



Antecedents of Repurchase Intention on Livehaf Fashion Brand in Mobile Online Shopping Apps

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Abstract

The rapid development of technology has encouraged several companies to create online business strategies using mobile online shopping applications. This makes competition increasingly fierce between companies. This study aims to examine the factors that trigger repurchase intention at the fashion brand Livehaf in the mobile online shopping application tiktok shop which consists of customer engagement, brand loyalty, and customer equity (brand equity, value equity, and relationship equity). This study uses a quantitative approach with a questionnaire to obtain primary data through the Google Form. The number of respondents in this study amounted to 180 respondents. Then it is processed using the SEM method through the SPSS and PLS-SEM applications with the SmartPLS device. The results of this study indicate that customer engagement has a positive and significant effect on customer equity and brand loyalty. In addition, value equity, relationship equity, and brand loyalty also have a positive and significant effect on repurchase intention. However, there is no relationship between brand equity and repurchase intention. This study contributes to adding to the marketing literature related to repurchase intention on mobile online shopping applications. This study also adds references to marketing managers to manage constraints that can influence potential customers repurchase decisions which can increase sales.





Keyword: Customer Engagement, Customer Equity, Brand Loyalty, Repurchase Intention

1. INTRODUCTION

In this era, the utilization of smartphones and mobile applications is experiencing rapid development. With the shift in digitization through mobile applications and customer engagement through various social media platforms, it has created an attractive channel for companies to offer effective marketing communications as a result of better, easier acquisition of user/customer data, as well as increased efficiency in customer service, work visual team, and online transaction processing. So that is one way to develop business that is carried out on mobile platforms (Bang et al., 2013).

The COVID-19 pandemic at the beginning of 2020 put pressure on the declining economic conditions of the people, so that people experienced limited activities outside the home (Sugianti & Anwar, 2021). By taking advantage of technological developments, shopping activities can now be done at home through e-commerce which makes it easier for people to fulfill their daily needs using smartphones. Currently, many e-commerce companies are competing to offer the best offers to their customers, such as free shipping, discounts, fast sales, coupons, and many more. This method has been widely implemented by several e-commerce companies such as lazada, shopee, tokopedia, tiktok, and bukalapak. One application that is currently popular is tiktok. The tiktok application is one of the applications that has users in Indonesia with the most increase, namely 18 million (+19.4%) between early 2022 and early 2023. In addition, Indonesia is the second most tiktok users in the world, namely 109.9 million users, the majority of whom are over 18 years of age. This proves that tiktok is one of the applications that is in great demand by the people of Indonesia.

According to Kemp (2023), the results of a survey conducted by a creative agency in the social media sector, namely We Are Social, show that as many as 178.9 million Indonesians shopped online from 2022 to early 2023. This figure has increased by 12.8% year on year. The total value of online shopping in Indonesia until 2023 is \$55.97 billion or





around Rp.851 trillion. Of the total online shopping done by Indonesians, the second largest amount is in the fashion and beauty category, which is \$7.4 billion. The results of the data that have been presented prove that the level of online shopping, especially in the fashion category, is one of the largest in Indonesia.

Livehaf is a fashion company founded by Arif Hidayat in 2015 which is included in the UKM (Small and Medium Enterprises) category. Livehaf offers a wide range of daily wear products for men with fashionable and quality designs. Products produced by Livehaf are shoes, sandals and bags. Seeing increasingly fierce competition, companies can retain customers by building customer engagement (Alalwan et al., 2020; Watson et al., 2013). According to Brodie et al. (2011) customer engagement is an effort to create, build and improve relationships with customers which is an important strategy in maintaining business performance in the future. As well as with customer engagement, companies can focus on customer satisfaction by giving them more value than competitors to build trust and commitment to long-term relationships (Sashi, 2012).

The relationship between customer engagement and customer equity, namely customer equity is considered as a strategic framework that connects customers and businesses and creates new sources of revenue (Lemon et al., 2001). In today's competitive business environment, customer equity plays an important role in determining the survival of a company. This is because customer equity affects the intention to repurchase products from a company so that the company can continue to meet the needs of its customers and customers can keep the company running and growing.

High brand loyalty will strengthen consumer repurchase intentions towards the brand (Oliver, 1999). This is because brand loyalty provides a basis and motivation for consumers to buy brands in the future (Ahmed & Moosavi, 2013). That way, it illustrates the consumer's commitment to repurchase and the possibility that consumers will not switch to other products or brands.

Repurchase intention is an individual judgment to buy the selected product or service from the same company by considering the current situation and possible circumstances. Repurchase intention on a product and can describe customer satisfaction. So that with





customer engagement and brand equity, it is hoped that customers can make repurchases so that they can increase company revenue (Hellier et al., 2003).

The purpose of this study was to determine the effect of customer engagement and customer equity in an effort to increase brand loyalty and repurchase intention on the mobile shopping application tiktok shop (Livehaf) so that the title for the research can be taken: "Antecedents of Repurchase Intention on Livehaf Fashion Brands in the Online Shopping Application Mobile TikTok Shop."

2. Literature Review

2.1 Customer Engagement

Customer engagement is a process of repeated interactions between companies and consumers with the aim of providing experience and strengthening the emotional side so as to motivate consumers to make repeated purchases as a result of brand attachment to a company (Sashi, 2012b).

Customer engagement has a broad impact on consumer decision making. This is because customer engagement influences various marketing concepts such as information seeking, branding, loyalty, advertising, segmentation, and personality (Mowen & Minor, 2002).

2.2 Customer Equity

Customer equity is the value of a company from all customers during their relationship with the company. Customer equity related to customer relationship management (CRM) is very important because it aims to acquire new customers and retain existing customers. In this way, companies can increase customer loyalty and retention through creating customer satisfaction (Hurriyati, 2010).

Customer equity consists of three important elements, namely value equity, brand equity and relationship equity. Value equity is the value that is owned by each customer, brand equity is the value that the company has from customer trust in its brand, and relationship equity is the value that the company has based on the relationships that have





been built with customers. These values are calculated by adding up the lifetime value of each customer (Butz, 1996).

2.3 Brand Loyalty

According to Aaker (1997), brand loyalty is a collection of brand assets and liabilities associated with a brand, name, or symbol that adds or subtracts from the inherent value of an item or service for the organization. Brand loyalty according to Mowen & Minor (2002) is the extent to which a customer shows a favorable attitude towards a brand, has a commitment to a particular brand, and wants to buy it in the future. User experience is more strongly related to brand loyalty. Without first making a purchase and using the product, brand loyalty cannot develop. The consumer's experience with a brand influences how those sentiments are reflected in that brand. If a customer has an attitude where he purchases a certain brand compared to other brands in a product category, then this can be called brand loyalty (Giddens & Hofmann, 2002). This happens because consumers feel that the brand offers product features and prices that suit their needs and wants.

2.4 Repurchase Intention

Repurchase intention is the tendency or intention of a customer to buy a product or service that has been purchased in the past. Repurchase intention can be measured by an individual's judgment about repurchasing a product or service from the same company.

Online repurchase intention occurs when a customer has the desire and determination to make future transactions (Pavlou, 2003). Meanwhile, according to Megantara & Suryani (2016), repurchase intention refers to the customer's desire to repurchase products that have been purchased in the past. Repurchase intention is an act of consumers who decide to buy or not buy a product (Kotler & Keller, 2013).

In the buying process, purchase intention or repurchase intention is related to the motives that encourage consumers to use or buy certain products Kotler (2005). Purchasing motives may vary for each consumer, and they will choose products that have attributes that are relevant to their needs. According to Nurhayati (2016), there are several factors in



repurchasing intentions such as previous satisfaction, brand image, consumer trust, price, and product innovation.

2.5 Research Framework

The conceptual framework in this study is based on the theory produced in the figure below. This framework is based on the research model developed, so this study uses six variables. Here is the research framework that researchers propose:

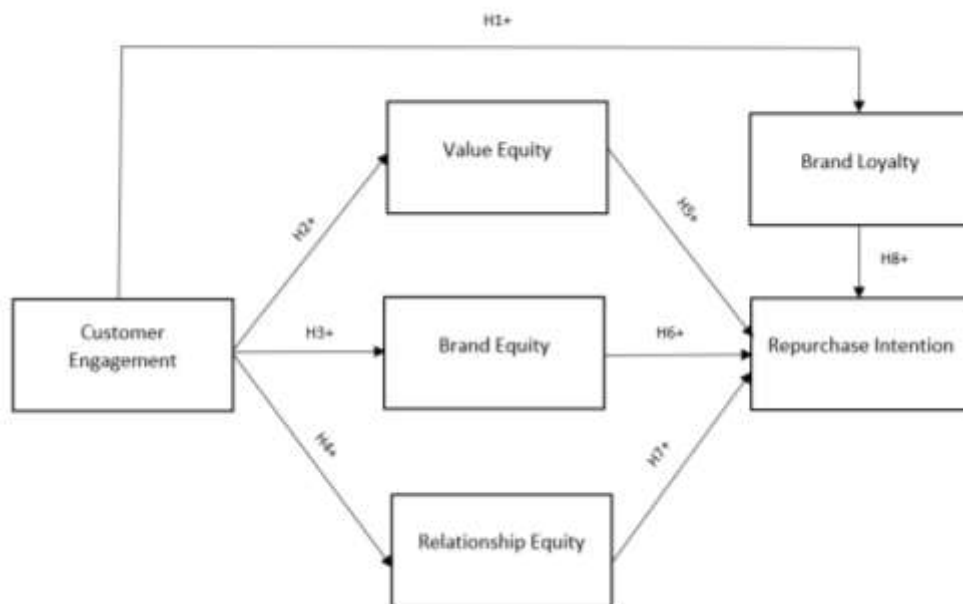


Figure 1. Framework Research

Source: Ho & Chung (2020) and Rafiq et al. (2020)

Based on the research analysis model above, the research hypothesis can be formulated as follows:



- H1: Customer engagement has a positive effect on brand loyalty
- H2: Customer engagement has a positive effect on value equity
- H3: Customer engagement has a positive effect on brand equity
- H4: Customer engagement has a positive effect on relationship equity
- H5: Value equity has a positive effect on repurchase intention
- H6: Brand equity has a positive effect on repurchase intention
- H7: Relationship equity has a positive effect on repurchase intention
- H8: Brand loyalty has a positive effect on repurchase intention

3. RESEARCH METHOD

This study uses a quantitative approach and uses primary data taken directly from original sources or certain parties. The data was obtained from distributing questionnaires online using the Google Form media which were addressed directly to respondents who have used or are still using the tiktok application in Indonesia. Item measurement uses a six-point Likert scale with a value of 1 as strongly disagree to 6 as strongly agree.

The population taken in this study is generation Z aged 16 to 26 years who have used or are still using the tiktok application and know the Livehaf fashion brand. The number of samples can be determined with a minimum size of 5 times the number of indicators plus the number of latent variables and a maximum of 10 times the number of indicators and the number of latent variables where this method is in accordance with that given by (Hair et al., 2019). Therefore, the number of samples can be formulated as follows.

- Minimum sample is $(26+6) \times 5 = 160$
- Maximum sample is $(26+6) \times 10 = 320$

Therefore, the number of samples used in this study should not be less than the minimum sample (160 respondents) and may not be more than the maximum sample (320 respondents). The sample used here is 180 people who have met the requirements mentioned earlier.





In this study there are 6 research variables and 26 indicators. To measure research variables, researchers conducted data analysis using the structural equation modeling (SEM) method which was tested using the SPSS Statistics 25 and PLS-SEM applications with the SmartPLS 3 software. Starting from model measurement (outer model), model structure (inner model), and hypothesis testing.

4. RESULT

4.1 Characteristic of Respondents

The characteristics of respondents in this study can be grouped into several aspects, namely gender, age, job type, frequency of tiktok visits per day and information type. Respondent characteristics from this study can be seen in the **Table 1.** below:

Table 1. Characteristic of Respondents

Demographic Variables	N	%
<i>Gender</i>		
Man	118	65.6
Woman	62	34.4
<i>Age</i>		
16 - 18 years	32	17.8
19 - 23 years	90	50.0
24 - 26 years	58	32.2
<i>Job Type</i>		
Student/College students	153	85
Entrepreneurs	9	5
Private/State employees	16	8.9
Unemployment	2	1.1
Others	0	0
<i>Frequency of tiktok visits per day</i>		





Demographic Variables	N	%
2 hour/day	44	24.4
4 hour/day	54	30
6 hour/day	58	32.2
8 hour/day	16	8.9
≥8 hour/day	8	4.4
<i>Information Type</i>		
Friend	59	32.8
Family	9	5
TikTok	97	53.9
Others	15	8.3

Source: Primary Data Processed (2023)

4.2 Convergent Validity and Reliability Test

The validity and reliability tests in this study were carried out by measuring Cronbach's alpha (CA) and composite reliability (CR) values. The following below presents the results of the validity and reliability tests in **Table 2**.

Table 2. The Convergent Validity and Reliability Test Results

Construct	Item Scale	Loadings	α	CR	AVE
Customer Engagement (KP)	KP1	.709	0.739	0.836	0.561
	KP2	.699			
	KP3*	.646			
	KP4*	.621			
	KP5*	.612			
	KP6	.695			
	KP7	.702			





Construct	Item Scale	Loadings	α	CR	AVE
Value Equity (EN)	EN1	.786	0.740	0.837	0.562
	EN2	.721			
	EN3	.726			
	EN4	.763			
Relationship Equity (EH)	EH1	.845	0.806	0.886	0.721
	EH2	.875			
	EH3	.826			
Brand Equity (EM)	EM1	.817	0.743	0.854	0.661
	EM2	.810			
	EM3	.812			
Brand Loyalty (LM)	LM1	.701	0.716	0.840	0.637
	LM2	.784			
	LM3	.763			
	LM4*	.563			
Repurchase Intention (NPK)	NPK1	.759	0.815	0.878	0.644
	NPK2	.843			
	NPK3	.778			
	NPK4	.828			

**Items were eliminated due to the correlation issue on the outer loading test*

Based on **Table 2.** above, it can be seen that there are 4 indicators which are eliminated gradually starting from the lowest loading factor values, namely LM4, KP5, KP4, and KP3. This is done with the aim of indicating the high validity problem of the item (Hair et al., 2019). After elimination, all research variable measurement items met the outer loading limit value criteria, namely ≥ 0.70 (Hair et al., 2021). Then, this research variable has a Cronbach Alpha value and the value of Composite Reliability for all variables meets the criteria, which is more than 0.6 (Hair et al., 2021). The high value of α and CR indicates the





high level of reliability of the measurement model. In addition, the results of measuring the AVE value show that all variables in this study meet the criteria with a value above 0.50 (Fornell & Larcker, 1981). Thus, the results of the outer loading, reliability, and AVE tests indicate that all variables can be declared convergently valid.

4.3 Discriminant Validity

The parameter of the discriminant validity test is based on the square root value of AVE and Cross Loading. The results of measuring the Fornell-Larcker Criterion values are shown in **Table 3.** below:

Table 3. Fornell-Larcker Criterion on the Square Roots AVE

	EH	EM	EN	KP	LM	NPK
EH	0.849					
EM	0.408	0.813				
EN	0.443	0.523	0.750			
KP	0.479	0.680	0.635	0.749		
LM	0.400	0.659	0.556	0.647	0.798	
NPK	0.554	0.506	0.640	0.600	0.600	0.803

**Notes: EH: Relationship Equity, EM: Brand Equity, EN: Value Equity, KP: Customer Engagement, LM: Brand Loyalty, NPK: Repurchase Intention*

Table 3. shows the results of discriminant validity where each item variable has a square root AVE value that is greater than the value of the variable below it. For example, the value equity variable (0.750) has a greater value than the customer engagement variable (0.635) which is below it. This is in accordance with the measurement criteria (Fornell & Larcker, 1981).



Table 4. The Results of Cross Loading

	EH	EM	EN	KP	LM	NPK
EH1	0.847	0.389	0.367	0.447	0.323	0.416
EH2	0.877	0.376	0.340	0.433	0.370	0.507
EH3	0.822	0.271	0.428	0.337	0.323	0.486
EM1	0.243	0.814	0.474	0.538	0.567	0.435
EM2	0.361	0.811	0.44	0.519	0.471	0.405
EM3	0.389	0.813	0.363	0.598	0.566	0.393
EN1	0.307	0.387	0.791	0.456	0.452	0.473
EN2	0.274	0.363	0.726	0.449	0.405	0.447
EN3	0.337	0.351	0.721	0.441	0.350	0.494
EN4	0.401	0.457	0.759	0.548	0.455	0.499
KP1	0.386	0.558	0.407	0.739	0.490	0.438
KP2	0.349	0.618	0.471	0.771	0.534	0.397
KP6	0.300	0.415	0.466	0.733	0.479	0.459
KP7	0.398	0.429	0.561	0.752	0.432	0.536
LM1	0.249	0.587	0.495	0.518	0.804	0.458
LM2	0.388	0.431	0.443	0.49	0.807	0.564
LM3	0.317	0.569	0.391	0.545	0.783	0.408
NPK1	0.443	0.32	0.506	0.518	0.380	0.756
NPK2	0.415	0.494	0.554	0.530	0.560	0.845
NPK3	0.451	0.375	0.448	0.456	0.482	0.776
NPK4	0.475	0.419	0.541	0.453	0.490	0.830

**Notes: EH: Relationship Equity, EM: Brand Equity, EN: Value Equity, KP: Customer Engagement, LM: Brand Loyalty, NPK: Repurchase Intention*

Based on **Table 4**, it can be seen that the cross loading value of the overall test items contained in the variables in this study has a greater value when associated with the





dependent variable than when associated with other variables. Thus, the discriminant validity test of this study is said to be valid.

4.4 Collinearity Test

The collinearity test was carried out by observing the value of the Variance Inflation Factor (VIF) to see the level of collinearity of each predictor construct in this model. VIF must be less than or equal to 5 to avoid collinearity problems. The results of the collinearity test are presented in **Table 5.** below:

Table 5. The Results of the Collinearity Test

	EH	EM	EN	KP	LM	NPK
EH						1.329
EM						1.929
EN						1.646
KP	1.000	1.000	1.000		1.000	
LM						2.006
NPK						

**Notes: EH: Relationship Equity, EM: Brand Equity, EN: Value Equity, KP: Customer Engagement, LM: Brand Loyalty, NPK: Repurchase Intention*

Table 5. shows the results of the collinearity test results of this study do not indicate a critical multicollinearity problem. This is because the value of VIF on all variables is not more than 5. All VIF values displayed are far below number 3. This proves that the results of this test are far from a multicollinearity problem. For example, relationship equity and repurchase intention (1.329) and brand loyalty and repurchase intention (2.006).

4.5 R-Square and Q-Square Test

The results of the coefficient of determination test (R-Square) and the predictive relevance test (Q-Square) of this study are shown in **Table 6.** Below



Table 6. The Results of R-Square and Q-Square

	R-Square	R-Square Adjusted	Q-Square
EH	0.230	0.225	0.148
EM	0.462	0.459	0.278
EN	0.403	0.400	0.197
LM	0.419	0.416	0.221
NPK	0.556	0.546	0.342

Source: Primary Data Processed (2023)

Based on **Table 6**, it can be seen that the results of the coefficient of determination test for brand equity, value equity, brand loyalty, and repurchase intention are included in the moderate category because they have an R-Square result of more than 0.33 and less than 0.67. However, there is one variable that is included in the weak category because it has an R-Square result of more than 0.19 and less than 0.33, namely the relationship equity variable. For predictive relevance test results (Q-Square) shows a good value and meets the criteria, namely $Q^2 > 0$. Thus, this research model is said to have good predictive relevance.

4.6 Validity Convergent and Reliability Test

Hypothesis testing is done by considering the T-statistic and P-value. If the T-statistic value is more than 1.96, then the research hypothesis is accepted. And if the P-value is less than 0.05, then the hypothesis is declared significant. The results of testing the research hypothesis can be seen in **Table 7**. below:

Table 7. Estimation Results SEM

Variable Relation	Hypothesis	β	P-Value	T-Statistic	Conclusion
KP \rightarrow LM	H1	0.647	0.000	6.828	Supported
KP \rightarrow EN	H2	0.635	0.000	6.433	Supported



Variable Relation	Hypothesis	β	P-Value	T-Statistic	Conclusion
KP \rightarrow EM	H3	0.680	0.000	9.894	Supported
KP \rightarrow EH	H4	0.479	0.000	4.830	Supported
EN \rightarrow NPK	H5	0.348	0.000	4.015	Supported
EM \rightarrow NPK	H6	0.028	0.663	0.436	Rejected
EH \rightarrow NPK	H7	0.277	0.000	4.243	Supported
LM \rightarrow NPK	H8	0.277	0.001	3.318	Supported

**Notes: EH: Relationship Equity, EM: Brand Equity, EN: Value Equity, KP: Customer Engagement, LM: Brand Loyalty, NPK: Repurchase Intention*

From **Table 7.** above, it can be concluded that the results of the statistical calculations that have been carried out show that all path coefficients (β) exceed zero. This shows the positive direction of the hypothesis. The first hypothesis shows a positive and significant relationship between customer engagement and brand loyalty which can be stated as positive and significant because it meets the standard (T-statistic = 6.828 > 1.96, P-value = 0.000 < 0.05). Then, the second hypothesis, namely the relationship between customer engagement and value equity has a T-statistic value = 6.433 > 1.96 and P-value = 0.000 < 0.05 which means that the relationship between customer engagement and value equity has a positive effect and can be stated as significant. Furthermore, the third hypothesis, namely the relationship between customer engagement and brand equity is accepted (T-statistic = 9.894 > 1.96) and has a significant effect (P-value = 0.000 < 0.05). In the fourth hypothesis, namely the relationship between customer engagement and relationship equity is stated to be positive and has a significant effect because of the standard (T-statistic = 4.830 > 1.96, P-value = 0.000 < 0.05). Then, the fifth hypothesis, namely the relationship between value equity and repurchase intention is stated to be positive (T-statistic = 4.015 > 1.96) and has a significant effect (P-value = 0.000 < 0.05), and in the sixth hypothesis, namely the relationship between brand equity and repurchase intention was rejected and not significant because the T-statistic = 0.436 < 1.96 and P-value = 0.663 > 0.05. Then, the seventh hypothesis is accepted and significant because T-statistic = 4.243 > 1.96 and P-value = 0.000 < 0.05. These





results suggest that relationship equity has a positive and significant effect on repurchase intention. Finally, the eighth hypothesis, namely the relationship between brand loyalty and repurchase intention, shows positive and significant results with the T-statistic and P-value meeting the criteria (T-statistic = 3.318 > 1.96, P-value = 0.001 < 0.05).

5. DISCUSSION

5.1 Effect of Customer Engagement on Brand Loyalty

This study confirms the role of customer engagement which has a significant influence on brand loyalty. This can happen because the higher the level of customer engagement with the brand, the higher the brand loyalty that the customer has. The results of this study agree with the opinion of Ting et al. (2021) that customer engagement has a positive and significant effect on brand loyalty. Research conducted by Pramushinta & Junaedi (2021) with the results of the research also shows that customer engagement has a direct and significant influence on brand loyalty in sociolla e-commerce. Therefore, in the context of this study it was concluded that the more positive the brand experience and the more engaged consumers with the brand, the higher the brand trust and commitment to Livehaf, and the higher brand loyalty to Livehaf.

5.2 Effect of Customer Engagement on Value Equity

Customer engagement is considered capable of providing a positive and significant impact on value equity. These results are in line with research conducted by M. H.-W. Ho & Chung (2020) and Ramadhika (2021) which state that there is a relationship between customer engagement and value equity in mobile applications. In the context of this study, customer engagement and value equity are interrelated. This is because the customer's engagement with the brand can affect the value they feel from the product or service provided by the brand. Value equity refers to the benefits that customers get from a product or service, in terms of quality, price, convenience and other factors that contribute to the value that customers receive from using a brand.





5.3 Effect of Customer Engagement on Brand Equity

The results of the research show that customer engagement can positively and significantly influence brand equity. This can happen because good brand equity can increase customer satisfaction and customer engagement so as to increase sales. These results are consistent with research conducted by Zaglia (2013) which explains that when a brand utilizes social media marketing through a mobile application to connect with its customers, alignment of brand communities on mobile media will be formed. Research conducted by Jin et al. (2014) also explained that customer engagement in social media platforms has an effect on company brands.

5.4 Effect of Customer Engagement on Relationship Equity

Customer engagement is considered capable of providing a positive and significant impact on relationship equity. These results are in line with research conducted by M. H.-W. Ho & Chung (2020) and Yu & Yuan (2019) which state that customer engagement will have a positive effect on relationship equity. By involving Livehaf brand customers through the tiktok shop application, it will increase brand value and be able to establish relationships between customers and Livehaf brands through the platform provided by the tiktok shop to exchange ideas and information.

5.5 Effect of Value Equity on Repurchase Intentions

The results of this study prove that value equity has a significant effect on repurchase intention. This indicates that the higher the equity value of a company, the greater the desire of people to repurchase. Research in the context of online sales through the Lazada application conducted by Adinata & Yasa (2018) also states that value equity is one of the criteria that must be identified to maintain customer trust, provide good price perceptions, and build positive customer attitudes in order to increase purchase intentions. return. This is also in accordance with research conducted by Ramadhika (2021) which states that repurchase intention is influenced by price, quality, and product brand. These three things are components of value equity.





5.6 Effect of Brand Equity on Repurchase Intentions

The results of this study found that there was no influence in the relationship between brand equity and repurchase intention. That is, no matter how much influence brand equity occurs, it will not motivate users to make repurchase intentions. This result contradicts previous research which stated that brand equity is a key element that can significantly influence repurchase intention decisions on the Shopee marketplace (Tresna et al., 2021). However, these results are consistent with the research of Pandensolang & Tawas (2015) which shows that brand equity has no significant effect on repurchase intention. Other research also states that the effect of brand equity on repurchase intention is not significant in the traveloka application (Rombe & Radna, 2022).

5.7 Effect of Relationship Equity on Repurchase Intentions

The results obtained from this study indicate that the relationship equity variable has a positive and significant effect on the repurchase intention variable. This indicates that the better the relationship equity that occurs in the application, the higher the potential to increase repurchase intention. These results are in accordance with the study of Corritore et al. (2003) who showed that the service quality implemented by the company represents relationship equity to be able to convey brand trust to customers so that it can influence consumers' confidence in choosing products and increase consumers' desire to repurchase these products. This is also in line with research conducted by M. H.-W. Ho & Chung (2020) which states that the variable equity has a positive and significant effect on the variable repurchase intention.

5.8 Effect of Brand Loyalty on Repurchase Intentions

The results of this study found that there was a significant influence between brand loyalty and repurchase intention. The effect of brand loyalty on repurchase intention appears when loyal customers have become loyal customers and make a large contribution to the company's revenue. In other words, customers prefer certain brands that they are used to





consuming compared to competing brands. These results are supported by previous research which states that brand loyalty has a positive and significant effect on repurchase intention (Rafiq et al., 2020). Sofia (2022) also shows that brand loyalty and brand preference have a positive and significant effect on the intention to repurchase smartphones in generation Z. This shows that the more loyal one is to a particular smartphone, the more likely it is that generation Z will repurchase that brand's smartphone.

6. CONCLUSION AND SUGGESTION

6.1 Conclusion

Based on the results of data analysis and discussion of research results, it can be concluded that the research results are as follows:

- 1) Customer engagement has a positive and significant effect on brand loyalty.
- 2) Customer engagement has a positive and significant effect on value equity.
- 3) Customer engagement has a positive and significant effect on brand equity.
- 4) Customer engagement has a positive and significant effect on relationship equity.
- 5) Value equity has a positive and significant effect on repurchase intention.
- 6) Brand equity has no positive and significant effect on repurchase intention.
- 7) Relationship equity has a positive and significant effect on repurchase intention.
- 8) Brand loyalty has a positive and significant effect on repurchase intention

6.2 Suggestion

Based on the results of the research that has been described, the authors can provide the following suggestions:

- 1) It is hoped that future researchers can develop research such as increasing the sample coverage of the age of the respondents and being able to study the behavior of mobile application users by comparing users in other mobile applications such as shopee, lazada, and others.
- 2) For the company, based on research results it is known that repurchase intention is significantly influenced by value equity, relationship equity and brand loyalty.





Therefore, to increase repurchase intention, companies can increase value equity, relationship equity and brand loyalty while increasing customer engagement.

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