

The Effect of Brand Image, Brand Trust and Price on Repurchase Interest

The Effect of Brand Image

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469

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ABSTRACT

Public transportation and private vehicles are the community's solution for mobilizing all activities. The aim of this research is to analyze the influence of brand image, brand trust and price on interest in repurchasing Vario motorbikes (Study in the Soloraya community of Vario motorbike users). This research method is quantitative. The type of data used in research is primary data. The population in this research is all Soloraya people who use Vario motorbikes. The sample size for this research was 130 respondents. The data analysis technique used in this research is SMARTPLS 3.0 software. This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). The results of this research are that Brand Image has a positive and significant influence on Repurchase Intention. Brand Trust has a positive and significant influence on Repurchase Intention. Price has a positive and significant influence on Repurchase Intention.

Keywords: Brand Image, Brand Trust, Price, Repurchase Interest

ABSTRAK

Transportasi umum dan kendaraan pribadi menjadi solusi masyarakat dalam melakukan mobilisasi semua aktivitas. Tujuan penelitian ini ialah menganalisis Pengaruh Brand Image, Brand Trust dan Harga terhadap Minat Membeli Kembali pada Motor Vario (Studi Pada Masyarakat Soloraya Pengguna Motor Vario) Metode penelitian ini adalah menggunakan kuantitatif. Jenis data yang digunakan dalam penelitian yaitu data primer. Populasi dalam penelitian ini adalah seluruh masyarakat Soloraya yang menggunakan motor Vario. Jumlah sampel penelitian ini adalah 130 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah software SMARTPLS 3.0 Penelitian ini menggunakan analisis Structural Equation Model (SEM) dengan Partial Least Square (PLS). Hasil penelitian ini ialah Brand Image memiliki pengaruh positif dan signifikan terhadap Minat Membeli Kembali. Brand Trust memiliki pengaruh positif dan signifikan terhadap Minat Membeli Kembali. Harga memiliki pengaruh positif dan signifikan terhadap Minat Membeli Kembali..

Kata kunci: Brand Image, Brand Trust, Harga, Minat Membeli Kembali

INTRODUCTION

People have various kinds of activities that they have in their daily lives. Whether it's to work, do business, find entertainment, and others. Doing all these activities requires a vehicle for mobility from one place to another. Public transportation and private vehicles are a solution for the community in mobilizing. However, public transportation is felt by the community to still have accumulated shortcomings, so many people still use private vehicles such as motorbikes (Puteri & Nasir, 2019). The increasing demand

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for motorcycles has led to competition among automotive companies in making their products. Brands such as Yamaha, Suzuki, Kawasaki, Vespa, and Honda are automotive companies that are familiar to the Indonesian people. Especially Honda, which has had a track record of standing in Indonesia since 1971, meaning that it has been 52 years since the Honda company struggled in the automotive market in Indonesia (Idris, 2019). Motorcycle sales in Indonesia have increased after the pandemic. Indonesian Motorcycle Industry Association (AISI) recorded total motorcycle sales in 2022 which amounted to 7,010,529 units, this number decreased when compared to 2021, both domestic and export of 4,363,408 units. The data shows that Honda is the best-selling brand with total domestic sales of 2,892,168 units. Honda's Vario Series is ranked first in the best-selling motorbikes in Indonesia. The Honda Beat series also received the title of top brand in the automatic motorbike category, beating the Honda Beat series and Honda Scoopy eSP. This proves that people have a higher purchasing decision for the Honda Vario motorbike compared to the Scoopy and Beat.

Facing increasingly tight market competition, each company has its own strategy (Suharto, 2023). Whether in the form of improving brand image, public trust in the brand, or affordable prices. This is a factor that determines the decision of the community to become a reference for consumers in their interest in repurchasing the product. According to Sari (2021), the factors that influence purchasing decisions include brand image, brand trust, and price. Repurchase interest according to Fiona & Hidayat (2020) is customer behavior where customers respond positively to what has been provided by the company, giving rise to an interest in revisiting or re-consuming the company's products. The image of a brand is one of the important factors in generating repurchase interest from customers. This can occur based on the customer's assessment of the image of the brand whether it is good or not good. If the brand image has a good reputation in the eyes of customers, then customers will think about repurchasing the company's products. In generating repurchase interest, there is also a brand trust factor. Customers will feel more confident to repurchase the company's products if the company can provide confidence to customers in the past. If the product or company provides the best to customers, then customers will trust the company so that repurchase interest arises. Apart from brand image and brand trust, there are price factors that can influence consumer repurchase interest. Prices that are competitive and tend to be affordable are important factors for consumers in deciding whether to buy the product again.

Brand image, commonly known as brand image, is a response created by feelings and experiences of a brand which are incorporated into a perception or impression of that brand. According to Setiawan & Surjaatmadja (2021), brand image is a response created by feelings and experiences of a brand which are included in a perception or impression of the brand. According to Sari (2021), brand image can influence consumer buying interest because the image of a brand is a determining factor for consumers. The better the brand image in the eyes of consumers, the higher the consumer's repurchase interest. This is demonstrated by research conducted by Anjaya (2021) showing that there is a positive and significant influence between brand image on consumer repurchase interest. However, research conducted by Rosita & Tahmat (2021) shows that brand image does not have a significant effect on repurchase intention. This is of course a reference for researchers to conduct research to determine the influence of brand image on consumer repurchase interest. Brand trust is one of the factors that determines whether consumers decide whether to repurchase a company's products or not. Brand trust is the trust that consumers have in a company's products. According to Pratiwi (2016), the feeling of security that consumers have as a result of their interactions with a brand, is based on the perception that the brand is reliable and responsible for the interests and safety of consumers, from the trust that arises. will result in repeat orders that convert consumers into customers.

Brand trust can affect repurchase interest because consumers already have trust in these products and companies. Previous studies have examined brand trust on buying interest. Gunawan (2022) shows that brand trust influences purchasing interest. The results of the study suggest that brand trust has a significant effect on Purchase Intention. Research has also been conducted Setiawan & Surjaatmadja (2021) the results of his research suggest that brand trust has a positive effect on buying interest. Furthermore research conducted by Anjaya (2021) shows that brand trust has a positive effect on purchase intention. Price is the value of a product set by the company which is then offered to consumers. Sakinah & Firmansyah (2021), the amount of money charged for a product or service or the amount of value that consumers exchange to benefit from owning or using a product or service. By setting the appropriate product price, the company hopes that its products can compete in the market with other competitors and can attract and encourage consumers to make purchasing decisions. Likewise, on the contrary, if the price given by the company is not appropriate, the purchasing decision will be low. Price can affect repurchase interest by consumers because prices that are affordable and feel right for the product will make consumers more confident in determining to repurchase the product. Previous research shows that there is an influence between price and repurchase interest. Research conducted by Fiona & Hidayat (2020), the research suggests that price has a positive and significant effect on repurchase interest. However, different results were obtained by Manumpil et al. (2021), where the research results were that price did not Price does not have a significant effect on Repurchase Interest.

Motorbikes are the most widely owned transportation by the public. Japan is a country that produces motorbikes and has managed to dominate market share in Indonesia. One of the motorbikes produced by Japan is Honda. Honda can attract consumer buying interest because of the sophistication of the technology used, innovative, agile, and economical use of fuel, and good after-sales service. Honda Motor Company, Ltd. is a Japanese manufacturer of cars, trucks, motorcycles, and scooters founded by Soichiro Honda on September 24, 1948, in Hammamatsu, Japan. Not only that, but Honda also produces all-terrain vehicles (ATVs), electric generators, marine engines, and garden equipment. In the motorbike industry, Honda arrived in Indonesia on June 11, 1971 through PT Federal Motor, which is currently known as PT Astra Honda Motor (AHM).

LITERATURE REVIEW

Purchase intention is the stage in which consumers form their choices among several brands that are included in the set of choices, then finally purchase an alternative they like or the process consumers go through to buy goods and services based on various considerations (Tarigan & Bernarto, 2024). Purchase intention can be used to analyze consumer behavior, before making a purchase consumers will look for information about a product, then consumers will evaluate the product based on the information they have, then consumers will make product comparisons and evaluate and make a purchase decision (Fransiska & Seminari, 2018). Brand Image in this study is defined as consumer perceptions and beliefs, as reflected in consumer memory. Creating the right brand image for a product will certainly be very useful for marketers because the brand image will influence consumer assessments of alternative brands which are expected not only to meet consumer needs but to provide better and more guaranteed satisfaction (Akbar & Rubiyanti, 2023).

Trust can be used to measure the scale of consumer liking for brands. Brand trust is a sense of security that a consumer has through his interaction with a brand based on consumer perceptions that the brand is trustworthy and responsible for the interests and welfare of consumers (Fadilah et al., 2023). Customer trust in the brand (brand trust) is defined as the customer's desire to lean on a brand with the risks faced because of the expectation that the brand will cause positive things (Siregar et al., 2022). According to Hidayah & Apriliani (2019), Price is the only element of the marketing mix that

generates sales revenue, while the other elements are only cost elements. Although pricing is an important issue, many companies are less than perfect in dealing with these pricing issues. Because it generates sales revenue, the price affects the level of sales volume, profit level, and market share that can be achieved by the company (Umar, 2019).

A brand that already has its brand in the hearts of buyers of goods and services, the brand image also greatly influences someone in making a purchase somewhere because before someone decides to choose goods or services they must have considered the brand they like or like first (Rawi & Aryani, 2023). The better the product image, the more interested consumers will be in the product. Brand image is the total and overall personality in the minds of consumers. Consumer buying interest most often depends on the brand image rather than the physical characteristics of the brand. This hypothesis is formed based on research results Hidayah & Apriliani (2019) which found that brand image has a positive and significant effect on repurchase interest.

H1: Brand image has a significant effect on repurchase interest

Repurchase intention in marketing studies is an interesting issue to research. This is because repurchase intention is a behavioral occurrence so it can make companies strategize to attract service users to use the service again (Tarigan & Bernarto, 2024). Brand trust can be obtained from the experience of consumers who have used the product or service (Fadilah et al., 2023). Where this concerns how a consumer describes what they think about a brand, and what they feel about the brand when they think about it. Consumers who have a positive attitude toward a brand, commit to the brand and intend to continue purchasing in the future so that they will be loyal to the brand (Miranda & Nurdasila, 2020). This hypothesis is formed based on research results Suryani & Rosalina (2019), which found that brand trust has a positive and significant effect on repurchase intention.

H2: Brand Trust has a significant effect on repurchase intention

According to Hidayah & Apriliani (2019), price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. Although pricing is an important issue, many companies are less than perfect in dealing with these pricing issues. Low prices are an important source of satisfaction because they will get high value for money. Satisfied customers can become loyal customers. Loyal customers can be shown by making repeat purchases. Price is a measure of a person in making a purchase. Every person before making a purchase must first consider a low price but have high quality in determining these goods and services. This hypothesis is formed based on research results from Palma & Andjarwati (2019), which found that price has a positive and significant effect on repurchase interest.

H3: Price has a significant effect on repurchase intention

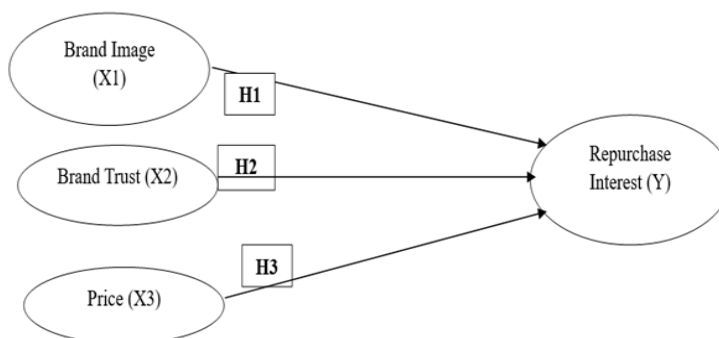


Figure 1. Research Framework

METHOD

The research method used in this research is a quantitative approach research method. The descriptive method is a method used to describe or analyze research results but cannot be used to draw broad conclusions. Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research is all Soloraya people who use Vario motorbikes. The sampling technique in this research used purposive sampling. In this study, the considerations and criteria for the sample were that they were at least 18 years old, came from the Soloraya community and used or owned a Vario motorbike. According to Ferdinand (2014), the guideline for sample size depends on the number of indicators used for all latent variables. The sample size is the number of indicators multiplied by 5 to 10. This research uses 16 indicators, so it uses estimates based on that number. From the indicators, the sample size ranges from 80-160 people. So the minimum sample that researchers can take is 130 respondents. This research uses primary data. Primary data was obtained through the first source or respondents' answers using a closed questionnaire type. The data analysis technique used in this research is SMARTPLS 3.0 software. This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). PLS-SEM analysis consists of two, namely Outer model and Inner model (Ghozali, 2019).

RESULT

Outer model testing is an important stage in structural equation model analysis to evaluate the relationship between latent variables and their indicators. Convergent validity is measured by the outer loading value, which is considered good if > 0.7 . The outer loading value for each research variable indicator determines how well the indicator represents the latent variable being measured. These values provide insight into how strong the association is between the latent variable and its indicators. Results supporting good convergent validity indicate that the indicators reliably measure the intended concepts, strengthening the integrity of the overall model.

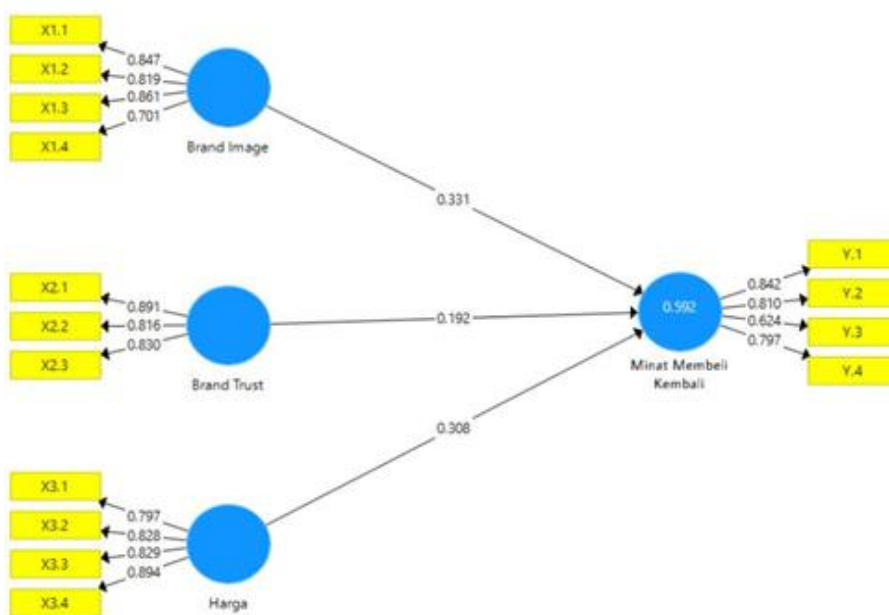


Figure 2. Outer Model

The research variable has an outer loading value > 0.7 . However, according to Chin (1998) an outer loading measurement scale of 0.5 to 0.6 is considered sufficient to meet

the requirements for convergent validity. The data in this research shows that there are no indicator variables whose outer loading value is below 0.5.

Table 1. Outer Loading

| Variable | Indicator | Outer Loading |
|--------------------------|-----------|---------------|
| Brand Image (X1) | X1.1 | 0,847 |
| | X1.2 | 0,819 |
| | X1.3 | 0,861 |
| | X1.4 | 0,701 |
| Brand Trust (X2) | X2.1 | 0,891 |
| | X2.2 | 0,816 |
| | X2.3 | 0,830 |
| Price (X3) | Z.1 | 0,797 |
| | Z.2 | 0,828 |
| | Z.3 | 0,829 |
| | Z.4 | 0,894 |
| Repurchase Intention (Y) | Y.1 | 0,842 |
| | Y.2 | 0,810 |
| | Y.3 | 0,624 |
| | Y.4 | 0,797 |

Discriminant validity by looking at the Average Variance Extracted (AVE) value > 0.5. So it can be said to be valid in discriminant validity. Reliability testing shows the level of consistency and stability of measuring tools or research instruments in measuring a concept or construct. The reliability test in this study used Composite Reliability and Cronbach Alpha. Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7. The second reliability test is Cronbach's Alpha. Cronbach Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. A construct is said to be reliable if the Cronbach alpha value is more than 0.60 (Ghozali, 2019). Then the multicollinearity test is seen from the tolerance value and Variance Inflation Factor (VIF). Multicollinearity can be detected with a cut-off value which shows a tolerance value > 0.1 or the same as a VIF value < 5.

Table 2. Validity and Reliability

| Variable | AVE | Composite Reliability | Cronbachs Alpha |
|--------------------------|-------|-----------------------|-----------------|
| Brand Image (X1) | 0,655 | 0,883 | 0,823 |
| Brand Trust (X2) | 0,716 | 0,883 | 0,802 |
| Price (X3) | 0,702 | 0,904 | 0,858 |
| Repurchase Intention (Y) | 0,597 | 0,854 | 0,774 |

Table 2, each variable in this study shows an AVE value > 0.5. Each variable in this research has its own value, namely Brand Image (X1) of 0.655, Brand Trust (X2) of 0.716, Price (X3) of 0.702, and Repurchase Intention (Y) of 0.597. The Composite Reliability value for all research variables is > 0.7. With a Brand Image (X1) value of 0.883, Brand Trust (X2) of 0.883, Price (X3) of 0.904, and Repurchase Intention (Y) of 0.854. This shows that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability. The Cronbach alpha value for all research variables is above > 0.6, which means the Cronbach alpha value meets the requirements so that all constructs can be said to be reliable. The results of Collinearity Statistics look at the multicollinearity test with the results of the Brand Image variable on Repurchase Intention of 3.891. So the value of the Brand Trust variable on Repurchase Intention is 2.890. So the value of the Buy Back Interest Price is 3.051. Each variable has a cut-off value > 0.1 or equal to a VIF value < 5 so that it does not violate the multicollinearity test.

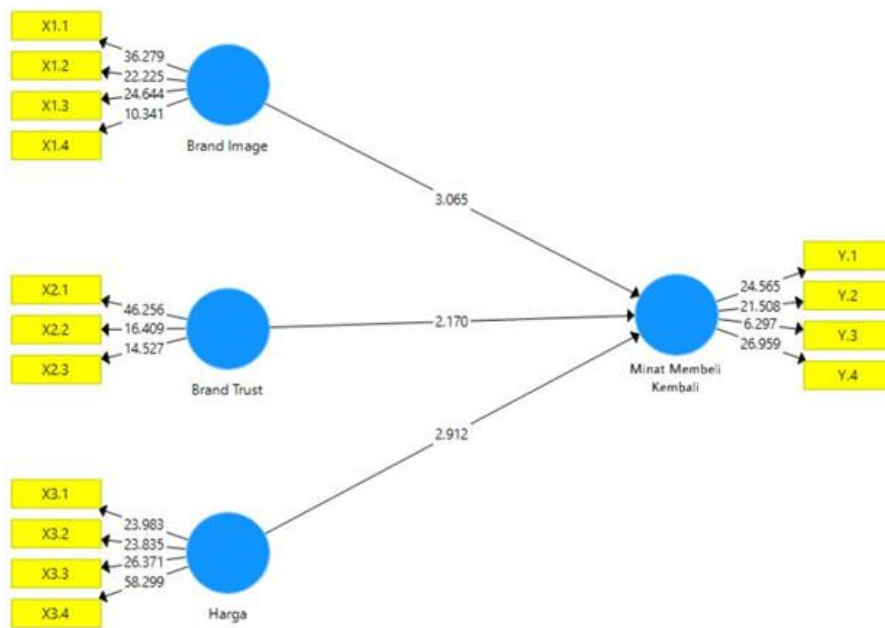


Figure 3. Inner Model

The inner model is used to test the effect between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring R Square (R^2), Goodness of Fit (GoF), and path coefficient. Structural model evaluation is carried out to show the relationship between manifest and latent variables from the main predictor, mediator, and outcome variables in one complex model. This model goodness test consists of two tests, namely R Square (R^2) and Q-Square (Q^2). The R^2 or R-Square value shows the determination of exogenous variables on endogenous variables. The greater R^2 value indicates a better level of determination. R^2 values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2019).

Table 3. R-Square and Q-Square Analysis

| Variable | R-Square | Q-Model | Q-Value |
|----------------------|----------|--------------------|---------|
| Repurchase Intention | 0.592 | 0.000 | 0.000 |
| Customer Loyalty | 0.000 | $Q^2 (=1-SSE/SSO)$ | 0.327 |

The R-Square is used to see the magnitude of the influence of the Brand Image, Brand Trust, and Price variables on Repurchase Interest, namely with a value of 0.592 or 59.2%, it can be said that this relationship is moderate. The next test is the Q-Square test. The Q^2 value in structural model testing is done by looking at the Q^2 (Predictive relevance) value. The Q^2 value can be used to measure how well the observation value produced by the model is also its parameter. A value of $Q^2 > 0$ indicates that the model has predictive relevance, while a value of $Q^2 < 0$ indicates that the model lacks predictive relevance. The following are the results of the calculation of the Q-Square value.

The analysis results obtained in this study are the Q^2 value of Customer Satisfaction generated of 0.378, which means the Q^2 value > 0 . Then for the Q^2 value of Customer Loyalty generated of 0.481, this means the Q^2 value > 0 . Therefore, the feasibility of the model or goodness of fit in this study is good. For hypothesis testing in this study, we can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation). Test the path coefficient by using the bootstrapping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. The p value < 0.05 indicates that there is a direct influence between variables, while the p value > 0.05 indicates that there is no direct influence between

variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96 then there is a significant influence (Ghozali, 2019). Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. The table shows the path coefficient value of the test results.

Table 4. Path Coefficient

| Hypothesis | Original Sample | t-Statistics | P Values |
|--|-----------------|--------------|----------|
| Brand Image (X1) -> Repurchase Intention (Y) | 0.331 | 3.065 | 0.002 |
| Brand Trust (X2) -> Repurchase Intention (Y) | 0.192 | 2.170 | 0.031 |
| Price (X3) -> Repurchase Intention (Y) | 0.308 | 2.912 | 0.004 |

The first hypothesis tests whether Brand Image has a positive and significant effect on Repurchase Interest. The table above shows a t-statistic value of 3.065 with an effect of 0.331 and a p-value of 0.002. With a t-statistic value > 1.96 and a p-value > 0.05, it can be concluded that hypothesis one is accepted where there is a positive and significant influence between Brand Image on Repurchase Interest. The second hypothesis tests whether Brand Trust has a positive and significant effect on Repurchase Interest. The table above shows a t-statistic value of 2.170 with an effect of 0.192 and a p-value of 0.031. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis two is accepted where there is a positive and significant influence between Brand Trust on Repurchase Interest. The third hypothesis tests whether price has a positive and significant effect on repurchase interest. A t-statistic value of 2.912 with an effect of 0.308 and a p-value of 0.004. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis three is accepted where there is a positive and significant influence between Price on Repurchase Interest.

DISCUSSION

Brand Image has a positive and significant influence on Repurchase Interest. This research is in line with research conducted by Hidayah & Apriliani (2019), where the results of their research are that brand image has a positive and significant effect on repurchase interest. So it can be concluded that this research supports previous research. A brand that already has its brand in the hearts of buyers of goods and services, the brand image also greatly influences someone in making a purchase somewhere because before someone decides to choose goods or services they must have considered the brand they like or like first (Rawi & Aryani, 2023). The brand image includes perceptions, associations, and reputations formed in the minds of consumers towards a brand. Therefore, marketers and brand managers often focus on managing and developing a positive brand image to maintain and increase consumer repurchase interest (Martin & Nasib, 2021).

Brand trust has a positive and significant influence on repurchase interest. This research is in line with research conducted by Suryani & Rosalina (2019), where the results of their research are that brand trust has a positive and significant effect on repurchase interest. So it can be concluded that this research supports previous research. Repurchase intention is the occurrence of behavior that can make companies develop strategies to attract service users to return to using these services (Shalehah et al., 2019). Brand trust can be obtained from the experience of consumers who have used the product or service. Trust in a brand is a strong foundation for building long-term relationships between brands and consumers. brand trust has a very important role in shaping and maintaining consumer repurchase interest. Brands that can build and maintain consumer trust will have a competitive advantage in the long term (Khan et al., 2021).

Price has a positive and significant effect on repurchase interest. This research is in line with research conducted by Palma & Andjarwati (2019), where the results of their research are that price has a positive and significant effect on repurchase interest. So it can be concluded that this study supports previous research. Price is a measure of a

person making a purchase (Han et al., 2021). Every person before making a purchase must first consider a low price but have high quality in determining these goods and services. Low prices are an important source of satisfaction because they will get high value for money. Satisfied customers can become loyal customers. Loyal customers can be shown by making repeat purchases (Bob & Muhamad, 2019).

CONCLUSION

The results of this research show that brand image, brand trust, and price have a positive and significant influence on Repurchase Intention. These findings indicate that consumers' perceptions of brand image and trust, as well as price factors, jointly influence their willingness to repurchase the same product. The implications of these findings provide a deeper understanding of the factors that influence consumer purchasing behavior. The importance of Brand Image as a factor influencing Repurchase Intention shows that how a brand is perceived by consumers has a significant impact on their decision to purchase again. A strong brand image can increase consumer loyalty and strengthen brand-consumer relationships. This emphasizes the importance of brand efforts in building and maintaining a positive image in the eyes of consumers. Apart from that, brand trust also has a significant role in influencing repurchase intention. Consumer trust in a brand shows their level of confidence in the quality, integrity and consistency of the brand. Building consumer trust is vital for business sustainability and consumer loyalty to the brand.

The price factor is also proven to have a positive and significant effect on repurchase interest. This shows that competitive prices or in accordance with the value provided by the product have a big impact on consumers' decisions to make repeat purchases. This emphasizes the importance of the right pricing strategy in maintaining and increasing consumer buying interest. However, this study also highlights several suggestions for future research. One of them is the importance of using other variables that have not been disclosed in this research. Additional variables can provide a more comprehensive understanding of the factors influencing Repurchase Intention. In addition, expanding the sample range is also important to increase the generalizability of the findings. By involving respondents from various backgrounds and not just limited to Universitas Muhammadiyah Surakarta students, research can provide more representative results. Furthermore, future research is expected to improve the use of qualitative data. By utilizing qualitative data, research can explore deeper perspectives from respondents, produce more varied answers, and enrich understanding of the factors that influence repurchase intention holistically.

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