

Understanding Repurchase Intention in Indonesian Fashion Retail Channels: A Systematic Literature Review

Understanding
Repurchase Intention
in Indonesia

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ABSTRACT

The transformation of the Indonesian fashion retail industry towards an omnichannel system requires a deeper understanding of the factors influencing customer repurchase intention. Among these factors, channel brand image and brand trust play a strategic role in shaping customer loyalty. This study aims to systematically examine the relationship between channel brand image, brand trust, and repurchase intention in Indonesian fashion retail. The research method used is a Systematic Literature Review of scientific articles published between 2015 and 2025 and relevant to the research topic. The results of the study indicate that channel brand image, both offline and online, and brand trust consistently have a positive effect on repurchase intention. In addition, several studies identify customer satisfaction and risk perception as mediating or moderating variables in the relationship between these variables. This study confirms that consistent channel brand image management and strengthening customer trust are key to increasing loyalty and encouraging continuous repurchase in the Indonesian fashion retail industry.

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INTRODUCTION

The fashion retail industry in Indonesia has experienced substantial growth over the past decade, driven by rising purchasing power, rapid digital technology adoption, and shifting customer preferences that increasingly emphasize aesthetics, lifestyle, and engaging shopping experiences. This development is further supported by intense competition between local and international brands that implement multichannel strategies across offline and online platforms to capture market share (Astuti & Kurniawati, 2024). At the macro level, this growth is reinforced by Indonesia's demographic structure, which is dominated by younger generations and an expanding middle class. Millennials and Generation Z, as the primary customer groups, show a strong tendency toward trend-oriented purchases, identity expression through fashion, and expectations for seamless shopping experiences across multiple retail channels. These characteristics align with the concept of experiential consumption, where customers seek not only functional products but also symbolic value and brand-related experiences. The widespread use of e-commerce, social media, and mobile commerce applications has accelerated changes in fashion consumption patterns, enabling brands to strengthen customer engagement and broaden their market reach. However, this transformation also presents challenges, particularly the need to maintain consistency in channel brand image to prevent fragmentation between physical and digital channels, which may weaken customer trust and brand loyalty (Sari & Kurniawan, 2025).

The increasingly competitive fashion retail landscape requires differentiation through product quality, design innovation, and integrated cross-channel shopping experiences. In this context, brand trust and customer satisfaction are critical in sustaining competitive advantage by driving repurchase intention, a key indicator of business sustainability and

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customer loyalty. Repurchase intention reflects customers' willingness to repeatedly purchase a brand, contributing to revenue stability, higher customer lifetime value, and lower acquisition costs, while supporting long-term Customer Relationship Management strategies (Kotler & Keller, 2016; Hardiyanto & Firdaus, 2021). However, customer loyalty in the fashion sector remains fragile due to rapidly changing trends, intense price competition, and aggressive promotions, underscoring the importance of understanding the key drivers of repurchase intention to develop adaptive and resilient retail strategies (Wang & Ha-Brookshire, 2018).

Channel brand image has emerged as a strategic factor in managing long-term customer relationships. It refers to brand perceptions formed through various distribution channels, including physical stores, e-commerce platforms, official applications, and social media. These channels function not only as transaction points but also as critical touchpoints that shape perceptions of brand credibility, reputation, and identity consistency (Laoli & Farida, 2021). Inconsistent experiences across online and offline channels, limited-service quality, and concerns regarding product authenticity in digital environments may undermine channel brand image, subsequently reducing brand trust and repurchase intention. This finding aligns with the view that consistent omnichannel experiences positively influence customer satisfaction and loyalty (Verhoef et al., 2015).

In addition to channel brand image and brand trust, customer satisfaction remains a key explanatory variable. Prior studies by Udayana (2022) indicate that customer satisfaction often mediates the relationship between brand image, customer trust, and repurchase intention. High satisfaction levels signal that customer expectations regarding product and service quality have been met, thereby strengthening loyalty and repeat purchasing behavior. In a highly competitive fashion retail market, the ability to deliver satisfying experiences across all distribution channels is essential for sustaining repurchase intention.

Although research on brand image, brand trust, and customer satisfaction is well established, studies focusing specifically on channel brand image in the context of Indonesian fashion retail remain limited. Given the rapid growth of e-commerce and digital retailing, channel consistency has become increasingly important in shaping customer perceptions (Wang et al., 2023). Fragmented brand images across channels may erode trust and reduce repurchase intention, particularly in Indonesia's fast-growing digital market. To address this gap, this study employs a Systematic Literature Review (SLR) approach to synthesize existing empirical findings in a structured manner. This study focuses on examining how channel brand image influences brand trust and how both channel brand image and brand trust shape repurchase intention in Indonesian fashion retail. Thus, this study aims to systematically examine the relationship between channel brand image, brand trust, and repurchase intention in Indonesian fashion retail.

This study is expected to contribute theoretically by developing an integrated conceptual framework that links channel brand image, brand trust, and customer satisfaction. From a practical perspective, the findings offer guidance for fashion retail managers to strengthen omnichannel consistency, enhance trust through transparency and service quality, and optimize customer experiences to achieve sustainable satisfaction and loyalty.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention refers to customers' tendency to repurchase the same product or service in the future based on their prior purchasing experiences. This concept reflects customers' overall evaluations of past interactions with a brand, including assessments of product performance, service quality, and the value received. Repurchase intention is widely recognized as a key indicator of customer loyalty and brand sustainability, as it represents the willingness of customers to maintain an ongoing relationship with a brand over time (Huo et al., 2022). From a business perspective, repurchase intention plays a strategic role in ensuring long-term competitiveness. Customers who intend to make

repeat purchases provide continuous financial contributions that support revenue stability.

Moreover, these customers often act as informal brand advocates by sharing positive experiences and recommendations with others. Such word-of-mouth communication is generally perceived as more credible than traditional promotional messages, making repurchase intention an indirect driver of brand reputation and market expansion (Purwoko & Fikri, 2024). In the fashion retail sector, repurchase intentions are shaped by more than functional product attributes. Emotional responses, brand-related feelings, and the overall shopping experience strongly influence customers' decisions to buy again. Fashion customers frequently associate products with personal identity and lifestyle expression, making brand image even more important in encouraging repeat purchases. In addition, the quality of customer interactions with distribution channels, including physical stores and digital platforms, plays a crucial role in forming repurchase intentions. Seamless, engaging, and consistent experiences across these channels enhance customers' confidence and satisfaction, thereby strengthening their intention to repurchase. Conversely, negative or inconsistent experiences may weaken loyalty and reduce the likelihood of future purchases. Therefore, repurchase intention in fashion retail emerges as a result of the combined influence of emotional factors, shopping experiences, brand image, and the quality of interactions between customers and distribution channels.

Brand Image and Channel Brand Image

Brand image refers to a set of customers' perceptions, impressions, and associations toward a brand that are developed through direct experience, marketing communication, and the reputation consistently built by a company. These perceptions reflect how customers evaluate the quality, credibility, and symbolic value attached to a brand (Ahmadian et al., 2023; Maharani & Hidayat, 2023). A brand that possesses a positive image is more likely to gain customer trust, as it is perceived as reliable and capable of meeting expectations. As a result, a strong brand image plays a crucial role in encouraging repeat purchases and fostering long-term customer loyalty (Laoli & Farida, 2021; Bing et al., 2024; Rizky et al., 2025).

Within a multichannel marketing environment, the concept of brand image extends into channel brand image, which represents the brand image formed through various distribution channels, including both physical and digital platforms (Zhang, 2024; Kallevig, 2024). Distribution channels no longer function solely as transaction points but also serve as important touchpoints that shape customers' overall brand experience. Channels that deliver consistent experiences, visually align with the brand's identity, and provide adequate service quality are likely to strengthen customers' perceptions of the brand as a whole (Devi, 2017; Sreejesh, 2024). Conversely, inconsistencies between online and offline channels, such as differences in service standards, information quality, or visual presentation, may create negative perceptions (Amsil et al., 2023; Kim & Han, 2023). These inconsistencies can reduce customer confidence, weaken emotional attachment, and ultimately diminish customer loyalty. Therefore, maintaining alignment across all distribution channels is essential for reinforcing channel brand image and sustaining positive customer relationships in an increasingly competitive retail environment.

Brand Trust

Brand trust refers to customers' confidence that a brand is dependable and capable of fulfilling the promises it makes to its customers. This trust develops through the accumulation of positive experiences, a strong brand reputation, and consistent delivery of high-quality products and services over time (Singh et al., 2023; Astuti & Kurniawati, 2024). When customers perceive a brand as trustworthy, they tend to hold more favorable evaluations of its credibility and overall value.

In the fashion retail context, brand trust plays a particularly important role in reducing customers perceived risk, especially in digital or online channels where direct product

inspection is not possible (Nosi et al., 2022; Aziz et al., 2024). Concerns related to product authenticity, transaction security, delivery reliability, and the quality of after-sales service often influence customers' purchasing decisions. A high level of brand trust helps alleviate these uncertainties and increases customers' sense of security during the buying process (Marmat et al., 2025; Imam Basri et al., 2025).

Moreover, strong brand trust encourages customers to feel more comfortable and confident when making repeat purchases. When trust is consistently maintained, customers are more likely to develop a long-term relationship with the brand. This ongoing relationship strengthens customer loyalty and supports sustainable business performance in the highly competitive fashion retail industry. Therefore, brand trust can be viewed as a strategic asset that not only facilitates repurchase intention but also enhances the stability of customer-brand relationships over time (Raza et al., 2025).

Customer Satisfaction

Customer satisfaction is defined as an affective response that arises when customers compare the actual performance of a product or service with their prior expectations. When perceived performance meets or exceeds these expectations, customer satisfaction increases and leads to positive outcomes, particularly in terms of customer loyalty and repurchase intention (Udayana et al., 2022; Pratama et al., 2024). High satisfaction indicates that a company has successfully fulfilled customer needs and delivered value, which strengthens favorable attitudes toward the brand (Akram et al., 2022; Hatidja et al., 2025).

In the context of retail and e-commerce in Indonesia, previous studies highlight the strategic role of customer satisfaction as a mediating variable linking brand image and brand trust with repurchase intention. Research by Hardiyanto and Firdaus (2021) demonstrates that satisfied customers tend to develop stronger trust in a brand, which subsequently increases their likelihood of making repeat purchases. This finding confirms that satisfaction functions as a key mechanism through which brand-related perceptions are transformed into actual purchasing behavior. Therefore, customer satisfaction is an essential element in fashion retail management strategies. This is particularly relevant as customers increasingly evaluate the consistency and quality of their shopping experiences across multiple channels, including physical stores and digital platforms. A consistent and positive cross-channel experience enhances satisfaction, supports long-term customer relationships, and reinforces sustainable repurchase behavior within the highly competitive fashion retail industry.

RESEARCH METHODS

This study employs the Systematic Literature Review (SLR) method to identify, analyze, and interpret research findings relevant to the research topic under investigation (Kitchenham, 2004). A qualitative approach is applied to synthesize descriptive research data and provide a comprehensive understanding of the issue. The review process follows established procedures that emphasize transparency, objectivity, and replicability (Sauer & Seuring, 2023). In addition, the study adopts the PRISMA flow diagram to guide article selection through the stages of identification, screening, eligibility, and final inclusion, ensuring clarity and methodological rigor in the review process (Liberati et al., 2009).

Based on Figure 1, this study employs the SLR method to identify, analyze, and synthesize research findings related to repurchase intention, channel brand image, brand trust, and customer satisfaction within the Indonesian fashion retail industry. The SLR approach is applied to ensure transparency, objectivity, and replicability throughout the review process, in accordance with the methodological guidelines proposed by Kitchenham (2004) and Sauer and Seuring (2023). The review process begins with the identification stage, in which relevant academic databases Scopus, Web of Science, ProQuest, and Google Scholar are selected due to their broad publication coverage, international reputation, and relevance to management, marketing, and customer behavior studies. The literature search uses key terms such as repurchase intention,

channel brand image, brand trust, customer satisfaction, and retail fashion store in Indonesia, combined with Boolean operators (AND, OR) to refine the search results (Kitchenham et al., 2007).

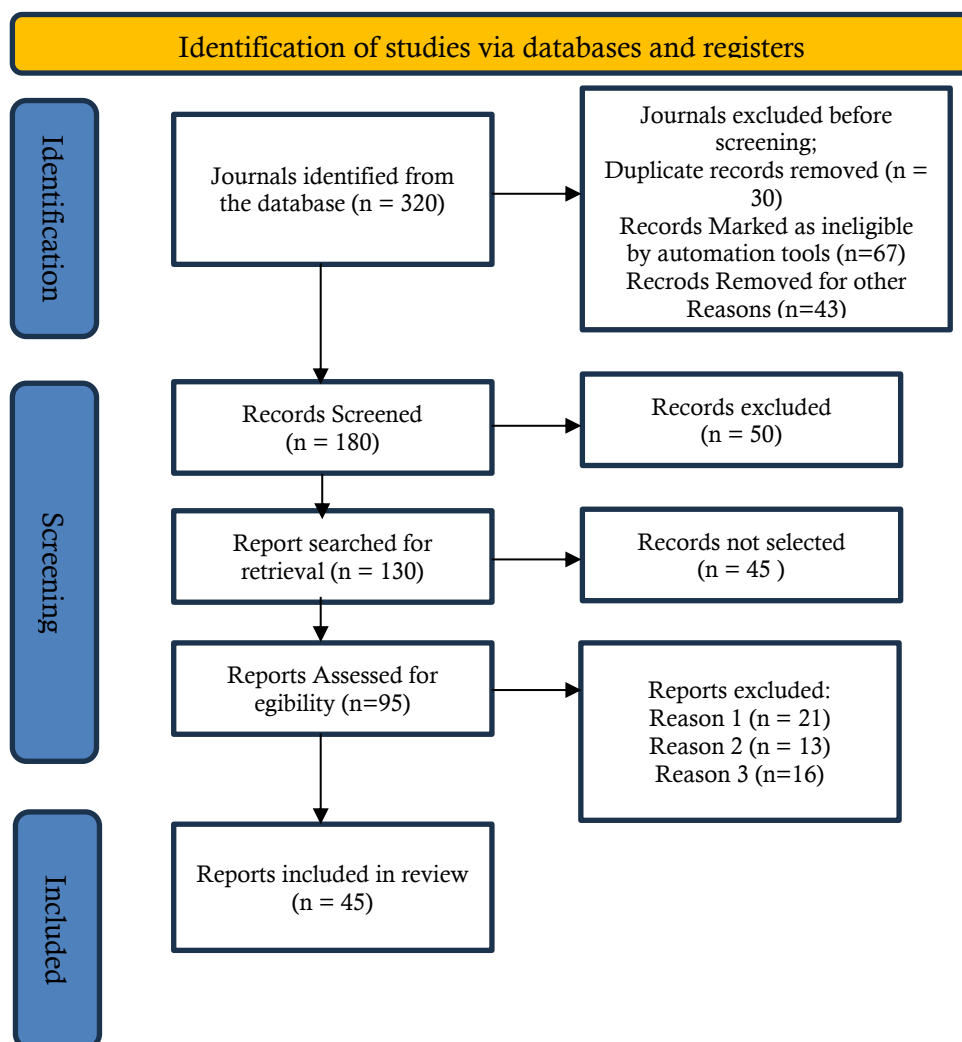


Figure 1. Identification of studies via databases and registers

The screening stage follows, where articles are selected based on titles, abstracts, and keywords. Studies outside the fashion retail context, non-customer-focused research, and non-peer-reviewed publications are excluded. To ensure relevance to current industry conditions, only articles published between 2015 and 2024 are included (Moher et al., 2015). Subsequently, inclusion and exclusion criteria are applied to ensure study eligibility. Selected articles must address at least one of the core research variables, focus on fashion retail or related industries, and be available in English or Indonesian. Duplicate studies, non-peer-reviewed conference proceedings, and articles with weak methodological quality are excluded (Kitchenham, 2004).

The quality assessment stage evaluates research rigor based on objective clarity, design suitability, instrument validity, and relevance of findings. Studies with insufficient rigor or inconsistent results are removed (Sauer & Seuring, 2023). The data synthesis stage applies a narrative synthesis approach to integrate findings, identify patterns, and highlight research gaps, contributing to the development of a conceptual framework for future studies in Indonesian fashion retail (Liberati et al., 2009).

RESULTS

Based on the results of the Systematic Literature Review (SLR) of 45 articles that met the inclusion criteria, several key findings were obtained related to the relationship between variables in the context of fashion retail. First, the repurchase intention variable is consistently influenced by brand image, both built through offline and online channels. Customers with a positive perception of brand image tend to have higher loyalty and show interest in making repurchases (Putra & Amelia, 2019; Santoso et al., 2020). This is in line with the theory of customer behavior, which states that brand image is a symbolic representation that forms a customer's cognitive and emotional association with a particular brand, thus having a direct impact on repurchase decisions.

Previous research emphasizes the importance of channel brand image in the omnichannel retail era. Results show that the consistency of brand image between physical stores and online channels contributes to improved customer experience, which ultimately strengthens repurchase intention (Hidayat & Lestari, 2024; Liu & Park, 2022). In the Indonesian context, where the penetration of e-commerce and mobile commerce continues to increase, online channels function not only as a transaction medium, but also as a brand communication channel that shapes customer expectations of the quality and credibility of a brand. Inconsistencies in channel brand image have the potential to cause cognitive dissonance that can weaken repurchase intentions.

An additional variable that was integrated in this study was brand trust. The results of the synthesis show that brand trust often acts as a mediator between brand image and repurchase intention. Customers who trust a brand are more likely to ignore the price and promotional factors of competitors, so that repurchase intentions can be more stable (Pratama & Dewi, 2022; Rahmawati & Nugroho, 2021). These findings are important for the fashion retail sector that is vulnerable to price competition and short-term trends, as brand trust can create a customer base that is more resilient to market fluctuations.

Customer satisfaction also emerges as an important factor that cannot be ignored. Many studies show that customer satisfaction acts as a link between service quality, brand image, and repurchase intention (Miao et al., 2021; Wulandari et al., 2021). This confirms that a positive post-purchase experience is a prerequisite for the formation of repurchase intentions. In the context of fashion retail, customer satisfaction is not only related to product quality, but also includes aspects of service, delivery speed, return policy, and the overall shopping experience.

In general, the results of the review show that there is an alignment of findings regarding the importance of brand image, channel brand image, brand trust, and customer satisfaction in forming repurchase intention. However, there are still differences in the results of research regarding the role of mediation and moderation variables, especially in the context of Indonesian fashion retail. Some studies have found that demographic variables such as age, gender, and digital literacy levels can strengthen or weaken the relationship between these variables (Adigawe et al., 2025). Thus, further empirical research is needed to test the conceptual model that has been prepared through this SLR, especially in the face of the dynamics of the fashion market in Indonesia which is greatly influenced by digitalization trends and changes in customer behavior.

To provide a more comprehensive overview of previous research trends, the following is a synthesis table that summarizes the authors, years of research, variables studied, methods used, and main findings. This table is the basis for identifying research gaps, which will then be directed to the context of Indonesian fashion retail.

Table 1. Summary of Previous Research

Author & Year	Variables Studied	Method	Key Findings
Putra and Amelia (2019)	Brand image, customer satisfaction, repurchase intention	SEM-PLS (Online Fashion Customer Survey)	Brand image has a positive effect on customer satisfaction, which ultimately increases repurchase intent.
Santoso et al. (2020)	Online channel brand image, perceived quality, and repurchase intention	Quantitative (Regression)	Brand image on online channels affects perceived quality, and both are significant to repurchase intentions.
Rahmawati and Nugroho (2021)	Brand trust, brand image, and repurchase intention	SEM-AMOS	Brand trust mediates the influence of brand image on repurchase intentions in fashion retail customers.
Wulandari et al. (2021)	Customer satisfaction, service quality, and repurchase intention	Quantitative (Survey 250 respondents)	Customer satisfaction acts as an important mediator between service quality and repurchase intention.
Liu and Park (2022)	Omnichannel brand image, customer experience, and repurchase intention	Mixed-method	Brand image integration across channels improves a consistent customer experience and impacts loyalty.
Pratama and Dewi (2022)	Price fairness, brand trust, and repurchase intention	SEM-PLS	Fair price perception increases brand trust, which directly drives repurchase intention.
Chen et al. (2023)	Social media marketing, brand image, customer satisfaction, and repurchase intention	SEM-PLS (China, adaptation for Southeast Asia)	Digital marketing activities strengthen brand image and customer satisfaction, which increases repurchase intention.
Hidayat and Lestari (2024)	Channel brand image, customer satisfaction, and repurchase intention in Indonesian fashion retail	Quantitative (Survey of 300 respondents)	Channel brand image significantly affects customer satisfaction, which is a major predictor of repurchase intent.

Table 1 illustrates that repurchase intention in the fashion retail sector is consistently shaped by the interaction of brand image, channel brand image, brand trust, and customer satisfaction. Prior studies generally confirm that brand image influences repurchase intention both directly and indirectly, particularly through the mediating roles of customer satisfaction and brand trust. More recent research highlights the growing importance of channel brand image and omnichannel integration in delivering a consistent customer experience that supports long-term loyalty. In addition, supporting factors such as service quality, perceived price fairness, and digital marketing activities are found to strengthen brand trust and customer satisfaction, which in turn encourage repeat purchases (Hride et al., 2022). The table reflects a clear shift in the literature toward an omnichannel perspective, especially within the context of the Indonesian fashion retail industry.

A number of previous studies have highlighted the relationship between brand image, brand trust, customer satisfaction, and repurchase intent in the context of the retail industry and digital marketing. However, although these variables are often researched, there are still variations in the findings, especially related to the increasingly relevant role of channel brand image in the omnichannel retail era. Some studies emphasize the direct influence of brand image on repurchase intention, while other studies show the mediating role of brand trust or customer satisfaction variables (Huseynli & Mammadova, 2022).

DISCUSSION

The results of this study confirm that repurchase intention in fashion retail is not only influenced by brand image in general, but also by channel brand image built in various

distribution channels. In the Indonesian context, where customers are increasingly accustomed to cross-channel shopping (offline and online), the consistency of brand image is very important. This is in line with the findings of Liu and Park (2022) that the integration of brand image between channels can improve a consistent customer experience, thereby strengthening long-term loyalty. Thus, channel brand image plays a role not only as a marketing communication factor, but also as a competitive differentiation mechanism that distinguishes fashion retail in the midst of fierce competition.

The role of brand trust is also proving to be crucial, because Indonesian customers still show sensitivity to the issue of product authenticity and service reliability on online channels. Brand trust can serve as a bridge that reduces customer hesitation, while strengthening the impact of brand image on repurchase intent. These results are consistent with the study of Rahmawati and Nugroho (2021), which found that brand trust is a significant mediating variable in fashion retail. Furthermore, brand trust can be a protective factor that makes customers not easily switch to competitors despite price variations and promotions, thus creating stability in customer purchasing behavior.

Meanwhile, customer satisfaction is one of the dominant factors that cannot be ignored. These findings support the customer loyalty theory that satisfaction is a major predictor of repurchase intent. In the context of fashion retail in Indonesia, the quality of service in physical stores and the user experience in online channels must be maintained equally so that customer satisfaction is achieved (Wahyuni & Kurniawati, 2023). This satisfaction is not only transactional, but also includes emotional dimensions, such as comfort, a sense of appreciation, and an aesthetic experience in shopping. Thus, customers are not only satisfied with one channel but have an overarching positive experience that ultimately strengthens the repurchase intent.

From a practical perspective, the results of this study imply that fashion retail managers in Indonesia need to build a consistent omnichannel strategy, strengthen brand trust through transparency of product and service information, and focus on creating sustainable customer satisfaction. This strategy will help create a loyal customer base while increasing long-term competitiveness. From the academic side, this study opens up space for further empirical testing of the relationship model between variables in the context of the Indonesian market, especially by considering the dynamics of increasingly rapid retail digitalization, differences in customer behavior based on demographics, and the potential role of moderation variables such as digital literacy and urban customer lifestyles. Thus, the contribution of this research is not only conceptual, but can also be the basis for the development of a more contextual theoretical model for the fashion retail industry in Indonesia.

CONCLUSION

This study aims to examine the influence of channel brand image, brand trust, and customer satisfaction on repurchase intention in the Indonesian fashion retail sector using a systematic literature review approach. Based on the analysis of 45 selected articles, the findings indicate that repurchase intention is shaped by the interaction between brand image, cross-channel brand image consistency, brand trust, and customer satisfaction. A consistent brand image across physical stores and online platforms is identified as a critical factor in strengthening customer loyalty. In addition, brand trust functions as a mediating variable that reinforces the effect of brand image on repurchase intention, while customer satisfaction emerges as a direct and dominant driver of repeat purchasing behavior.

These findings address the research objective by confirming that customer retention in fashion retail depends not only on the overall brand image, but also on integrated cross-channel experiences, trust in the brand, and post-purchase satisfaction. From a practical perspective, fashion retailers in Indonesia are encouraged to develop a coherent channel brand image, enhance brand trust through transparent product information and reliable after-sales services, and prioritize customer satisfaction by improving service quality and shopping experiences. The review is also limited to fashion retail, which may restrict the

generalizability of the findings to other retail sectors. For future research, empirical studies are recommended to test the proposed conceptual framework across different retail formats, including online, offline, and omnichannel settings. Further studies may also incorporate moderate variables such as digital lifestyle and brand literacy to enrich understanding of the factors that influence customer loyalty in the fashion retail industry.

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