



The Influence of Brand Trust on the Repurchase Intention in Skin Care Industries

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ABSTRACT

This research aims to find out the impact of Brand Trust on Repurchase Intention. This type of research uses descriptive and verification methods with a quantitative approach. The dependent variables in this study are repurchase intention (Y), and brand trust (X) as independent variables. Populations in this study are Nivea reviewers on Shopee Niveas.Official.Store has a total of 1,700 and a sample of 425 respondents who are Nivea consumers using simple random sampling techniques. The analysis technique used is Simple Linear Regression Analysis with the help of Computer Software SPSS 26.0 for Windows. The findings of this study found that the image of brand trust versus repurchase intention is in a fairly good category. Brand trust has a positive and significant influence on repurchase intention. The findings show that the implementation of brand trust by Nivea will be able to encourage repurchase intention among NIVEA customers in Indonesia.

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1. INTRODUCTION

The current digital era has seen a significant and rapid increase in competitive markets for entrepreneurs. The company needs to improve product quality, branding, and innovate in creating various product ideas that can meet the demands and needs of the community. The company needs to study and identify the factors that will guide the company towards success. (Yasa 2018). The company must be able to provide quality that meets the needs and desires of customers while considering existing market quality standards. (Puspita, Yulianto, and Sunarti 2016). Customers who are interested in making repeat purchases are based on the availability of various products and the quality of service that meets their expectations (Beneke et al. 2013; Farida 2019).

A high intention for repeat purchases will impact the increase in the company's sales volume (Dapas et al. 2019). Customers with a high purchase interest will also support the loyalty level of a customer who is likely to recommend it to their close relatives. (Lahindah, Merisa, and Siahaan 2018). The intention to make a repeat purchase is commonly referred to as Repurchase Intention. Repurchase Intention was first studied in 1985 by Warshaw and Davish, who showed that repurchase intention refers to a person's conscious plan to repurchase a product or service in the future, based on the customer's ability to commit. (Ikhlas Mufti Nugraha 2020; Kowang et al. 2018). That is considered important for the survival of a company. (Azize, Cemal, and Hakan 2012). Repurchase intention itself can be influenced by the level of trust felt by someone after using a product (Fang et al. 2014).

Repurchase intention is closely related to attitudes and also trust towards a particular product. A person's behavior in making repeat purchases serves as an indication of brand and company commitment, which, when separated, will result in loyal customers. This can help in maintaining the company's market share (Erciş et al. 2012). Repurchase intention, which falls under marketing, remains an issue that needs to be studied in research, as it is stated that one of the important variables can guarantee the stability, survival, and success of every company in the world regarding the business run by the company, regardless of the industry in which the company operates. (Wilson, Alvita, and Wibisono 2021).

The beauty industry is currently a highly competitive industry; producers who can identify and satisfy customer preferences will receive a lot of customer attention, thus understanding the customers. In the beauty industry, it consists of various products such as bodycare, skincare, cosmetics, and haircare. Body care products are no longer exclusively for women; more and more men are buying skincare products due to lifestyle changes and increased awareness of their appearance. (Ho et al. 2020). Here are some data from the previous year's Top Brand Awards in the following figure:

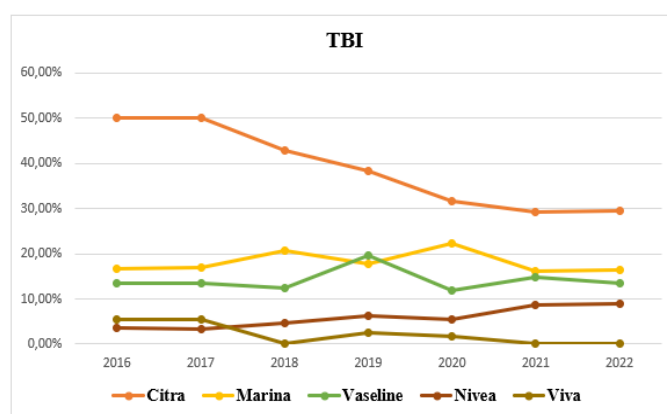


Figure 1. Top Brand Index (TBI) Hand & Body Lotion Category

Table 1 illustrates that there are five hand & body lotion brands that made it into the Top Brand Index, namely Citra, Marina, Vaseline, Nivea, and Viva. Nivea ranked fifth in 2016-2017 due to a declining TBI, but from 2018-2022, TBI gradually increased. The decline experienced by Nivea was caused by market competition with established brands and the introduction of many new formulas. The decline faced by Nivea every year can affect customer trust and their decision to repurchase hand & body lotion.

There is also data on website visitors for Nivea from November to January 2023, in the following image:

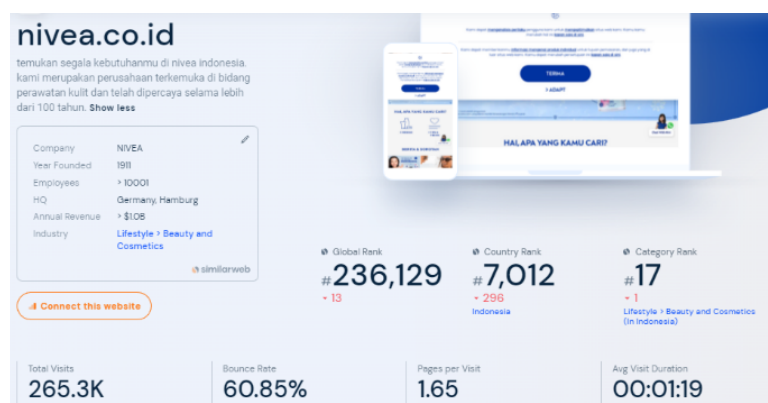


Figure 2. Nivea Website Visitor Analysis for January 2023

Source: (similarweb.com n.d.)

This image shows that the website at nivea.co.id is frequently visited by the public. On the Nivea website, there is a popularity ranking consisting of 3 (three) categories as follows:

1. Global Rank with a total of 236,129
2. Country Rank Indonesia with a total of 7,012
3. Category Rank Beauty and Cosmetics in Indonesia with a total of 17

Overview of the similarweb site from nivea.co.id has a total Visits popularity of 265.6 K and a Bounce Rate of 60.85%. The Avg Visit Duration is 00:01:19 and the Pages per Visit is 1.65. This data was collected in January 2023.

Repurchase intention impacts a company by influencing the value, service, and benefits provided to customers. Therefore, repurchase intention affects the company in terms of customer loyalty, satisfaction, and creating a good experience (Balla, Ibrahim, and Ali 2015).

According to previous research, the positive impact of all perceived values (utilitarian, hedonic) affects repurchase intention (Seo and Lee 2021). The application of marketing experiences that can create experiential value positively impacts repurchase intention, as one of the indicators of a company's success is determined by continuous customer repurchase. (Astari and Pramudana 2016).

The concept of repurchase intention is found in the consumer behavior theory proposed by Schiffman, in which one of the behaviors includes consumer decision making influenced by output stage factors (Leon G. Schiffman • Joseph L. Wisenblit 2015). Repurchase is a concept of customer experience after making a previous purchase. Customers can determine that the satisfaction or dissatisfaction with a product will increase demand and interest in a brand's product in the future (Leon G. Schiffman • Joseph L. Wisenblit 2015).

Its implementation appears in research on brand trust, Fournier (1994) in the study (Gurviez and Korchia 2003) developed to measure the quality of the relationship with the brand: two affective aspects, two cognitive aspects, and two conative aspects. The implementation of brand trust is crucial in determining the importance of value to customers to increase their purchasing levels continuously, making them loyal customers of the brand they consume and recommending it to other customers. (Rahayu and Harsono 2018).

Brand Trust will be very strategic in supporting extension strategies for a brand due to the benefits it provides to customers. Strong brand trust has a high level of customer interest in a brand. In companies that develop or cultivate trust in a brand, they will be able to maintain their products in the competitive market. (Ardhanari 2008). With the presence of repurchase intention formed by the variable of Brand trust, a company's market can increase its competitive edge in the future.

2. METHODS

This research was conducted using a marketing management approach to analyze the influence of brand trust on repurchase intention among Nivea hand & body lotion customers in Indonesia. There are research variables in this study, including the dependent variable (endogenous), namely repurchase intention (Y1), which includes transactional interest (Y1.1), referential interest (Y1.2), preferential interest (Y1.3), and exploration interest (Y1.4) (Maharani, Yuliati, and Afendi 2021). Furthermore, the research object as the independent variable (exogenous) is brand trust (X1), which includes credibility (X1), brand intention (X2), integrity (X3), and benevolence (X4). (Kim et al. 2021; Kwan Soo Shin et al. 2019). The unit of analysis used as respondents in this study are customers of Nivea hand & body lotion products in Indonesia.

The respondents in this study are reviewers of Nivea hand & body lotion on Shopee. This research uses the cross-sectional research method, which is a method where data is collected only once within a certain period, possibly over several days, weeks, or months, to answer the research question (Sekaran and Bougie 2016), so this research is often referred to as a one-shot study or one snapshot. (Hermawan 2006). Based on the type of research, which is descriptive and verificative research conducted through field data collection, the research method used in this study is the explanatory survey method. The explanatory survey method is carried out through information collection activities using questionnaires with the aim of understanding the opinions of a portion of the

population being studied regarding the research. The sampling technique used in this research is the probability sampling technique because every element of the research population has the same chance or probability of being selected as a sample. The simple random sampling method is the process of selecting sampling units in such a way that each sampling unit in the population has the same chance of being selected into the sample. (Malhotra 2010). The sample from this study consists of 425 samples from the target population, which are reviewers of Shopee Nivea.Official.Shop, using SPSS 26.0 for Windows to test the hypothesis with the simple linear regression data analysis method. Based on the number of questionnaires tested on 38 respondents with a significance level of 5% and degrees of freedom (df) = $n - 2$ ($40 - 2 = 38$), the *r*-value obtained is 0.312. Based on the test results, the dimension of benevolence with the statement "The brand's capacity to fulfill promises in Nivea hand & body lotion" with an *r*-value of 0.880 has the highest value, and the lowest value is found in the dimension of credibility with the statement "The brand has the ability to be honest in Nivea hand & body lotion" with an *r*-value of 0.703, indicating that the correlation is quite high. In the repurchase intention variable, it can be seen that the highest value is found in the Exploration Interest dimension with the question "Attention to Nivea hand & body lotion products" with a value of 0.917. Meanwhile, the lowest value is found in the preference interest dimension with the question "Main preference for using Nivea hand & body lotion products" with a value of 0.679.

3. RESULTS AND DISCUSSION

Based on the data processing results conducted on 425 respondents regarding Brand Trust, the overall total brand trust score is 19.701, and the ideal score is 26.775 for 9 question items, which falls into the high category. Meanwhile, the data processing results conducted on 425 respondents regarding Repurchase Intention show an overall total repurchase intention score of 24.113, and the ideal score is 32.725 for 9 question items, which also falls into the high category.

Normality Test

The normality test is conducted to determine whether the data obtained from field research is normally distributed or not. This way, the data can be used or not in the simple linear regression analysis model. This normality test was conducted using the SPSS 26.0 for Windows software. The results of the Kolmogorov Smirnov test are as follows.

Table 1. Komogorov-smornov Test

| | | Unstandardiz ed Residual |
|----------------------------------|----------------|-----------------------------|
| N | | 425 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 5.49254470 |
| Most Extreme Differences | Absolute | .038 |
| | Positive | .024 |
| | Negative | -.038 |
| Test Statistic | | .038 |
| Asymp. Sig. (2-tailed) | | .154 ^c |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on Table 2, it can be said that the significance value of the normality test for the research data is 0.154, which is greater than 0.05, indicating that the research variable data is normally distributed. To further strengthen the evidence of whether the research results are normally distributed or not, a normality test using plot graphs was also conducted, as shown in the following figure.

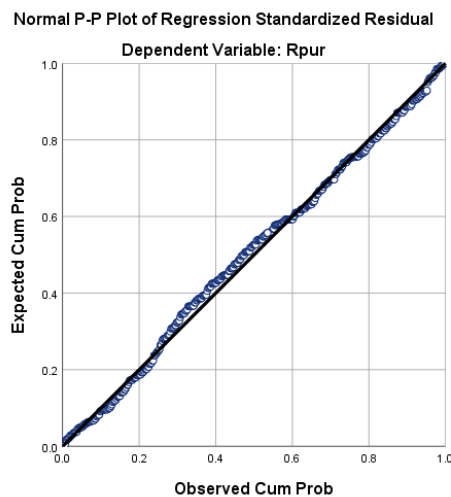


Figure 3. Normality test

Figure 3 indicates that the data is spread around the diagonal line and follows the diagonal direction. Therefore, it can be concluded that the population meets the assumption of normal distribution. A dataset will be normally distributed if the expected probability value is the same as the observed probability value.

Linearity Test

The linearity test aims to determine the significance level of the influence of the brand trust variable, which consists of credibility, brand intention, integrity, and benevolence on repurchase intention. The results of the data processing can be seen in Table 3 below.

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|--------------------------|----------------|-----|-------------|----------|------|
| Rpur * Trust | Between Groups | (Combined) | 51959.467 | 44 | 1180.897 | 39.596 | .000 |
| | | Linearity | 50501.233 | 1 | 50501.233 | 1693.324 | .000 |
| | | Deviation from Linearity | 1458.234 | 43 | 33.912 | 1.137 | .263 |
| | Within Groups | | 11333.018 | 380 | 29.824 | | |
| | Total | | 63292.485 | 424 | | | |

Based on Table 3, it can be seen that the value of Deviation from Linearity Sig. is (0.263), which is greater than 0.05, meaning H₀ is rejected and H₁ is accepted. Thus, there is a significantly linear relationship between brand trust and repurchase intention among reviewers of Nivea hand & body lotion on Shopee in Indonesia.

Scatter Plot
A scatter plot or scatter diagram is very useful in statistical testing because it can be used to determine and show the presence or absence of a relationship between dependent and independent variables by depicting the values of these variables. The results of the scatter plot regarding brand trust towards repurchase intention are shown in Figure 4 below:

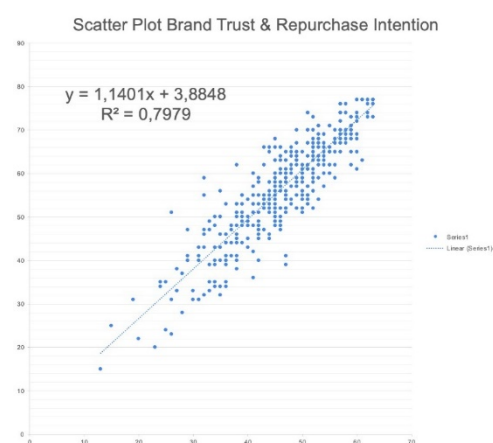


Figure 4. Scatter Plot

Figure 4 shows that the points on the scatter diagram above are dispersed and do not form any clear specific pattern. The line indicates that the covariance between X and Y is positive, showing that if brand trust increases, repurchase intention will also increase. This indicates a positive relationship between the variable of brand trust and repurchase intention.

Outlier Test

The outlier test is conducted after the results of the diagram show a straight or linear pattern. The next step is to pay attention to the points that are considered outliers in the scatter diagram. If the point indicates an outlier, then the data must be removed to avoid disturbing the already linear data. At that point, Figure 5 can be seen, showing the isolated points of Brand Trust on Repurchase Intention as follows:

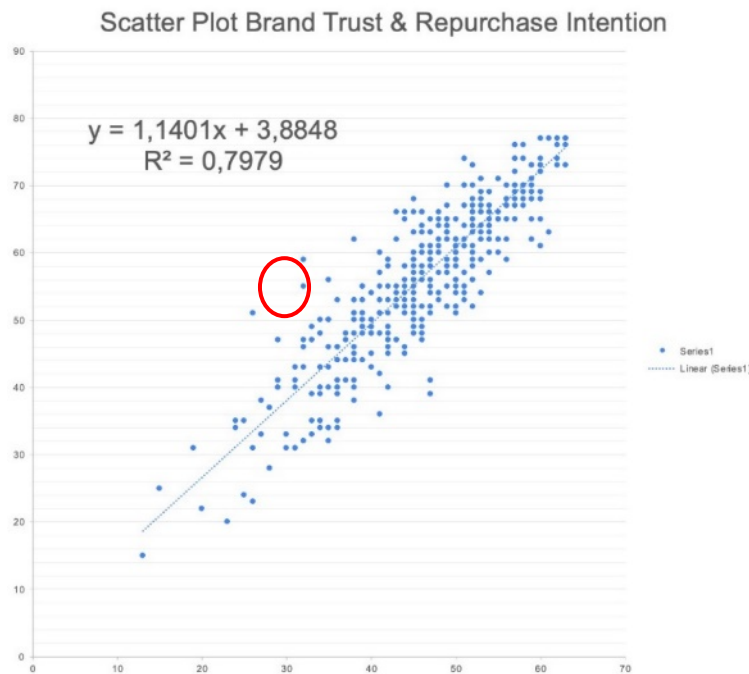


Figure 5. Outlier data

Based on the image shown in Figure 4, there is one point that has been circled in red and can be suspected as an outlier, because this point is located far from the other points and deviates significantly from the linear line, so this point can be suspected as an outlier. To determine whether the point is indeed an outlier, the research conducted calculations using the statistical test formula (Nirwana SK Sitepu, 1998) as follows:

$t > tn-2$: Reject H_0 , meaning the suspicious point is not considered an outlier and must be removed.

$t \leq tn-2$: Accept H_0 , meaning the suspicious point is not considered an outlier and does not need to be removed from the analysis.

This test was conducted to determine whether the point is an outlier or not, and the researcher obtained the following results:

Based on the following test results, it can be concluded that the point is not an outlier, because the t-value shows a smaller value than the t-table ($-0.342936212 < 1.965$). Therefore, the criterion used based on these calculations is the acceptance of H_0 , which means that the suspicious point is not considered an outlier and does not need to be removed.

Total Determination Coefficient Test (R²)
Based on the percentage of the influence of brand trust on repurchase intention among reviewers of Shopee hand & body lotion Nivea in Indonesia, it can be seen in Table 5 as follows:

Table 2. Total determination coefficient of brand trust on repurchase intention

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .893 ^a | .798 | .797 | 5.499 |

a. Predictors: (Constant), Trust

b. Dependent Variable: Rpur

Based on Table 5, the result shows an R² value of 0.798, which is 79.8%. This indicates that the brand trust variable influences the repurchase intention variable by 79.8% (positively),

and the remaining 21.2% is influenced by other variables not included in this study. According to the guidelines for interpreting correlation coefficients (Sugiono 2013), the correlation between brand trust and repurchase intention falls into the very strong category, which is within the interpretation of the correlation coefficient (0.70 – 100) with a Standard Error of Estimate (SEE) of 5.499.

Coefficient Test

Based on the overall test results which provide significant outcomes, to determine whether

Table 3. Coefficient test

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.885 | 1.321 | | 2.942 | .003 |
| | Trust | 1.140 | .028 | .893 | 40.866 | .000 |

a. Dependent Variable: Rpur

variable X, namely brand trust, has an effect on variable Y, namely repurchase intention, a coefficient test was conducted as shown in Table 3 below:

In Table 3, it shows that the probability value (Sig.) of the brand trust variable is less than 0.05, specifically < 0.000, so the brand trust variable is declared to have a significant effect or the hypothesis is accepted regarding the repurchase intention variable. The total variable X brand trust is 1.140 and the formula for simple linear regression analysis is:

$$\hat{Y} = a + bX$$

$$\hat{Y} = 3.885 + 1.140X$$

Explanation:

\hat{Y} = Dependent Variable (Bound Variable)

X = Independent Variable (Free Variable)

a = Constant

b = Regression Coefficient

Based on the above, it means that if the brand trust variable (X) increases by one unit, the repurchase intention variable (Y) will increase by 1.140 because the relationship shows a positive correlation (Ghozali 201).4).

4. CONCLUSION

Based on the theoretical description and research results that have been carried out using descriptive and verification analysis using Simple Linear Regression analysis regarding the Influence of Brand Trust on Repurchase Intention (Survey of Nivea Shopee Hand & Body Lotion Reviewers in Indonesia) it can be concluded as follows:

1. An overview of brand trust can be seen from its dimensions consisting of credibility, brand intention, integrity and benevolence which are in the quite good category. This shows that Nivea customers in Indonesia have shown overall good performance in building and establishing brand trust in Nivea hand & body lotion. The dimension that received the highest response was the brand intention dimension, while the one that received the lowest response was the benevolence dimension.

2. An overview of repurchase intention can be seen from its dimensions consisting of transactional interest, referential interest, preferential interest and exploration interest which are in the fairly good category. This shows that Nivea customers in Indonesia have shown that repeat purchases greatly influence a Nivea hand & body lotion product. The

dimension that received the highest response was the exploration interest dimension, while the one that received the lowest response was the preferential interest dimension.

3. Based on the results of research regarding the influence of Brand Trust on Repurchase Intention among Nivea reviewers at Shopee Nivea.Official.Shop, it was found that there is a positive and significant influence between brand trust on repurchase intention, thus this means that the higher the brand trust, the higher the brand trust will be. The higher the repurchase intention for Nivea hand & body lotion products

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