

The Influence Of Brand Awareness And Brand Association On Repurchase Intention

(A Study Of The Scarlet Beauty Brand At ITEBIS PGRI Dewantara Jombang)

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Article Information		Abstract
Submission date	4 February 2026	Research aim : <i>This study examines the influence of brand awareness and brand association on repurchase intention for Scarlet beauty products among female students at ITEBIS PGRI Dewantara Jombang.</i> Design/Method/Approach : <i>Quantitative research using survey method with purposive sampling targeted female students. Primary data collected via questionnaires analyzed through multiple linear regression using SPSS software.</i> Research Finding : <i>Brand awareness positively and significantly affects repurchase intention. Brand association also shows positive significant influence on repurchase intention. Both factors simultaneously contribute significantly to repurchase intention for Scarlet beauty products.</i> Theoretical contribution/Originality : <i>Enriches brand equity theory application in local beauty product context, demonstrating effectiveness of awareness and association constructs among digitally-native young female consumers in Indonesia's competitive beauty market.</i> Practitioner/Policy implication : <i>Scarlet should strengthen brand image through targeted advertising, influencer collaborations, and superior customer experience programs. Beauty brands need to prioritize consistent brand recall strategies and positive association building for enhanced customer retention.</i> Research limitation : <i>Limited to female students at single institution (ITEBIS PGRI Dewantara Jombang), potentially restricting generalizability. Cross-sectional design captures intentions rather than actual repurchase behavior. Self-reported data may introduce response bias.</i>
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Keywords :

brand awareness, brand association, repurchase intention, Scarlet, ITEBIS PGRI Dewantara

1. Introduction

The Indonesian cosmetics industry is experiencing dynamic growth with increasing self-care awareness transforming cosmetics from a secondary need to an expression of identity and skin health, driven by digitalization through social media, influencers, and e-commerce, accelerating beauty trends [4][22]. The number of micro/small businesses is surging, supported by the Ministry of Industry through Cosmetic Day and the optimization of local ingredients for global competition, demonstrating that local cosmetics are not just a cheap but also a competitive alternative [17]. The young, urban generation that dominates the national demographic is strengthening this expansion through a preference for innovative, skin-friendly products via digital channels [19].

Scarlett expanded from body care to skin care, perfume, and makeup through digital marketing strategies, influencers, resellers, and online communities that reach young consumers who are active on digital platforms [21][6]. Losing to Somethinc as the second-best-selling skincare brand in e-commerce indicates intense competition among young local brands, pressuring Scarlett to increase retention through positive experiences and repeat purchase intention [20][11]. Repeat purchase intention is a crucial indicator of loyalty, formed from satisfaction, perceived quality, and consistent trust that determine brand sustainability in a competitive market [13][10].

Brand awareness from Aaker as the foundation of brand equity allows consumers to recognize and remember Scarlett in the beauty category, increasing quality trust and driving repeat purchase preferences [3]. There are mixed findings from research by Sulistianingsih et al., who found that brand awareness significantly increases Scarlett's repeat purchase intention due to tangible benefits, in contrast to Sindi Bilgin's research which found no effect because satisfaction and experience were more dominant [24][28]. High awareness of Scarlett through digital visibility has the potential to strengthen consumer familiarity and comfort, opening the door to brand associations that deepen emotional connections.

Brand association from Aaker includes 11 attributes (product, benefits, price, users, supporters, lifestyle, competitors, etc.) that shape Scarlett's image through perceived quality, local whitening benefits, and suitability for urban lifestyles [9]. Research by Hendy Wiliyan confirms that strong associations increase repurchase preferences for skincare products, in contrast to Devi et al. who considered it insignificant for Scarlett because brand ambassadors were more dominant [5][9]. Inconsistency suggests that the effectiveness of associations depends on the context of young consumers who are sensitive to digital trends.

Inconsistencies in previous research findings on brand awareness and association with Scarlett's repurchase intention create a research gap that depends on consumer characteristics, the local beauty market context, and the preferences of the younger generation [3][28]. This study re-examines both variables on ITEBIS PGRI Dewantara Jombang students to provide specific empirical evidence, the contribution of Scarlett's retention strategy amidst competition from Somethinc and aggressive local brands, and the theoretical basis for Indonesian brand equity [10].

1.1 Statement of Problem

Several research questions are formulated, including the following:

1. Does brand awareness have a significant positive effect on repurchase intention?
2. Does brand association have a significant positive effect on repurchase intention?
3. Do brand awareness and brand association simultaneously have a significant positive effect on repurchase intention?

1.2 Research Objectives

The research objectives are as follows:

1. Does brand awareness have a significant positive effect on repurchase intention?
2. Does brand association have a significant positive effect on repurchase intention?
3. Do brand awareness and brand association simultaneously have a significant positive effect on repurchase intention?

2. Method

This research was conducted with a quantitative verification approach and explanatory research type to test the causal relationship between brand awareness (X_1) and brand association (X_2) on repurchase intention (Y) among consumers of Scarlett beauty products among active students of ITEBIS PGRI Dewantara Jombang [7][26]. The research location was focused on the campus, with the population including all students who had purchased and used Scarlett products, while the sample was determined at a minimum of 93 respondents based on the Slovin formula calculation with a 10% error rate. Purposive sampling technique was used to ensure that respondents met the criteria: age 18–35 years, active students, and have experience purchasing and using Scarlett products, so that the data obtained has high relevance to the research variables [14][23].

Data collection used a structured questionnaire with a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree), which was distributed online via Google Form and offline to ITEBIS PGRI Dewantara Jombang students, over a 3-month period (Sugiyono, 2020; Creswell, 2014). The independent variable of brand awareness (X_1) was operationalized through indicators of brand recognition, spontaneous recall, and knowledge of product characteristics, while brand association (X_2) was measured through product attributes, functional-emotional benefits, brand image, endorser/influencer support, and unique differentiation, according to the brand equity framework of Aaker and Keller [1][2][12].. The dependent variable of repurchase intention (Y) was identified from indicators of repurchase intention, brand preference, planned repeat purchase frequency, and willingness to recommend the product to others [13][25].

Data analysis was carried out in stages, starting from descriptive analysis (mean, median, standard deviation, frequency distribution, and demographic characteristics), followed by instrument testing (validity based on Corrected Item–Total Correlation with a limit of $r \geq 0.30$ and reliability with Cronbach's Alpha > 0.60) [27][8]. After meeting the validity and

reliability assumptions, classical assumption tests were conducted (Kolmogorov-Smirnov normality, multicollinearity based on VIF and Tolerance, Glejser heteroscedasticity, and Durbin-Watson autocorrelation) before multiple linear regression tests to examine the partial (t-test) and simultaneous (F-test) effects of the two independent variables on repurchase interest, and the level of correlation was measured with the coefficient of determination (R^2) [7][18].

3. Results and Discussion

3.1 Results

Descriptive Analysis

Table 1. Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kesadaran Merk	93	5.00	15.00	12.1613	2.17840
Asosiasi Merk	93	11.00	25.00	20.6129	3.07172
Minat Beli Ulang	93	4.00	20.00	16.0108	3.06982
Valid N (listwise)	93				

Source: SPSS Output, 2026

Based on the descriptive statistics results of 93 research samples, the Brand Awareness variable (X1) has an average value of 12.1613 with a standard deviation of 2.17840 and a range of values between 5.00 and 15.00. The Brand Association variable (X2) shows an average value of 20.6129 with a range of values from 11.00 to 25.00, while the Repurchase Intention variable (Y) has an average value of 16.0180 with a minimum value of 4.00 and a maximum of 20.00. Overall, the low standard deviation value compared to the average value for each variable indicates that this research data is representative and does not contain extreme deviations, so it is suitable for use in the next stage of analysis.

Classical Assumption Test

1. Normality Test

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		93	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.17125132	
Most Extreme Differences	Absolute	.066	
	Positive	.049	
	Negative	-.066	

Test Statistic	.066
Asymp. Sig. (2-tailed) ^c	.200 ^d
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Source: SPSS Output, 2026

Based on the results of the normality test on the residuals of the regression model, it shows that the residuals of the regression model constructed in this study have a normal distribution. This is indicated by the p-value of 0.200, which is greater than the 0.05 significance level. Therefore, it can be concluded that the regression model in this study meets the assumption of normality.

2. Multicollinearity Test

Table 3. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	1.414	1.564		.904	.368		
Kesadaran Merk	.331	.159	.235	2.077	.041	.435	2.300
Asosiasi Merk	.513	.113	.513	4.540	<.001	.435	2.300

a. Dependent Variable: Minat Beli Ulang

Source: SPSS Output, 2026

Based on the results of the multicollinearity test, it was found that there were no symptoms of multicollinearity in the regression model. This is indicated by all independent variables having tolerance values greater than 0.10 and VIF values less than 10.

3. Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	4.290	.927		4.627	<.001
Kesadaran Merk	-.190	.094	-.303	-2.009	.047

Asosiasi Merl	-.015	.067	-.033	-.218	.828
a. Dependent Variable: ABS_RES					
Source: SPSS Output, 2026					

Based on the results of the Glejser test above, it can be concluded that all independent variables (X1 sig. 0.047; X2 sig. 0.828) do not experience symptoms of heteroscedasticity because the significance value of each is greater than 0.05. Although X1 is significant in the influence test (sig. < 0.05), the Glejser test still shows homoscedasticity in all variables, so the assumption of being free from heteroscedasticity is met and the estimation of the regression model coefficients can be relied upon for statistical inference in financial or banking research.

4. Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707 ^a	.500	.489	2.19524	1.537
a. Predictors: (Constant), Asosiasi Merk, Kesadaran Merk					
b. Dependent Variable: Minat Beli Ulang					
Source: SPSS Output, 2026					

Based on the autocorrelation test with a Durbin-Watson (DW) value of 1.537, the value ranges from 0-4, indicating that there are no signs of autocorrelation in the residuals of the regression model.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance VIF
		B	Std. Error				
1	(Constant)	1.414	1.564		.904	.368	
	Kesadaran Merk	.331	.159	.235	2.077	.041	.435 2.300
	Asosiasi Merk	.513	.113	.513	4.540	<.001	.435 2.300
a. Dependent Variable: Minat Beli Ulang							
Source: SPSS Output, 2026							

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$ROA = a + \beta_1 KM + \beta_2 AM + e$$

$$ROA = 1,414 + 0,331 KM + 0,513AM + e$$

The interpretation:

1. Constant (1,414)

The constant value of 1.414 means that if brand awareness (KM) and brand association (AM) are equal to zero, then profitability (ROA) is predicted to be 1.414% (mathematically). In a practical context, this is only theoretical, as it is difficult to find a company without any brand awareness or association at all.

2. Brand Awareness Coefficient (KM = 0,331)

A coefficient of +0.331 indicates that each one-unit increase in brand awareness will increase ROA by 0.331 units, assuming the brand association remains constant. This means that the higher a company's brand awareness, the higher its profitability tends to be. This aligns with brand equity theory, where brands that are more easily remembered by consumers tend to increase trust and purchase decisions, which ultimately leads to increased profits.

3. Brand Association Coefficient (AM = 0,513)

A coefficient value of +0.513 indicates that every one-unit increase in brand association will increase ROA by 0.513 units, assuming brand awareness remains constant. Thus, brand association has a positive and relatively greater effect on ROA than brand awareness. Brands with strong associations (e.g., quality, credibility, uniqueness) are able to attract consumers, increase loyalty, and ultimately contribute to increased company profitability.

4. Joint (simultaneous) influence

Together, brand awareness and brand association have a positive influence on profitability (ROA). This means that a marketing strategy that increases awareness and builds positive brand associations will impact a company's ROA. However, this interpretation only applies if the coefficients for KM and AM are statistically significant (t-value > 1.96 or p-value < 0.05).

Hypothesis Testing

1. Partial T-Test

Table 7. Partial T-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.414	1.564		.904	.368		
Kesadaran Merk	.331	.159	.235	2.077	.041	.435	2.300
Asosiasi Merk	.513	.113	.513	4.540	<.001	.435	2.300

a. Dependent Variable: Minat Beli Ulang

Source: SPSS Output, 2026

a. Brand Awareness and Repurchase Intention

The Brand Awareness variable has a significance value of 0.041, which is smaller than $\alpha = 0.05$, and a calculated t value of 2.077. These results indicate that Brand Awareness has a significant partial effect on Repurchase Intention. Thus, the hypothesis that Brand Awareness has an effect on Repurchase Intention is accepted.

b. Brand Association with Repurchase Intention

The Brand Association variable has a significance value of <0.001, which is smaller than $\alpha = 0.05$, and a calculated t value of 4.540. This indicates that Brand Association has a positive and significant partial effect on Repurchase Intention. Thus, the hypothesis stating that Brand Association has an effect on Repurchase Intention is accepted.

2. Simultaneous F Test

Table 8. Simultaneous F-Test Results

		ANOVA ^a				
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	433.271	2	216.635	44.954	<.001 ^b
	Residual	433.719	90	4.819		
	Total	866.989	92			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Asosiasi Merk, Kesadaran Merk

Source: SPSS Output, 2026

The Influence of Brand Awareness (X1) and Brand Association (X2) on Repurchase Intention (Y)

The F test results show a calculated F value of 44.954 with a significance of <0.001, which is smaller than $\alpha = 0.05$. Thus, simultaneously, the variables Brand Awareness (X1) and Brand Association (X2) have a significant effect on Repurchase Intention (Y). The hypothesis stating that Brand Awareness (X1) and Brand Association (X2) have a significant effect on Repurchase Intention (Y) is accepted.

3. R2 Determinant Test

Table 9. R2 Determinant Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707 ^a	.500	.489	2.19524	1.537
a. Predictors: (Constant), Asosiasi Merk, Kesadaran Merk					
b. Dependent Variable: Minat Beli Ulang					

Source: SPSS Output, 2026

The coefficient of determination shows an R value of 0.707, indicating a strong relationship between the independent variables (Brand Awareness and Brand Association) and Repurchase Intention. The R² value of 0.500 means the model is able to explain 50% of the variation in employee performance, while the Adjusted R² of 0.489 confirms the effectiveness of the model after adjusting the number of variables and samples, with the remaining 50% influenced by other factors outside the model.

3.2 Discussion

1. The Influence of Brand Awareness on Repurchase Intention

The Brand Awareness variable (X1) on Repurchase Intention (Y) was obtained with a significance value of $0.041 < 0.05$ and a calculated t value of 2.077, which indicates that Brand Awareness has a significant and positive effect on Repurchase Intention. This means that the stronger the consumer's awareness of a brand, the higher their tendency to repurchase the product.

These findings align with brand equity theory, which states that brands that consumers remember are more easily exposed to in-store or online, thus increasing the likelihood of repeat purchases. Empirical studies by Sun Emina 2023 also show that brand awareness positively contributes to repeat purchase intentions, especially in Indonesian urban markets. Practical implications: Companies need to increase marketing and promotional activities to strengthen brand awareness so that consumers more easily remember and choose the brand when making repeat purchases.

2. The Influence of Brand Association on Repurchase Intention

The Brand Association variable (X2) on Repurchase Intention (Y) obtained a significance value of <0.001 and a calculated t value of 4.540, which indicates that partially

the Brand Association has a significant and positive effect on Repurchase Intention. This means that the stronger and more positive the association formed by the brand in the minds of consumers (e.g., quality, trust, uniqueness), the higher the consumer's tendency to repurchase.

These results are in line with brand association theory, which states that brand associations contribute to loyalty and repurchase intentions through positive experiences and memories formed from the brand. Popular Research Sari et al., 2025 show that strong brand associations are directly related to increased repurchase intentions, especially among millennials and Gen Z. The practical implication is that companies need to build a strong brand image through advertising, packaging, design, and responsive customer service so that consumers form positive associations with the brand.

3. The Simultaneous Influence of Brand Awareness and Brand Association on Repurchase Intention

The F test yielded a calculated F value of 44.954 with a significance level of <0.001 , indicating that Brand Awareness (X_1) and Brand Association (X_2) together have a significant effect on Repurchase Intention (Y). Thus, these two variables are important factors in predicting consumer repurchase behavior.

These findings are consistent with brand equity theory, which states that brand awareness and association are key components in building brand equity, thus impacting loyalty and repeat purchases. Research by Sari et al., 2023 also shows that the combination of brand awareness and association significantly contributes to repeat purchase intention, especially in Indonesian urban markets. Consequently, companies need to integrate marketing strategies that strengthen brand awareness by building positive associations to increase repeat purchase intention and customer loyalty.

4. Conclusion

Research proves that brand awareness (X_1) has a significant positive effect on the intention to repurchase Scarlett products (sig. 0.041, t-count 2.077), with brand association (X_2) showing a stronger influence (sig. <0.001 , t-count 4.540), confirming Aaker's (2013) brand equity theory that brand awareness opens brand recognition while brand association forms a deep positive perception, encouraging consumer loyalty of ITEBIS PGRI Dewantara Jombang students [12]. Simultaneously, both contribute significantly ($F=44.954$, sig. <0.001) explaining 50% of the variation in intention to repurchase ($R^2=0.500$), confirming the relevance of the brand equity dimension in the context of competitive local beauty.

The findings highlight the priority of brand associations over mere awareness, consistent with the behavior of young consumers seeking tangible benefits, proven quality, and

urban lifestyle alignment through Scarlett's digital strategy [3][28]. A validated multiple linear regression model with classical assumptions met proves the predictive power of independent variables on repurchase intention, filling the gap in inconsistencies in previous research on the effectiveness of brand equity in local brands [9][15].

Practically, Scarlett is advised to prioritize brand association campaigns through digital advertising highlighting sustainable local ingredients, authentic influencer collaborations, and user experience loyalty programs to maximize student retention; further research can expand on this with mediating variables such as satisfaction or price moderation in a broader sample [5][10][16].

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