

# The Effect of Brand Trust on Repurchase Intention Through Brand Love as a Mediating Variable (Study on Thrift Shopping Customers with the Uniqlo Brand)

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## Abstract

Repurchase intention is a buying activity that is carried out repeatedly. Repurchase intention will arise if the product purchased meets consumer expectations. Repurchase intention can be formed if brand trust and brand love have been fulfilled in the brand. This study aims to analyze the effect of brand trust on repurchase intention through brand love as a mediating variable in studies on thrift shopping customers with the Uniqlo brand. This research is a quantitative study with a sampling technique through purposive sampling on 210 respondents. Questionnaires were distributed directly to 210 respondents by measuring the answers using a Likert scale. The data analysis technique used is path analysis using the AMOS program. The results of the study show that brand trust has a positive effect on brand love. Furthermore, brand love affects repurchase intention and brand trust has a positive effect on repurchase intention.

## Keywords :

Brand Trust, Brand Love, Repurchase Intention

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## Introduction

As time goes by, clothes is no longer seen as a basic need but also as a lifestyle. Lifestyle is a reflection of behavior that shows how an individual's activities towards the interest of an item. Lifestyle has a connection with the times and technology that continues to develop and has become an effort in making oneself more recognizable through special and different methods. Lifestyle standards are age-appropriate for children, teenagers and adults. Looking fashionable and prestigious can often be judged by the branded goods used (Salbiah, 2023).

Many teenagers from the lower middle class want to follow the trend of a luxurious and up to date dressing lifestyle so as not to be outdated (Adji & Claretta, 2023). The luxury dressing lifestyle for the lower middle class certainly has to have a high cost to buy it from the official store. The clothes sold at the official store have an expensive price, of course, with good quality. Teenagers who cannot afford to buy original clothes from official stores will look for alternative ways to buy these clothes, namely by looking for used clothes from well-known brands. The activity of buying used goods is called thrift shopping (Aswadana et al., 2022).

Nowadays, thrift is a popular culture that attracts many people who follow fashion trends in buying branded second-hand clothes at a much cheaper price at stores that sell a variety of second-hand clothes. There is a 69 percent increase in consumers aged 18-24 who buy preloved items. Those aged 54 years and above also have a tendency to look for preloved goods rather than new goods (Wisnubrata, 2022).

Uniqlo is a brand that sells quality clothing for all groups. The reason many choose Uniqlo brand clothes is the collection with good quality and the design is quite simple but looks fashionable. Uniqlo is an Asian fashion brand that can compete internationally even though it is not ranked first globally. Uniqlo successfully has 35 branches in various cities in Indonesia (Kusuma et al., 2022). The relatively cheap price is a factor in the brand being favored by various groups, especially young people. Young people prefer the Uniqlo brand because it has various advantages. The results of preliminary observations related to thrift shopping customers of the Uniqlo brand show that out of 20 respondents aged 16 years and over buy the Uniqlo brand when thrifting and the underlying reason for choosing the Uniqlo brand when thrifting is liking and trusting the Uniqlo brand which is one of the well-known brands with good quality, unique designs and comfortable to use.

Trust in the brand will influence a purchase. Trust in brands is often called brand trust. Trust in a brand is the willingness of consumers to trust a brand that is met with a risk and expect that the brand will cause something good (Lau dan Lee 1999:344).

Besides brand trust, the next thing to consider is brand love. Love for the brand is usually called brand love. Brand love is defined as the level of passionate emotional connection of consumers who are satisfied with a brand (Carroll & Ahuvia, 2006). According to Carroll & Ahuvia (2006) brand love includes desire, attachment, positive evaluation, positive emotions in response to it, and declaration

of love for the brand. Brand love in products is a type of customer satisfaction based on experience with a particular brand. Brand love can be caused by brand trust, brand self-image compatibility, and brand satisfaction (Sta & Abbassi, 2018).

After consumers feel love for the brand, the desire to buy products with that brand will appear in consumers. Repurchase intention is often referred to as Repurchase intention. Repurchase intention is a consumer's decision to carry out activities with those who provide products or services in repeating purchasing behavior. Repurchase intention is consumer behavior in carrying out purchases or not on a product (Kotler, 2013).

Previously, there have been several researchers who discussed brand trust and brand love, but no one has focused on these two variables on the repurchase intention variable. These variables have also not been focused on thrift shopping activities that have an impact on the environment by forming brand love. Therefore, researchers want to test the brand trust variable on repurchase intention through brand love as a mediating variable (study on thrift shopping customers with the uniqlo brand).

## **THEORETICAL BACKGROUND AND HYPOTESIS**

### **Brand Trust**

Brand trust is referred to the consumer's belief that the brand meets specific requirements (Erciş et al., 2012). Suh dan Han (2003) qualified factors such as adequacy, generosity and honesty as characteristics that demonstrate trust. Since trust forms the main link between a brand and its consumers, it determines brand loyalty. Brand Trust is a consumer expectation based on a brand with the risks experienced due to expectations of the brand which results in positive results (Syamsuddinnor et al., 2021). Researchers measure brand trust variables using indicators from research conducted by Chauduri and Holbrook in (Syamsuddinnor et al., 2021), and research from Huaman-Ramirez & Merunka (2019) which is trust, reliability, honesty, and competence.

### **Brand Love**

Brand love is a sense of consumer love related to a brand. Brand love is the level of passionate emotional attachment of consumers because of their satisfaction with a brand (Carroll & Ahuvia, 2006). Brand love is consumer satisfaction with certain feelings according to their experience with a brand. According to Fournier dan Mick (1999) dalam Carroll & Ahuvia (2006), brand love is conceptualized as a

mode of satisfaction, which is a response experienced by some consumers but not all satisfied consumers.. Brand love is the level at which consumers have a strong emotional attachment or love for a particular brand. Researchers measure brand love variables using indicators from research conducted by Carroll & Ahuvia (2006) which is passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions to the brand, dan declarations of love toward the brand.

### **Repurchase Intention**

Repurchase intention is a consumer's decision to make a purchase or not on a product (Kotler, 2015). Repurchase intention is the uniqueness given by consumers in order to get a product or service and the possibility to repurchase the product effectively (Kesumahati & Novianti, 2021). Repurchase intention shows the actual actions taken by consumers to make clerical purchases or reuse similar products. Repurchase intention shows the customer's decision to participate in buying in the future through the same seller or distributor (Hume et al., 2007; Zhang et al., 2011). The indicators used in this study refer to research from Arifi (2016) namely according to desire, desire to repurchase, and desire to recommend.

### **Relationship Between Variables**

Trust is built slowly in the relationship between consumers and brands. Brand trust has an impact that must be understood because brand trust creates a stronger bond between brands and consumers to become brand love. Therefore, there is a strong positive influence between brand trust and brand love (Navaneethkrishnan & Sathish, 2020). When consumers trust the brand of a product used, at the same time have positive emotions towards the brand. Therefore, there is an influence between brand trust and brand love (Sta & Abbassi, 2018).

H<sub>1</sub>: Brand trust influences brand love in thrift shopping Uniqlo products

Brand love is defined as the level of passionate emotional bonds of consumers who feel satisfied with a brand (Carroll & Ahuvia, 2006). Brand love results in repurchase interest, because products that have good quality and a positive image will arise consumer love for a product (Winarto & Widyastuti, 2021). Consumers with a high sense of love for a product brand so that consumers have an interest in repurchasing.

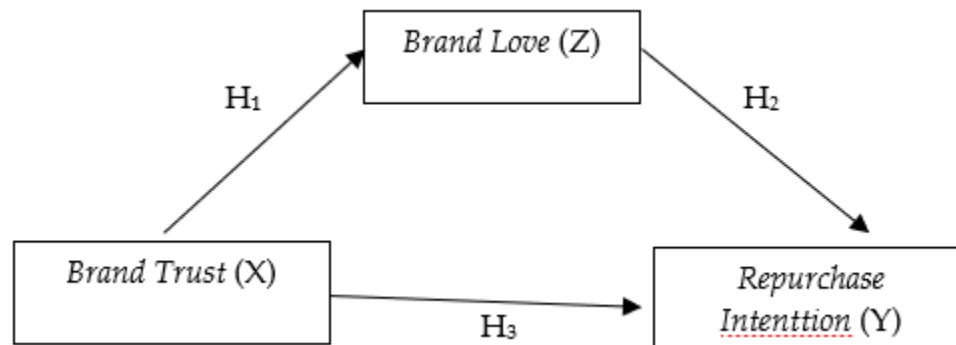
H<sub>2</sub>: Brand love affects repurchase intention on thrift shopping for Uniqlo products

Brand trust is a sense of trust that consumers have regarding a product that is sold that has a good impact on a company (Sumara & Salim, 2020). When consumers have trusted a brand, they can get a sense of satisfaction that can lead to the intention to repurchase the product. Products with good quality and image can create consumer trust in a product. Brand Trust is needed by producers in obtaining consumers from a product if consumers already believe in the product, so that consumers will later return to buy the product (Arifi, 2016).

H<sub>3</sub>: Brand trust affects repurchase intention on thrift shopping for Uniqlo products

**Figure 1.**

*Conceptual Framework*



## METHODOLOGY

This research includes a type of conclusive research to test the cause and effect of the independent variable, namely brand trust on repurchase intention with brand love as a mediating variable. The type of data is quantitative and the data sources used are primary data derived from the results of interviews and the results of answers to questionnaires distributed offline on Jl. Pahlawan No.116, Krembangan, Surabaya and measured on a Likert scale of 1 to 5 levels, then using secondary data derived from books, journal articles, and news articles. The characteristics of respondents used are customers who have purchased used/thrift clothes with the Uniqlo brand on Jl. Pahlawan No.116 and are at least 16 years old and above. The population in this research is infinite, namely the number of populations studied is unknown. The sample used amounted to 200 and added 5% of the total respondents to overcome errors in submitting questionnaires, so that the total number of samples in this study became 210 samples (Malhotra & Birks, 2006: 409). The sampling technique used is non-probability sampling with judgmental sampling. The data analysis technique used is path analysis with AMOS version 24 software.

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## RESULT AND DISCUSSION

### Sample Characteristic

The characteristics of respondents in this study consist of age, gender, and frequency of thrift shopping during one month. The majority of respondents were aged 21-30 years (132 respondents or 62.9%), male (146 respondents or 69.5%), and the frequency of thrift shopping during one month was once (73 respondents or 34.8%).

### Realibility and Validity

The results of the validity and reliability tests in this study resulted in all statement items in this study being declared valid because  $r$  count  $\geq 0.361$  so that the statement items could be used as tools in this study. Meanwhile, the reliability test results produced a value on Cronbach's Alpha on each resulting value  $\geq 0.70$ . So it can be interpreted that the statements in the questionnaire are reliable and can be used in this research.

### Normality Test

The normality test results show that the critical ratio skweness value is in the range of -2.58 to 2.58 for each variable. Meanwhile, the results of the multivariate normality test show a value of -0.997, meaning that the data has met the requirements of the multivariate normality test and is suitable for use in further estimation.

### Linearity Test

The linearity test results show significant results in the brand trust and brand love variables on repurchase intention with a value at probability  $<0.05$ . The brand trust variable on brand love also shows significant results with a probability value of  $<0.05$ . So, the results of the linearity test in this study are proven to be linear and have proven the truth.

### Outlier Test

The outlier test in the study is measured by the results of the value of the malhanobis distance which shows that mathematically there are no results that are indicated as outlier values. The measurement results get the mahalnobis distance value less than  $<18.467$ . The  $p^2$  value in this study shows a value of  $> 0.001$  or  $> 0.05$ . This means that the data does not contain outliers.

### Multicollinearity Test

The multicollinearity test in this study is seen from the results of the determinant covariance matrix. The results of the determinant covariance matrix in this study produced a value of 1434.306. Because the value of the determinant covariance matrix is far from 0, multicollinearity is not detected.

### Model Feasibility Testing

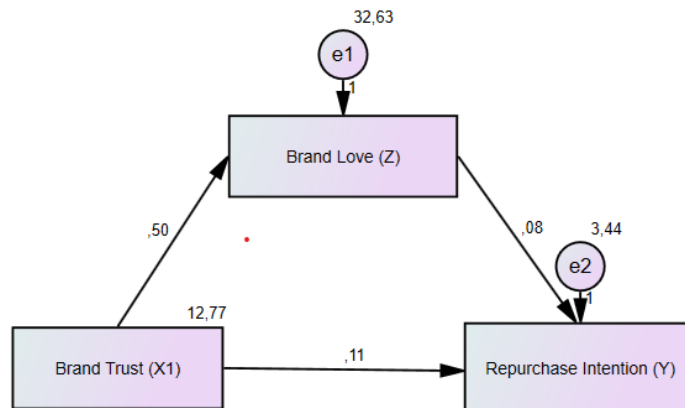
The model feasibility test can be seen from the results of the coefficient of determination that the coefficient of determination of brand trust on brand love  $R^2_1$  gets a value of 0.116, while the coefficient of determination of brand trust and brand love on repurchase intention  $R^2_2$  gets a value of 0.129. Model fixity is measured by the relationship between the coefficient of determination  $R^2$  in the two equations which can be seen in formula (1). The calculation of the determination of the model shows a result of 77.3% which explains that if the contribution of the model used to explain the structural correlation of the four variables is 77.3%, while the rest is explained by other variables not involved in the model.

$$\begin{aligned}
 R^2 \text{ model} &= 1 - (R^2_1)(1 - R^2_2) \\
 &= 1 - (1 - 0,116)(1 - 0,129) \\
 &= 1 - (0,884)(0,871) \\
 &= 1 - 0,77 \\
 &= 0,23 \text{ or } 23\% \dots\dots\dots(1)
 \end{aligned}$$

### Path Coefficient Test Results

Figure 2 shows the results of the path analysis test. Details of the relationship between variables are presented in Table 1. The relationship between brand trust and brand love has a path coefficient value of 0.50. Brand love to repurchase intention has a path coefficient value of 0.08. Brand trust on repurchase intention has a path coefficient value of 0.11.

**Figure 2.**  
*Path Diagram*



**Table 1.**  
*Standardized Regression Weights*

Relationship Variables	Between	Estimate
Brand love (Z) ← Brand trust (X <sub>1</sub> )		0,299
Repurchase intention (Y) ← Brand love (X <sub>2</sub> )		0,228
Repurchase intention (Y) ← Brand trust (X <sub>1</sub> )		0,199

### Coefficient Determination

The coefficient of determination test aims to measure the model's ability to apply variations in the dependent variable explained by the independent variable. The effect of brand trust on repurchase intention has a coefficient of determination ( $R^2$ ) of 0.116. The effect of brand trust and brand love on repurchase intention has a coefficient of determination ( $R^2$ ) of 0,129.

### Hypothesis Evaluation

Hypothesis testing results can be seen in the calculated CR value  $\geq 2.00$  and the  $P \leq 0.05$  value, which results are significant or there is an influence between variables. Based on Table 2,  $H_1$  has a C.R value of  $4.537 > 2.00$  and a probability value of  $0.000 < 0.05$ , so  $H_1$  is accepted and has a positive effect.  $H_2$  has a C.R value of  $3.355 > 2.00$  and a probability value of  $0.000 < 0.05$ , so  $H_2$  is accepted and has a positive effect.  $H_3$  has a C.R value of  $2.928 > 2.00$  and a probability value of  $0.003 < 0.05$ , so  $H_3$  is accepted and has a positive effect.

**Table 2.**  
*Result Of Hypothesis Testing*

F ypot hesis	V ariab le	stim ate	.E	.R	
1	Brand love ← Brand trust	,502	,1 11	,5 37	**



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		F				
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### Test of Mediation

The results of the mediation test in this study are partially proven (partial mediation because the value of variable X on variable Y is significant and decreases not equal to 0 when entering variable Z. X has a significant effect on Z and Z has a significant effect on Y so that the requirements for testing mediating variables are met. Furthermore, there is a direct effect of the brand trust variable (X1) on repurchase intention (Y) of 0.110. Then there is an effect of brand trust on repurchase intention (Y) of 0.075 by including brand love (Z). So, it can be concluded that mediation is partially proven, because brand trust (X1) can significantly influence repurchase intention (Y) directly and indirectly through brand love (Z) as a mediating variable. The Sobel test is conducted to determine whether the results are significant from the mediation coefficient (indirect effect). The sobel test can be done with software that has been introduced by Sobel (1982), namely the sobel test calculator. The sobel test results on brand trust produce a probability value ( $p \leq 0.05$ ) of 0.006. Thus, the median test through the sobel test is acceptable.

### The Effect of Brand Trust on Repurchase Intention

The results of testing the brand trust variable on brand love show that the brand trust variable has a positive effect on brand love. So that H1 is accepted which states that brand trust affects brand love. The results of this study are supported by Navaneethakrishnan & Sathish (2020) research which shows a positive relationship between brand trust and brand love, where brand love is influenced by

brand trust because brand trust creates a stronger bond between consumer brands and paves the way for brand love. This is also supported by research from Sta & Abbassi (2018) which states that brand trust has a significant positive effect on brand love, where brand love is caused by brand trust, individual brand image congruence, and brand satisfaction. the characteristics of respondents in this study, the majority of whom are male and have a relatively young age range of 21-30 years who tend to feel trust when buying thrift products from the uniqlo brand to consider uniqlo an extraordinary clothing brand. So, consumers who have trusted the Uniqlo brand, then tend to develop a sense of love for the Uniqlo brand.

### **The Effect of Brand Love on Repurchase Intention**

The results of testing the brand love variable on repurchase intention show that the brand love variable affects repurchase intention. The results of this study are supported by the theory from Carroll & Ahuvia (2006) that brand love reflects the level of strong emotional attachment between customers and brands. Furthermore, according to Kadarusman et al., (2019) suggests that brand love has a positive effect on repurchase intention, where the increasing consumer love for the brand, consumers tend to make repeat purchases. Consumers use brands that the brands they use are extraordinary, brands that make them happy, brands that are truly amazing to wear continuously and will buy the brand again. This is also supported by Winarto & Widyastuti (2021) that the higher the customer's love for the product, the more interested consumers will be in repurchasing the product. When consumers have a sense of love for the Uniqlo brand, consumers will always feel a connection with the Uniqlo brand. This shows that consumers who have a high sense of love for the Uniqlo brand increase the repurchase intention of consumers to buy Uniqlo brand thrift. Consumers with a high sense of love for the Uniqlo brand will make purchases not only once. Consumers will do thrift shopping with the Uniqlo brand because of their love for the Uniqlo brand.

### **The Effect of Brand Trust on Repurchase Intention**

The results of testing the brand trust variable on repurchase intention show that the brand trust variable has a positive effect on repurchase intention. The results of this study are supported by Rahmanda & Farida (2021) which states that brand trust has a considerable effect on repurchase intention, that consumers who already believe in the brand tend to have the desire to repurchase products from a brand. This is also supported the research of Erciş et al., (2012) which states that trust and commitment have the highest influence on repurchase intentions and loyalty. This shows that consumers who have high trust in the Uniqlo brand thus increasing repurchase intention in consumers to buy Uniqlo brand thrift clothing. When associated with respondents' answers, the majority of men believe in the consistent quality of Uniqlo brand products, especially in the context of thrift clothing that is

still of high quality and still comfortable to use, increasing respondents' confidence that every purchase of Uniqlo brand thrift will provide good value.

## CONCLUSION

Brand trust has a significant effect on brand love in Uniqlo thrift customers on Jl. Pahlawan No. 116 Surabaya. Brand love has a significant effect on repurchase intention on Uniqlo thrift customers on Jl. Pahlawan No. 116 Surabaya. Brand trust has a significant effect on repurchase intention on Uniqlo thrift customers on Jl. Pahlawan No. 116 Surabaya.

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