020) research also shows positive results that essential factors, such as reliable security aspects, simple interfaces, trustworthy privacy policies, and the formation of a sense of trust, affect the repurchase intentions of generation Y consumers. In addition, when consumers have positive emotions and beliefs about a brand, or if mutual trust is formed, high repurchase intentions will also increase (Putra, 2018). A product will be more trustworthy and customers will not hesitate to repurchase it in the future if they have a higher level of trust in the product. Therefore, using high brand trust can provide more benefits and be a consideration for consumers to make repeat purchases in the future.

Based on the results of data analysis, it is found that Brand Image has a positive and significant effect on consumer Repurchase Intention in the future. In line with the findings (Han et al., 2019) that brand image is considered to have a significant influence in influencing consumers' desire to repurchase a product. Consumers' desire to buy a product again tends to increase if they have a positive view of the brand. Consumer purchases often depend on their beliefs about their brand perceptions (Hadi & Keni, 2022). Consumers who already have a positive perception of a product brand will be more likely to be interested in following the company's sales developments easily. With trust in the company, every product released by the company will easily be purchased by these consumers. This research also reveals how brand image has an impact on consumers' desire to make repeat purchases in the future. This finding is further strengthened by the fact that if a brand is associated with various positive experiences, consumers tend to have a stronger attachment to the brand, and a brand image will be formed (Syahputra et al., 2019). A positive brand image can create a tendency for customers to favor products with that brand in the future. Meanwhile, for producers, having a good brand image can hinder marketing efforts from competitors.

Based on data analysis, it is found that the level of brand equity has a positive and significant effect on consumer repurchase intentions in the future. In line with the findings (Rambocas, 2017) that the results of this study have a positive effect on the level of consumer repurchase intentions. Brands with higher equity are emotionally connected to customers, this connection is able to build trust and preference (Putra, 2018). Through memory and recognition, brand familiarity encourages customers to continue purchasing decisions without deliberate processing (Hadi & Keni, 2022). Customers are more likely to engage in repeat purchase behavior if they receive the best value in the market (Rambocas, 2017) The possibility to engage in repeat purchases leads to certain marketing advantages such as lower marketing costs, higher market share, and greater profitability.

## **CONCLUSION**

Based on the results and discussion, this research can be concluded that brand trust, brand image and brand equity have a positive and significant effect on Wardah cosmetic consumers repurchase intentions. These findings suggest that higher levels of brand trust lead to a greater likelihood of repurchase, consistent with previous research. Transparency in privacy and security policies contributes to strengthening trust, as supported by relevant literature. Likewise, a positive brand image has been shown to influence consumers' desire to repurchase, and consumers are more likely to make repeat purchases if they have a positive perception of the brand. Additionally, this research highlights the positive impact



of brand equity on repurchase intentions, emphasizing that emotionally connected brands with higher equity build trust and preference, thereby leading to repeat purchase behavior. These results indicate that cultivating brand trust, maintaining a positive brand image, and increasing brand equity can offer various marketing advantages such as lower costs, higher market share, and increased profitability of Wardah cosmetics.

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