

Do brand image, product quality impact eiger bags repurchase intention?

Nurhadi¹, Ramadania², Erna Listiana³, Barkah⁴, Titik Rosnani⁵

^{1,2,3,4,5}Faculty of Economics and Business, Tanjungpura University, Indonesia

ARTICLE INFO

Article history:

Received Dec 1, 2023

Revised Dec 4, 2023

Accepted Dec 11, 2023

Keywords:

Brand Image;

Brand Trust;

Product Quality;

Repurchase Intention.

ABSTRACT

The aim of this research is to delve into the dynamics of consumer behaviour and its relationship with brand image, product quality, brand trust, and repurchase intention, focusing on the Eiger brand. The study employs a causal method, collecting data through questionnaires from 227 Eiger product users in Indonesia, utilizing purposive sampling techniques. Data analysis is conducted using Structural Equation Modeling (SEM) and AMOS 24, with measurements of brand image, product quality, brand trust, and repurchase intention variables. The findings indicate that brand image and product quality have a positive and significant impact on repurchase intention, with brand trust acting as a mediator that strengthens this relationship. This research provides valuable insights into understanding the contributions of brand image, product quality, and brand trust in influencing consumer repurchase intentions. Marketing and brand development strategies are recommended to maintain the competitive edge of Eiger in the outdoor equipment market. Research limitations include restricted variables and study subjects, suggesting that future research could expand analyses to external factors and comparisons with key competitors to enhance the understanding of consumer dynamics.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Nurhadi,

Faculty of Economics and Business,

Tanjungpura University,

Tanjungpura University, Pontianak, Kalimantan Barat 78121, Indonesia.

Email: nnurhadi552@gmail.com

1. Introduction

As a leading company in the outdoor equipment industry, Eiger has built a strong brand image through its quality products and innovative designs. According to Arif (2019), a strong brand image can influence consumer purchasing intentions. Eiger's success, which can be seen from the opening of outlets at home and abroad as well as the prestigious awards they have received, such as The Best Industry Marketing Champion 2022, reflects the importance of brand image in this industry (Alessandrina, 2023; Eiger, 2023). Research by Mandili et al. (2022), shows that consumers' desire in making additional purchases is significantly influenced by branding and product quality. Brand image, which includes reputation and credibility, becomes a guide for consumers to try and use products or services (Wijaya, 2013). Along with that, factors such as price, promotion, product quality and the brand also play a key role in shaping consumers repurchase interest (Wijaya, 2023). Trust can also make consumers interested in repurchasing a product (Nabila et al., 2023). According to Kotler and Armstrong, (2018), repurchase interest is the result of the process of forming consumer thinking to buy products and brands that best suit the criteria.

Repurchase interest refers to the desire or intention to buy a product or brand again. The definition of repurchase interest by Kim and Yang, (2020) and Rafiq et al. (2020), explained that it involves individual beliefs, product or service evaluation, as well as the formation of attitudes and repurchase behaviour. Research by Prabowo et al. (2020), demonstrated that factors affecting service quality, financial prices, behavioral prices, and word-of-mouth all have an impact on repurchase interest. Consumer satisfaction,

which is the result of factors such as brand image and customer satisfaction, is a major consideration in repurchase intention (Saputra & Ekawati, 2020; Juniwati & Sumiyati, 2020). Furthermore, it has been determined that consumers' perceptions of a brand have a significant role in their decision to make additional purchases.

The study concentrates on brand image, which is characterized as the overall perception and standing of a brand as articulated by (Bhakuni et al., 2021). Its positive influence on consumers repurchase intention as highlighted by Tong, (2022) becomes the basis for consumers understanding of the Eiger brand. In addition, research by Tunjungsari et al. (2020), explains that brand image reflects how consumers perceive and evaluate a brand, playing an important role in forming repurchase intentions. When customers hold a favorable view of a brand, they are generally more content with their experiences and inclined to engage in repeat purchases, according to research (Muthi & Utama, 2023). Further explanation by Wardana and Dirgantara, (2023), states that brand image includes the perception and evaluation of a brand by consumers including overall impression, reputation, quality and related characteristics. Another core factor that consumers consider in their interest in repurchasing is product quality. Product quality refers to the attributes and characteristics of a product that meet or exceed consumer expectations.

Product quality is described by Junikon and Ali, (2022) as the level of excellence or superiority perceived by the customer. This factor is very crucial in meeting consumer expectations and supporting repurchase interest (Sari, 2020). It is crucial for companies to prioritize product quality because this aspect significantly shapes customer decisions and enhances the likelihood of repeat purchases, as emphasized by (Mandili et al., 2022). In the context of the relationship between consumers and brands, the more consumers perceive that a product has good quality, the greater their loyalty to the brand. This is in line with research (Chinomona & Maziriri, 2017). According to Prastiwi and Iswari (2019), the quality of product information also holds significance in minimizing risks and uncertainties for consumers, thereby establishing trust as a fundamental element in the connection between intentions to repurchase. Apart from that, there is brand trust as a mediating role that influences these two key factors in consumer considerations in making repeat purchase intentions.

Brand trust is defined as a customer's belief that a brand can be relied upon to act in their best interests when they hand over direct control (Yuwananda, 2021). This trust plays a crucial part in encouraging consumers to make repeat purchases of the brand (Priscillia et al., 2021; Trisna et al., 2020). A further definition of brand trust refers to the level of trust and dependence that customers have on a particular brand (Wijayajaya & Astuti, 2018). In this context, the risk perceived by consumers is also a factor that can be overcome by brand trust, reducing uncertainty and negative outcomes in purchasing decisions (Yeo et al., 2021). Previous research, as exemplified by the comprehensive inquiry conducted by Juliana et al. (2021), has thoroughly investigated the interrelationships among brand image, brand trust, product quality, pricing, and purchase decisions. This research has yielded invaluable insights into the analysis of consumer behavior within the Food and Beverage industry. The antecedent study delved into the intricate dynamics that delineate consumer preferences and decisions in a fiercely competitive market.

Overall, this study demonstrates that consumers' repurchase intentions in the context of the outdoor equipment industry are influenced by various factors, including brand image and product quality. While product quality stands out as the primary factor affecting repeat purchase decisions, a positive brand image can influence consumer interest in making a purchase. In this scenario, it is clear that brand trust plays a crucial role in mediating the relationship between the intention to repurchase and both brand image and product quality. To maintain a competitive edge and achieve success in the market, it is imperative for Eiger to continuously strengthen its brand image, produce high-quality products, and build consumer trust in their brand. By attentively considering these factors, Eiger can consistently gain consumer trust and uphold its leading position in the outdoor equipment industry.

2. Research Method

The research design used in this study is causal research. Data collection in this research used a questionnaire distributed to respondents who were deemed to meet the established criteria. The questionnaire uses a 5 point Likert scale (1 = strongly disagree, 5 = strongly agree). The measurement of brand image is based on five indicators, which include brand identity, brand personality, brand association, brand attitude, and brand benefit and competence, as established by (Ruhamak & Rahmadi, 2019). Product quality is measured based on 4 indicators, namely durability, comfort, reliability and ease of maintenance developed by (Darestani et

al., 2010; Juliana et al., 2021). Repurchase intention is measured based on 4 indicators, namely transactional interest, interest referrals, preferential interest and exploratory interest developed by (Girsang et al., 2020). Meanwhile, to measure brand trust using a design developed by Sunanti et al. (2021), with 4 indicators, namely credibility, brand competence, brand goodness and brand reputation.

The number of samples collected and examined in this research was 227 respondents. The samples involved were Eiger product users who live in Indonesia. This research uses a purposive sampling technique, with the following criteria: 1) consumers of Eiger brand bags are at least 17 years old 2) respondents have used Eiger brand bags for at least 1 year 3) respondents play a role in making purchasing decisions. Sampling locations were distributed to various cities in Indonesia through an online questionnaires.

The measurement and structural models of the research constructs under development will be analyzed and assessed in this study using Structural Equation Modeling (SEM) and AMOS 24 statistical techniques. A variety of goodness of fit index parameters, including chi square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean squared residual (RMR), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI), will be used to evaluate the fit test model. The reliability construct will be based on the findings of the tabulation of construct reliability (CR) and average variance extracted (AVE) values, while the validity evaluation will be based on the standardized loading factor (SLF) value, which must be ≥ 0.50 (Hair et al., 2014:618). After that, a structural model analysis using SEM is performed to determine whether or not the proposed research hypothesis is accepted. Each coefficient's computed t-value will be shown via SEM analysis. If the t-count number is less than or equal to the t table (1.96) at a significant level of α (often $\alpha = 0.05$), the hypothesis is considered to have a causal relationship.

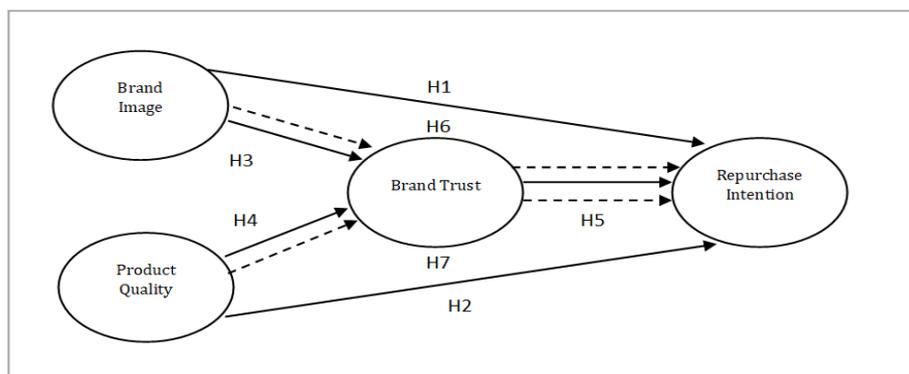


Figure 1. Conceptual framework

Brand Image and Repurchase Intention

Brand image is one of the most important components in brand development (Wijaya, 2013). In this context, Ahn et al. (2014), mention that repurchase intention includes the desire to buy and use a product or service, evaluate it, form specific attitudes and express repurchase behaviour. Thus, repurchase intention is the desire to continue using the product or service currently used by consumers (Kim & Yang, 2020). Earlier studies conducted by Huang et al. (2019), demonstrate that brand image has a notable impact on the intention to make repeat purchases. This discovery is also corroborated by the research conducted by Nawati et al. (2019), which indicates a significant influence of brand image on repurchase intention. The research by Ellitan et al. (2023), demonstrates how repurchase intentions might rise with a strong brand image. Moreover, studies conducted by Bupalan et al. (2019), discovered that the impression of a brand significantly affects the inclination to buy counterfeit products again. According to research by Prihatini and Gumilang, (2021), brand image is the collective impression or recollection created by consumers regarding a brand and is described as an individual's viewpoint of that brand. Overall, this literature review provides a comprehensive understanding that brand image has an important role in influencing repurchase intention and consumer behaviour in various sectors, including the Eiger brand which is relevant to previous research.

Product Quality and Repurchase Intention

According to Junikon and Ali, (2022), product quality refers to the consumer's perception of product quality related to the advantages or superiority of a product. Research conducted by Top and Hilal, (2019) shows that product quality has a significant and influential effect on repurchase intention. These discoveries

are backed by studies Shalehah et al. (2019), it demonstrates that the propensity to repurchase a product is positively and significantly impacted by its quality. This aligns with studies carried out by Cuong, (2022) shows that product quality has a positive and significant influence on repurchase intention. Other research by Pasaribu et al. (2019), product quality has a significant influence on repurchase intention, because products of superior quality, which fulfill the needs and desires of consumers, lead to increased purchase decisions and intentions to buy again. These findings are also supported by research Sanam and K, (2019) which explains that product quality has a positive and significant effect on consumers' repurchase intentions at Restaurant. Overall, this literature review emphasizes that product quality plays a vital role in shaping consumer preferences and influencing repurchase intention.

Brand Image and Brand Trust

The research conducted by Han et al. (2019), indicates that brand image has a significant and positive impact on brand trust. These findings are supported by research Song et al. (2019), which confirms that brand image has a positive and significant effect on brand trust. This is in line with research conducted by Shiffa et al. (2021) and Jalantina, (2022) shows that brand image, which includes factors such as company image, reputation, and advertising, has a positive and significant direct influence on brand trust. Other research by Ling et al. (2023), brand image has a significant influence on brand trust in the context of fresh food e-commerce platforms. Overall, this literature review emphasizes that brand image plays a vital role in shaping brand trust, impacting repurchase intention.

Product Quality and Brand Trust

Research conducted by Hapsoro and Hafidh, (2018) shows that the higher the quality of the products provided by the company, the greater the consumer's sense of trust in the brand. These findings are supported by research Suharto et al. (2019), which confirms that trust in a brand is formed when the quality of the product meets consumer needs. Product quality can influence brand trust by creating positive perceptions of a brand's ability to deliver on its promises and meet customer expectations (Rahmat & Kurniawati, 2022). Other research by Ling et al. (2021), explains that product quality plays an important role in building brand trust. Research conducted by Rohmat et al. (2022), regarding the relationship between product quality and brand trust in smartphone brands shows that product quality has a positive effect on brand trust. Responses to products that have high quality standards reflect the brand's dedication to providing reliable and trustworthy products. Overall, this literature review highlights that product quality plays a crucial role in shaping consumer preferences, influencing brand trust.

Brand Trust and Repurchase Intention

Brand trust refers to consumers' expectations that a product can fulfil its commitments to them (Jalantina, 2022). Research by Meilatinova, (2021) shows that there is a positive and significant association between trust and repurchase intention by examining the interaction between the two in the setting of social commerce enterprises. These findings are supported by research Dash et al. (2022) and Thanki et al., (2022), which shows that trust has a positive and significant relationship with repurchase intention. This finding is consistent with the findings of a previous study by Han et al. (2019), which revealed that brand trust has a positive impact on repurchase intention in the airline sector in South Korea. Another study conducted by Ling et al. (2023), demonstrates that repurchase intention is positively and significantly impacted by brand trust. Previous studies have shown that repurchase intentions are positively impacted by brand trust. When consumers have high trust in a brand, they tend to have a strong desire to repurchase the product or brand, creating a close relationship between brand trust and repurchase intention (Girsang et al., 2020). Overall, these studies consistently confirm that brand trust is a key factor in influencing consumer repurchase intentions in various industry sectors.

Brand Trust mediates Brand Image on Repurchase Intention

Research conducted by Tian et al. (2022), shows that brand trust mediates the relationship between brand image and repurchase interest in organic tea among millennial consumers. In addition, previous studies were conducted in other industries such as virtual customer hotel operators and digital multi-sided platforms Shiffa et al. (2021) and Rizki et al. (2022), also reached the conclusion that the relationship between brand image and repurchase intention is significantly mediated by trust. In addition, research by Wydyanto and Ilhamalimy, (2021) indicates brand image has a significant influence on trust, which in turn influences repurchase intention. Another study conducted by Hutomo et al. (2020), shows brand image has a direct impact on repurchase intention, and this effect is mediated by trust. Positive brand trust builds trust, which in turn influences repurchase intentions.

Brand Trust mediates Product Quality and Repurchase Intention

Research conducted by Maharani et al. (2023), shows that the influence of product quality on repurchase intention is mediated by brand trust. This finding is in line with research conducted by Alrasyid et al. (2023), found that product quality had a positive effect on intention to repurchase Yamalube oil. In addition, the study conducted by Vásquez and Vera-Martínez, (2020) found a high level of determination for behavioral intention and a moderate level of determination for repeat purchase indicating that product quality and brand trust play a role in repurchase behaviour. In addition, research by Hermanto et al. (2020), explains that product quality has a significant impact on repurchase intention, with brand trust playing a mediating role. These findings emphasize the importance of building consumer trust in the brand as a mechanism that links product quality with repurchase interest, thereby increasing the company's chances of success in a competitive market.

3. Results And Discussions

Result

Characteristics of Respondents

Analysis of respondent profiles in this study is based on the demographics characteristics contained in Tabel 1. The demographic characteristic presented include respondent's domicile, age, gender, last education, work, income per month and pocket money per month.

Table 1. Characteristics of respondents

Categories	Items	f	%
Respondent's Domicile	Kalimantan	56	24.7
	Java	66	29.1
	Sulawesi	23	10.1
	Papua	9	4
	Sumatra	23	10.1
	Nusa Tenggara	14	6.2
	Bali	22	9.7
	Maluku	11	4.8
	Jakarta	3	1.3
Total		227	100
Age	17 – 21 Years	37	16.3
	22 - 30 Years	154	67.8
	31 - 40 Years	36	15.9
	Total	227	100
Gender	Man	101	44.5
	Woman	126	55.5
	Total	227	100
Last education	elementary school	0	0
	Middle/Junior High School	2	0.9
	high school/high school	99	43.6
	D1/D2/D3/D4	34	15
	Bachelor degree	79	34.8
	Postgraduate (S2/S3)	13	5.7
Total		227	100
Work	Student	2	0.9
	Student/i	76	33.5
	Civil servants	25	11
	POLRI/TNI	6	2.6
	Businessman	29	12.8
	Private sector employee	62	27.3
	BUMN	24	10.6
	Nurse	1	0.4
	Midwife	1	0.4
	Pharmacist	1	0.4
Total		227	100
Income Per month (for those who are already working)	< 2 million	15	6.6
	2 - 4 million	42	18.5
	> 4 - 6 million	43	18.9
	> 6 - 8 million	37	16.3
	> 8 - 10 million	23	10.1

Categories	Items	f	%
Total	> 10 million	4	1.8
	Not yet working	63	27.8
Total		227	100
Pocket money per month (for those who have not worked)	< 1 million	12	5.3
	1 - 1.5 million	17	7.5
	> 1.5 - 2 million	20	8.8
	> 2 - 2.5 million	10	4.4
	> 2.5 million	4	1.8
	Already working	164	72.2
Total		227	100

Based on information from respondents responses to the questionnaire, it is known that the consumption behaviour characteristics of most respondents also use other bags for the same reasons when using Eiger brand bags, namely influenced by discounts and promotions, quality of materials, quality of stitching, various collections or variations, easy to obtain, price according to quality, bag design according to taste and contemporary design. As for the information obtained from the questionnaire, respondents used other brands of bags, such as Arei 74 respondents, Consina 65 respondents, Deuter 47 respondents and Avtech 41 respondents.

Measurement Models

The results of the suitability, validity and reliability tests are as follows.

Table 2. Value of standardized loading factor, construct reliability (CR), and average variance extracted (AVE) in overall model fit

	Items	SLF	CR	AVE
<i>Brand Image</i>	I can easily distinguish the Eiger brand among other similar backpack brands.	0.687	0.744	0.595
	I recognize Eiger as a brand synonymous with backpacks that are widely favored by individuals with an adventurous spirit.	0.766		
	The Eiger brand is highly renowned among outdoor enthusiasts.	0.805		
	Eiger is known as an adventure brand.	0.824		
	I recognize Eiger as a brand of backpacks with distinctive characteristics, especially in design and color variations.	0.756		
	Eiger is known as a brand of bags that has a strong sense of community interaction among its users.	0.767		
	Eiger is recognized as a brand of bags that can meet the needs and desires of its users for quality, especially in terms of load capacity.	0.790		
	<i>Product Quality</i>	I recognize Eiger brand bags as durable and resilient.		
Eiger brand bags are durable and resistant to damage, not easily prone to wear and tear.	0.800			
In my opinion, the design of Eiger brand bags fulfills functional aspects, making them comfortable for use.	0.767			
Eiger brand bags come in a variety of colors with standard options, suitable for both men and women.	0.754			
Eiger brand bags are made from high-quality materials.	0.808			
Eiger brand bags feature excellent stitching quality.	0.798			
Eiger brand bags are easy to maintain.	0.813			
Eiger brand bags are flexible for carrying and storage, adapting to individual needs.	0.825			
<i>Brand Trust</i>	I consider my Eiger bag as a credible and reliable brand.	0.817	0.763	0.613
	I believe that Eiger is known as a superior brand.	0.730		
	I am confident that Eiger, as a bag brand, always follows contemporary design trends.	0.824		
	I believe that Eiger conducts its business with honesty.	0.792		
	The Eiger brand is able to create an impression that they truly understand the needs and desires of their consumers.	0.754		
	I believe Eiger sets prices that align with the quality they offer.	0.806		
	Eiger is an established brand that has been known by many people for a long time.	0.744		
	I believe that Eiger is a strong brand, capable of competing in the market.	0.792		
<i>Repurchase Intention</i>	I intend to repurchase Eiger brand bags in the future.	0.835	0.754	0.612
	I also recommend Eiger brand bags to others.	0.783		
	I prioritize Eiger brand bags over other similar brands.	0.751		
	I choose the Eiger brand as my primary choice when buying bags.	0.765		
	I am interested in seeking information about Eiger brand bags from various sources.	0.778		

Based on Table 2, the results of the validity and reliability tests show that the indicators in the model built meet the validity and reliability criteria. All indicators have a Standardized Loading Factor (SLF) value above 0.50, indicating that each metric has sufficient validity to measure the overall construct of the resulting model. Apart from that, the Average Variance Extracted (AVE) value of all indicator instruments obtained also meets the criteria, with an AVE value ≥ 0.50 . This indicates that most of the variation in each construct can be explained by the indicators contained in that construct. Furthermore, the Construct Reliability (CR) test shows that almost all instruments are reliable and consistent in measuring structure throughout the models built, because the CR value is more than 0.70. These results illustrate that the indicators in the model have an adequate level of reliability.

The results of the model test refer to the standard value of goodness of fit, while the validity test will look at the acquisition of the value of the standardized loading factor (SLF), while the reliability test will assess the acquisition of Average Variance Extracted (AVE) and Construct Reliability (CR).

Table 3. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	801.340
Df		345
χ^2 - Significance Probability	≥ 0.05	0,000
CMIN/DF	≤ 3.00	2,323
RMSEA	≤ 0.08	0.077
RMR	< 0.05	0.073
NFI	≥ 0.90	0.836
IFI	≥ 0.90	0.900
TLI	≥ 0.90	0.889
CFI	≥ 0.90	0.899

The findings of the model fit test are presented in Table 3. As stated by on the results of the model fit test, it indicates that the model meets the requirements and is deemed suitable. The research model is deemed appropriate and acceptable if three to four out of the seven measurements demonstrate a good fit or surpass the predefined cut-off value (Hair et al., 2014).

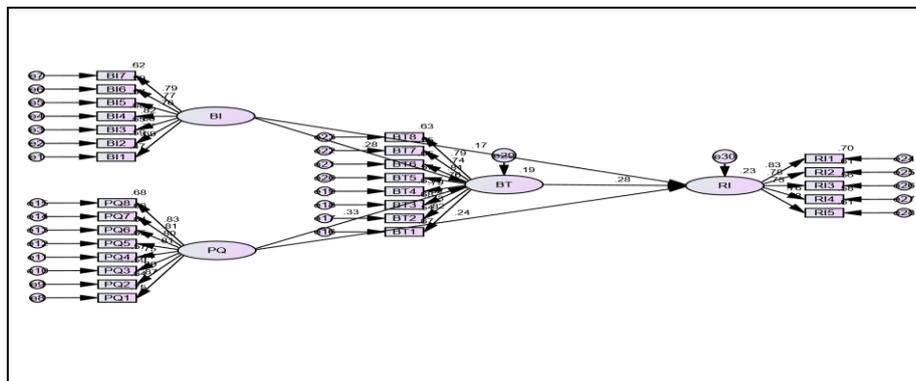


Figure 2. Full model testing

Hypothesis Testing

The results of testing the influence of the relationship between variables in the study configuration built in this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P
H1	Brand Image --> Repurchase Intention	0.218	0.099	2,202	.028
H2	Product Quality --> Repurchase Intention	0.235	0.075	3,126	.002
H3	Brand Image --> Brand Trust	0.338	0.090	3,742	***
H4	Product Quality --> Brand Trust	0.305	0.066	4,618	***
H5	Brand Trust --> Repurchase Intention	0.304	0.082	3,705	***

The analysis of the hypotheses in the research model reveals a notable correlation between the examined variables. First, there is evidence that Brand Image has a significant positive impact on Repurchase Intention with a p-value of 0.028 which is smaller than the significance level of 0.05 ($\alpha = 0.05$). Likewise, Product Quality is also proven to have a positive and significant effect on Repurchase Intention, with a p-value of 0.002. Furthermore, in the context of Brand Trust, the analysis results show that Brand Image has a significant positive impact on Brand Trust, expressed by a p-value of <0.001 . Likewise, Product Quality makes a positive and significant contribution to Brand Trust, with a p-value of <0.001 . Finally, there is evidence that Brand Trust has a significant positive impact on Repurchase Intention, with a p-value of <0.001 . Overall, these findings confirm that factors such as Brand Image, Brand Quality and Brand Trust have a crucial role in shaping consumers' intention to repurchase, providing strong empirical support for the conceptual model developed in this research.

Following that, in order to examine the indirect impact on the mediating variable, we present Table 5, derived from the Sobel test results.

Table 5. Sobel test - significance of mediation

	Sobel test statistics	Two-tailed probability
<i>Brand Image</i> --> Brand Trust --> Repurchase Intention	2.63	0.00833
<i>Product Quality</i> --> Brand Trust --> Repurchase Intention	2.89	0.00383

By referring to the Sobel test results in Table 5, it was found that the Brand Image and Repurchase Intention variables through the mediator Brand Trust, the statistical value of the Sobel test was 2.63 with a p-value of 0.00833. Meanwhile, for the variables Product Quality and Repeat Purchase Intention through the mediator Brand Trust, the Sobel test yielded a statistical value of 2.89 with a corresponding p-value of 0.00383. The two Sobel test statistical values exceed the t-table value of 1.96 and have a p-value of less than 0.05 ($\alpha = 0.05$). These findings indicate that there is a significant indirect influence of Brand Image and Product Quality on Repurchase Intention through the mediator Brand Trust.

Discussion

The results of the first hypothesis research state that brand image has a positive and significant impact on repurchase intention. The results of statistical analysis show a p-value of 0.028 (< 0.05). This means that the Eiger brand image has an important role in shaping consumers' intentions to make repeat purchases. These findings align with previous research indicating that brand image has a positive impact on repeat purchase intention, both in the context of fashion products and other brands (Bupalan et al., 2019; Ellitan et al., 2023; Huang et al., 2019; Nawi et al., 2019; Prihatini & Gumilang, 2021). The results of statistical analysis support the second hypothesis which states that product quality has a positive and significant effect on repurchase intention. The p-value is 0.002 (< 0.05), confirming that consumers tend to be more interested in repurchasing Eiger brand bags if they believe in the quality of the product. This finding is consistent with previous research which shows that product quality has a positive impact on repurchase intention (Cuong, 2022; Pasaribu et al., 2019; Sanam & K, 2019; Shalehah et al., 2019).

The results of the third research hypothesis state that brand image has a positive and significant effect on brand trust. The p-value is <0.001 , indicating that the Eiger brand image not only influences repurchase intention directly but also shapes consumer trust in the brand. This is in line with literature which shows that positive perceptions of a brand can increase the level of consumer trust (Shiffa et al., 2021; Han et al., 2019; Ling et al., 2023; Song et al., 2019). The results of statistical analysis also support the fourth hypothesis, which states that product quality has a positive and significant effect on brand trust. The p-value <0.001 , confirms that consumers who consider the quality of Eiger products to be high tend to have a higher level of trust in the brand. These findings are consistent with previous research highlighting the role of product quality in shaping consumer trust (Hapsoro & Hafidh, 2018; Ling et al., 2021; Rohmat et al., 2022; Ruhamak & Rahmadi, 2019; Suharto et al., 2019).

The results of the fifth research hypothesis state that brand trust has a positive and significant impact on repurchase intention. This is in accordance with previous research (Dash et al., 2022; Meilatinova, 2021; Thanki et al., 2022). The p-value is <0.001 , indicating that consumer trust in the Eiger brand not only builds brand loyalty but also increases the intention to make repeat purchases. The results of the Sobel test show that there is a significant indirect effect of brand image on repurchase intention through the mediator of brand trust. The statistical value of the Sobel test is 2.63 with a p-value of 0.00833, confirming that brand trust

mediates the relationship between brand image and repurchase intention (Hutomo et al., 2020; Rizki et al., 2022; Tian et al., 2022; Wydyanto & Ilhamalimy, 2021).

Similar to brand image, the Sobel test results show that product quality also has a significant indirect influence on repurchase intention through the mediator of brand trust. The statistical value of the Sobel test is 2.89 with a p-value of 0.00383, confirming that brand trust plays a role as a mediator in the relationship between product quality and repurchase intention. This is in line with previous research. It can be said that this research has shown how brand image, product quality, and brand trust all have a big relationship on consumers' repurchase interest in Eiger brand bags, both in direct influence and indirect influence mediated by brand trust (Hermanto et al., 2020; Maharani et al., 2023; Alrasyid et al., 2023).

4. Conclusion

Based This research delves into the intricate dynamics of consumer behavior and its intricate connections with brand image, product quality, brand trust, and repurchase intention, with a specific focus on Eiger brand bags. The statistical analyses reveal a robust relationship between brand image and product quality, intertwined with repurchase intention and further accentuated by the mediating influence of brand trust. Eiger's brand image emerges as a pivotal driver, not only fostering consumer trust but also laying a strong foundation for repeat purchases. The study underscores the clarity and allure of the brand image as a key differentiator, shaping positive consumer perceptions. Simultaneously, the central role of Eiger's product quality in building consumer trust is highlighted, emphasizing the durability and meticulous design of Eiger bags as a cornerstone for consumer confidence.

Brand trust, operating as a mediator between brand image, product quality, and repurchase intention, reinforces the existing relationship, with consumers relying on Eiger as a trustworthy brand that aligns with their expectations, fueling a heightened desire for repeat purchases. In light of these findings, the research recommends refining marketing strategies and ongoing brand development initiatives, focusing on fortifying a distinct brand image and perpetually enhancing product quality. These endeavors are identified as crucial elements in bolstering the foundation of brand trust, consequently driving repurchase interest. Overall, this research significantly contributes to the field of marketing by providing valuable insights for both theoretical understanding and practical application in the design of effective and sustainable marketing strategies.

To maintain and improve its position in the market, Eiger needs to prioritize consistency of brand messaging, development of distinctive designs and active involvement in marketing activities. Positive interactions with consumers, both online and physically, are the main focus with quick responses to feedback and participation in the community. Improving product quality can be achieved through continuous innovation and deep understanding of market trends, while strengthening brand trust involves transparency in production processes and involvement in social initiatives. In the face of competition, advanced research on consumer preferences and market analysis can provide additional insights for product diversification and improved marketing strategies. Overall, these findings provide a strong basis for Eiger to optimize marketing and brand management strategies.

This research has limitations in the variables and objects studied so that future researchers can carry out further exploration of market segments to understand consumer preferences which can provide additional insight for product diversification or developing more effective marketing strategies. Additionally, research can be expanded to include external factors such as economic conditions, fashion trends, and demographic factors to gain a deeper understanding of consumer purchasing dynamics. A comparative analysis of the brand with its main competitors is also very relevant, because it can help Eiger to understand its competitive advantages and identify potential improvements needed to strengthen its brand position in the market. Overall, further research in this area will make a significant contribution to the future development of Eiger's marketing and brand management strategies.

ACKNOWLEDGEMENTS

Special thanks are given to the Faculty of Economics and Business, Universitas Tanjungpura, which facilitated the author to publish this article.

References

- Ahn, S. H., Myeong, S. H., & Yoon, D. I. (2014). The effects of emotional value of consumption of coffee shop users on their consumption propensities and customer behavioral intentions. *Journal of Tourism Sciences*, 38(8), 271–293.
- Alessandrina, D. (2023). *Pertama Kali Go Global, Simak Strategi Eiger Perluas Pasar ke Swiss*. Marketeers.Com. <https://www.marketeers.com/pertama-kali-go-global-simak-strategi-eiger-perluas-pasar-ke-swiss/>
- Arif, M. E. (2019). the Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345–356. <https://doi.org/10.21776/ub.jam.2019.017.02.18>
- Bhakuni, P., Rajput, S., Sharma, B. K., & Bhakar, S. S. (2021). Relationship Between Brand Image and Store Image As Drivers of Repurchase Intention in Apparel Stores. *Gurukul Business Review*, 17(1), 63–73. <https://doi.org/10.48205/gbr.v17.6>
- Bupalan, K., Rahim, S. A., Ahmi, A., & Rahman, N. A. A. (2019). Consumers' repurchase intention towards counterfeit products. *International Journal of Supply Chain Management*, 8(3), 973–981.
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: A case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management Research*, 12(1), 143–154. <https://doi.org/10.24052/jbrmr/v12is01/tiobaaapqoblariacomcfcbisa>
- Dam Tri Cuong. (2022). The Relationship Between Product Quality, Brand Image, Purchase Decision, and Repurchase Intention. *Proceedings of International Conference on Emerging Technologies and Intelligent Systems*. https://doi.org/10.1007/978-3-030-82616-1_44
- Darestani, S. A., Ismail, M. Y., Ismail, N., & Yusuff, R. M. (2010). Quantifying suppliers' product quality: An exploratory product audit method. *South African Journal of Industrial Engineering*, 21(2), 149–159. <https://doi.org/10.7166/21-2-56>
- Dash, G., Chakraborty, D., & Alhathal, F. (2022). Assessing Repurchase Intention of Learning Apps during COVID-19. *Electronics (Switzerland)*, 11(9). <https://doi.org/10.3390/electronics11091309>
- Dharmadiaksa Saputra, I. G. M., & Ekawati, N. W. (2020). Mediating Role Customer Satisfaction Brand Image Effect on Repurchase Intention (A Case Study on Consumer Talib M.Aboe Shop in Tabanan City). *American Journal of Humanities and Social Sciences Research*, 4(3), 3–88. www.ajhssr.com
- Eiger, A. (2023). *Ronny Lukito Founder and Chairman EIGER Raih Penghargaan Marketing Terbaik*. Blog.Eigeradventure.Com. <https://blog.eigeradventure.com/ronny-lukito-eiger-raih-penghargaan-marketing-terbaik/>
- El Shiffa, N. A., Rahmiati, F., Santoso, A. S., & Yustina, A. I. (2021). Strategic entrepreneurship for achieving customers repurchase intention amidst pandemic COVID-19 on digital multi-sided platform: A case of Traveloka. *Procedia Computer Science*, 197, 247–255. <https://doi.org/10.1016/j.procs.2021.12.138>
- Ellitan, L., Sindarto, J., & Agung, D. A. (2023). The Influence of Brand Image and Product Innovation on Customer Repurchase Intention through The Mediation of Customer Satisfaction Towards Indomie. *Journal of Entrepreneurship & Business*, 4(1), 32–45. <https://doi.org/10.24123/jeb.v4i1.5275>
- Girsang, N. M., Rini, E. S., & Gultom, P. (2020). The Effect Of Brand Image And Product Quality On Re-Purchase Intention With Customer Satisfaction As Intervening Variables In Consumers Of Skincare Oriflame Users – A Study On Students Of North Sumatra. *European Journal of Management and Marketing Studies*, 5(1), 40–57. <https://doi.org/10.5281/zenodo.3627548>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588–1608. <https://doi.org/10.1108/IJCHM-05-2018-0376>
- Hapsoro, B. B., & Hafidh, W. A. (2018). The Influence of Product Quality and Brand Image on repurchase Intention of Halal Cosmetic Products in e-Commerce. *Journal of Business and Entrepreneurship*, 7(1), 40–50.
- Hermanto, K., Christanto, B., & Walukow, P. C. (2020). The Influence of ewom characteristics on online repurchase intention mediating role of trust: case study of Zalora. *HD28 Management. Industrial Management*. <https://api.semanticscholar.org/CorpusID:229212854>
- Huang, L. C., Gao, M., & Hsu, P. F. (2019). A study on the effect of brand image on perceived value and repurchase intention in ecotourism industry. *Ekoloji*, 28(107), 283–287.
- Hutomo, A., Marditama, T., Limakrisna, N., Sentosa, I., Lee, J., & Yew, K. (2020). *Green Human Resource Management, Customer Environmental Collaboration and the Enablers of Green Employee Empowerment: Enhancing an Environmental Performance*. 1(2), 358–372. <https://doi.org/10.38035/DIJEFA>
- Jalantina, D. I. K. (2022). The Role of Brand Trust As An Intervening Variable In Online Customer Purchase Decision Analysis of Beautyproducts The Body Shop Indonesia In The City of Semarang. *Jurnal Ekonomi*, 11(1), 1–17.
- Juliana, J., Pramono, R., Maleachi, S., Bernarto, I., & Djakasaputra, A. (2021). Investigation Purchase Decision Through Brand Trust, Brand Image. Price. Quality of Product: A perspective Service Dominant Logic Theory. *Kontigensi : Jurnal Ilmiah Manajemen*, 9(1), 51–59. <https://doi.org/10.56457/jimk.v9i1.95>

- Junikon, E., & Ali, H. (2022). The Influence of Product Quality and Sales Promotion on Repurchase Intention & Impulsive Buying (Marketing Management Literature Review). *Dinasti International Journal of Management Science*, 4(2), 297–305. <https://dinastipub.org/DIJMS/article/view/1525/1063>
- Juniwati, J., & Sumiyati, S. (2020). The Role of Satisfaction in Mediating the Effect of e-Service Convenience, Security, and Trust on Repurchase Intention in the Marketplace Case study: Shopee Marketplace. *GATR Journal of Management and Marketing Review*, 5(2), 93–98. [https://doi.org/10.35609/jmmr.2020.5.2\(1\)](https://doi.org/10.35609/jmmr.2020.5.2(1))
- Kim, Y. E., & Yang, H. C. (2020). The effects of perceived satisfaction level of high-involvement product choice attribute of millennial generation on repurchase intention: Moderating effect of gender difference. *Journal of Asian Finance, Economics and Business*, 7(1), 131–140. <https://doi.org/10.13106/jafeb.2020.vol7.no1.131>
- Kotler, P. and Keller, K. L. (2016). *Marketing Management* (15th Editi). New Jersey: Pearson Pretrice Hall.
- Kotler, P., & Armstrong, G. (2018). Principles of Marketing, Seventeenth Edition. In *Pearson*.
- Ling, S., Zheng, C., & Cho, D. (2023). How Brand Knowledge Affects Purchase Intentions in Fresh Food E-Commerce Platforms: The Serial Mediation Effect of Perceived Value and Brand Trust. *Behavioral Sciences*, 13(8). <https://doi.org/10.3390/bs13080672>
- Ling, X., Shahzad, M. F., Abrar, Z. ul, & Khattak, J. K. (2021). Determinants of the Intention to Purchase Branded Meat: Mediation of Brand Trust. *SAGE Open*, 11(3). <https://doi.org/10.1177/21582440211032669>
- Maharani, N. D., Puspaningrum, A., & Isharina, I. K. (2023). The Effect of Perceived Product Quality and Brand Image on Purchase Decision with Trust As Mediation. *Journal of Business and Management Review*, 4(4), 254–269. <https://doi.org/10.47153/jbmr44.6672023>
- Mandili, I., Zarkasih, A., Munthe, R. S., & Wahyuni, E. (2022). Effect of Product Quality, Customer Satisfaction, Trust, and Brand Image on Repurchase Intention. Case Study: Halal Cosmetic Products. *Budapest International Research and Critics Institute-Journal*, 5(2), 10802–10809.
- Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57(January 2020), 102300. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>
- Muhammad Harun Alrasyid, Sugeng Purwanto, & Wilma Cordelia Izaak. (2023). The Effect of Trust and Product Quality on Repurchase Intention for Yamalube Oil Products in Gresik Regency. *International Journal of Economics (IJE)*, 2(1), 143–150. <https://doi.org/10.55299/ijec.v2i1.432>
- Muthi, L. H., & Utama, A. P. (2023). The Effect of Price , Brand Image and Promotion on Easy Shopping Customer Repurchase Intention Mediated By Customer Satisfaction. *Dinasti International Journal of Management Science*, 4(4), 613–626.
- Nabila, E. Y., Listiana, E., Purmono, B. B., Fahrana, Y., & Rosnani, T. (2023). Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace. *East African Scholars Journal of Economics, Business and Management*, 6(1), 29–36. <https://doi.org/10.36349/easjebm.2023.v06i01.004>
- Nawi, N. C., Mamun, A. Al, Muhayiddin, M. N., & Zulkiffli, W. F. B. W. (2019). Factors influencing the repurchase intention of islamic travel packages in Malaysia. *International Journal of Innovation, Creativity and Change*, 7(2), 433–456.
- Pasaribu, J. F., Soebandhi, S., Suyono, J., & Elisabeth, D. R. (2019). The Impact Of Lifestyle, Brand Awareness, Product Quality, On Purchasing Decisions And Repurchase Intention. *Journal of World Conference (JWC)*, 2(1), 137–145. <https://doi.org/10.29138/prd.v2i1.127>
- Prabowo, H., Astuti, W., & Respati, H. (2020). Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms. *Open Journal of Business and Management*, 08(01), 194–207. <https://doi.org/10.4236/ojbm.2020.81012>
- Pramezwar, A., Juliana, J., Winata, J., Tanesha, R., & Armando, T. (2021). Brand Trust dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Di Masa Covid-19. *Jurnal Perspektif*, 19(1), 24–31. <https://doi.org/10.31294/jp.v19i1.9376>
- Prastiwi, S. K., & Iswari, P. W. (2019). The Roles of Trust within Information Quality and Price to Engage Impulsive Buying Behaviour to Generate Customer's Repurchase Intention: A Case of M-Commerce in Indonesia (GoFood). *KnE Social Sciences*, 2019, 446–462. <https://doi.org/10.18502/kss.v3i26.5391>
- Prihatini, W., & Gumilang, D. A. (2021). The Effect of Price Perception, Brand Image and Personal Selling on the Repurchase Intention of Consumers B to B of Indonesian General Fishery Companies with Customer Satisfaction as Intervening Variables. *European Journal of Business and Management Research*, 6(2), 91–95. <https://doi.org/10.24018/ejbmr.2021.6.2.756>
- Priscillia, M., Budiono, H., Wiyanto, H., & Widjaya, H. (2021). The Effects of Website Design Quality and Service Quality on Repurchase Intention Among Shopee Customers in Jakarta, with Customer Trust as a Mediating Variable. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 174(Icebm 2020), 38–44. <https://doi.org/10.2991/aebmr.k.210507.006>
- Putri Ghaisani, F. A., & Purbawati, D. (2020). Pengaruh Citra Merek (Brand Image) Dan Kualitas Website (Website Quality) Terhadap Keputusan Pembelian (Purchase Decision) Melalui Kepercayaan (E-Trust) Sebagai Variabel Intervening (Studi Pada Konsumen E-Commerce Zalora.Co.Id Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(1), 230–241. <https://doi.org/10.14710/jiab.2020.26328>
- Rafiq, M. R., Hussain, R. I., & Hussain, S. (2020). the Impact of Logo Shapes Redesign on Brand Loyalty and Repurchase Intentions Through Brand Attitude. *International Review of Management and Marketing*, 10(5), 117–

126. <https://doi.org/10.32479/irmm.10308>
- Rahmat, W. M., & Kurniawati, K. (2022). The Influence of Brand Experience on Brand Loyalty through Perceived Quality, Brand Trust and Customer Satisfaction as Mediation. *SEIKO : Journal of Management & Business*, 4(3), 215. <https://doi.org/10.37531/sejaman.v4i3.2550>
- Riki Wijayajaya, H., & Tri Astuti, S. R. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, 3(10), 915. <https://doi.org/10.18502/kss.v3i10.3182>
- Rizki, T. M., J Ma'ruf, J., & Utami, S. (2022). the Effect of Brand Image, Price, and Value on Repurchase Intention With Trust As a Mediation on Virtual Hotel Operator Customers in Banda Aceh City. *International Journal of Business Management and Economic Review*, 05(02), 15–29. <https://doi.org/10.35409/ijbmer.2022.3366>
- Rohmat, Sudarmiatin, & Titis Shinta Dhewi. (2022). The Influence of Product Quality on Consumer Loyalty with Customer Satisfaction and Brand Trust as Mediating Variables (Case Research on Samsung Smartphone Consumers in Malang City). *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 2(1), 225–238. <https://doi.org/10.55227/ijhess.v2i1.232>
- Ruhamak, M. D., & Rahmadi, A. N. (2019). Pengaruh E-WOM, Brand Image dan Brand Trust Terhadap Keputusan Konsumen (Studi Kasus Pada Lembaga Kursus Fajar English Course Pare-Kediri). *BISNIS : Jurnal Bisnis Dan Manajemen Islam*, 7(2), 233. <https://doi.org/10.21043/bisnis.v7i2.6160>
- Sanam, Y., & K, M. (2019). *The Effect of Sales Promotion and Product Quality on Repurchase Intention at Restaurant of Brotus Fried Chicken Kupang*. <https://doi.org/10.4108/eai.18-10-2019.2290003>
- Sari, D. A. T. (2020). Role of consumer satisfaction in mediating effect of product quality on repurchase intention. *International Research Journal of Management, IT and Social Sciences*, 7(1), 217–226. <https://doi.org/10.21744/irjmis.v7n1.839>
- Shalehah, A., Trisno, I. L. O., Moslehpour, M., & Lin Cor, P. K. (2019). The effect of Korean beauty product characteristics on brand loyalty and customer repurchase intention in Indonesia. *2019 16th International Conference on Service Systems and Service Management, ICSSSM 2019*, 1–5. <https://doi.org/10.1109/ICSSSM.2019.8887676>
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(December 2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Suharto, Ligery, F., Al Shikhy, A. I., & Yuliansyah, Y. (2019). Purchasing decision using mediation of trust in product quality and brand image. *Opcion*, 35(Special Issue 21), 1091–1106.
- Sukma Wijaya, B. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55–65. <https://doi.org/10.13140/ejbm.2013.66.65>
- Sunanti, A.A Dwi Widyani, I. M. S. U. (2021). Pengaruh Brand Image, Brand Trust Dan Promosi Terhadap Keputusan Pembelian Jasa Pada Visa Agent Bali, Canggü. *Jurnal Emas*, 2(1), 51–70.
- Thanki, H., Shah, S., Oza, A., Vizureanu, P., & Burduhos-Nergis, D. D. (2022). Sustainable Consumption: Will They Buy It Again? Factors Influencing the Intention to Repurchase Organic Food Grain. *Foods*, 11(19), 1–15. <https://doi.org/10.3390/foods11193046>
- Tian, H., Siddik, A. B., & Masukujjaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2). <https://doi.org/10.3390/bs12020050>
- Tong, M. (2022). Customers' craft beer repurchase intention: the mediating role of customer satisfaction. *International Journal of Food Properties*, 25(1), 845–856. <https://doi.org/10.1080/10942912.2022.2066122>
- Top, C., & Hilal, D. (2019). Impact of Product and Service Quality of Gated Communities on The Repurchase Intentions: Case Study in Kurdistan Region of Iraq. *International Journal of Economics, Commerce and Management*, VII(6), 505–515. <http://ijecm.co.uk/>
- Trisna, K., Putri, K., Gde, T., & Sukawati, R. (2020). The Role of Trust Mediates the Effect of Customer satisfaction on Repurchase Intention (Study on Consumer Chatime) in Denpasar City. *American Journal of Humanities and Social Sciences Research*, 8, 412–418. www.ajhssr.com
- Tunjungsari, H. K., Syahrivar, J., & Chairy, C. (2020). Brand loyalty as mediator of brand image-repurchase intention relationship of premium-priced, high-tech product in Indonesia. *Jurnal Manajemen Maranatha*, 20(1), 21–30. <https://doi.org/10.28932/jmm.v20i1.2815>
- Vásquez, F., & Vera-Martínez, J. (2020). From e-quality and brand perceptions to repurchase: A model to explain purchase behaviour in a web-store. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(3), 20–36. <https://doi.org/10.4067/S0718-18762020000300103>
- Wardana, W., & Dirgantara, I. M. B. (2023). *Analysis of the Effect of Brand Image , Service Quality , and Perceived Risk on Repurchase Intention Through Trust Syariah as an Intervening Variable at the " Ludeabaya " Semarang Online Store*. 9(02), 2918–2928.
- Wijaya, F. (2023). *Factors That Influence Repeat Purchases: Promotion, Price, Product Quality, and Brand (Literature Review)*. 2023(2), 31–41.
- Widyanto, W., & Rafqi Ilhamalimy, R. (2021). Determination of Trust and Purchase Decisions: Analysis of Brand Image and Price (Marketing Management Literature Review). *Dinasti International Journal of Management Science*, 2(3), 506–516. <https://doi.org/10.31933/dijms.v2i3.745>
- Yeo, S. F., Tan, C. L., Teo, S. L., & Tan, K. H. (2021). The role of food apps servitization on repurchase intention: A

- study of FoodPanda. *International Journal of Production Economics*, 234(December 2020), 108063. <https://doi.org/10.1016/j.ijpe.2021.108063>
- Yuwananda, G. H. I. (2021). The Effect of Nostalgia Emotion to Brand Trust and Brand Attachment towards Repurchase Intention. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 4492–4503. <https://doi.org/10.17762/turcomat.v12i3.1836>