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# **The Synergy of Brand Awareness and Brand Trust towards Repurchase Intention**

**Abra Yodha Raya<sup>1\*</sup>, Agus Suroso<sup>2</sup>**

<sup>1\*</sup>Universitas Jenderal Soedirman, yodha.raya@unsoed.mhs.ac.id, Indonesia

<sup>2</sup>Universitas Jenderal Soedirman, agus.suroso@unsoed.ac.id, Indonesia

\*yodha.raya@unsoed.mhs.ac.id

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### **ABSTRACT**

In an increasingly competitive business environment, a company's ability to retain customers by enhancing repurchase intention becomes crucial. Brand Awareness and Brand Trust are two essential elements that can influence consumers' repurchase intentions. Brand Awareness helps consumers recognize and remember the brand, while Brand Trust fosters deep trust and loyalty toward the brand. The synergy between these two elements is believed to enhance consumers' desire to continue making repeat purchases. This study aims to explore the synergy between Brand Awareness and Brand Trust in influencing repurchase intention. The research adopts a quantitative approach with a survey method involving respondents who are active users of the Uwinfly electric bicycle brand. Data were collected through a questionnaire and analyzed using multiple regression techniques to identify relationships between the variables under study. The findings reveal that Brand Awareness does not significantly impact repurchase intention, whereas Brand Trust has a significant effect on repurchase intention. These results provide valuable insights for companies in designing comprehensive marketing strategies that not only focus on increasing brand awareness but also on strengthening consumer trust in the brand to foster long-term loyalty.

**Keywords:** Brand Awareness, Brand Trust, Repurchase Intention.

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### **1. Introduction**

In the midst of an increasingly competitive global market, retaining loyal customers has become a top priority for companies. Repurchase intention is considered one of the most important indicators of customer loyalty, ultimately impacting a company's long-term profitability and growth (Kim & Ko, 2010). Numerous studies show that retaining existing customers is more effective and efficient than acquiring new ones. This encourages companies to focus on strategies that strengthen the relationship between consumers and brands, particularly in enhancing repurchase intention. In modern marketing, two key elements that play a significant role in shaping repurchase intention are Brand Awareness and Brand Trust. Brand Awareness encompasses a process that begins with unfamiliarity with a brand and progresses to a conviction that the brand is the only one within a particular product or service category. Once a brand secures a permanent position in consumers' minds, it becomes difficult for other brands to

displace it. Consequently, even though consumers are inundated daily with diverse marketing messages, they tend to remember the brand they are already familiar with (Eliasari & Sukaatmadja, 2017). In a highly competitive market, strong brand awareness can serve as a significant competitive advantage.

On the other hand, Brand Trust is an essential foundation that supports long-term customer loyalty. It is defined as the sense of comfort that product users feel in interacting with a brand, based on the perception that the brand is trustworthy and attentive to consumer interests and well-being (Syahputra, Z. E et al., 2022). In an increasingly connected world, where consumers can readily access information about product quality and service through online reviews, trust has become a key determinant influencing repurchase decisions.

This study aims to further examine the synergy between Brand Awareness and Brand Trust in influencing repurchase intention, specifically in the context of the Uwinfly electric bicycle brand. The electric bicycle sector is experiencing rapid growth, driven by increased environmental awareness and the need for efficient mobility solutions. Electric bicycle brands must deliver a combination of reliable product quality and a strong brand identity to maintain their market share in an increasingly competitive industry. Therefore, understanding how Brand Awareness and Brand Trust work together to influence consumer decisions is highly relevant for marketers in this era.

## **2. Literature Review**

### *2.1 Brand Awareness*

Consumers tend to purchase brands they are familiar with, as they feel safe and comfortable with something they already know. In other words, a familiar brand is likely to be reliable, stable in business, and accountable for its quality. According to Ikhsani (2017), brand awareness is defined as the consumer's ability to recognize or recall that a brand is related to and is part of a specific product. Thus, consumers who are aware of a brand can automatically identify its elements without assistance. By increasing brand awareness, customers can develop a more favorable attitude toward familiar products more quickly than unfamiliar ones (Liu et al., 2020), and make accurate and satisfying purchasing decisions based on that recognition. According to Nusron (2023), the brand awareness variable is measured using three indicators:

- **Brand Recall**  
This measure the extent to which customers can recall a brand when asked about the brands they remember.
- **Recognition**  
This assesses the extent to which customers can recognize the brand within a specific category.
- **Consumption**  
This reflects the tendency of customers to purchase a brand because it has become their top-of-mind choice.

### *2.2 Brand Trust*

In brand literature, the concept of brand trust is based on the perspective of the relationship between the brand and the consumer (Zehir et al., 2011). According to Matzler, Krauter, and Bidmon (2008), brand trust is grounded in the idea of the relationship between consumers and brands. Successful and prominent companies generally have brands that are easily recognizable. Some researchers suggest that as consumers' trust in a particular brand increases, the likelihood of repurchasing also rises, which stimulates brand preference (Chinomona et al., 2013; Sheth & Parvatiyar, 1995). Previous research has indicated that brand trust is a predictor of brand preference (Afsar, 2014; Chinomona et al., 2013). Furthermore, there is an influence between brand trust and purchase intention, indicating that if trust in a brand develops, the level of purchase intention will also increase (Aydin et al., 2014; Sanny et al., 2020). Earlier studies have also confirmed that brand trust has a positive effect on purchase intention (Aydin et al., 2014; Sanny et al., 2020). According to Chaudhuri and Holbrook (2001), there are four indicators of Brand Trust:

- **Consumer Trusting**  
This reflects the consumer's trust in the brand, expressed as “I trust this brand,” indicating their confidence in the product through the brand.
- **Product Reliability**  
This is expressed as “I rely on this brand,” representing the reliability of the product based on the brand’s characteristics.
- **Product Honesty**  
This is reflected in the statement, “This is an honest brand,” highlighting the consumer’s belief that the product is trustworthy and honest.
- **Product Safety**  
This is captured by the statement, “This brand is safe,” which denotes the level of safety consumers associate with the brand and its products.

### *2.3 Repurchase Intention*

Repurchase intention is explicitly an urge stemming from consumer activities, where it is anticipated that a consumer will make a repeat purchase as a result of evaluating the products and services previously consumed (Nurcholis & Ferdianto, 2021). Repurchase intention refers to the customer's intention to continue purchasing products or services from the same seller (Gensler et al., 2012; Filieri et al., 2020). Several factors influence customers' purchase and repurchase intentions. Brand-related aspects include product price, quality, customer service, delivery time, payment options, payment security, and product availability (Meilatinova, 2021). Customer-related aspects include customer support, expectations of the product, on-time delivery, and order tracking (Meilatinova, 2021). To measure repurchase intention, the indicators expressed by Chung and Al Khaled (2021) are used:

- Interest in Seeking Information about the Product
- Consideration for Purchase
- Interest in Trying the Product
- Desire to Know about the Product
- Desire to Own the Product

### *2.4 Hypothesis Development*

**2.4.1 Brand Awareness to Purchase Intention**

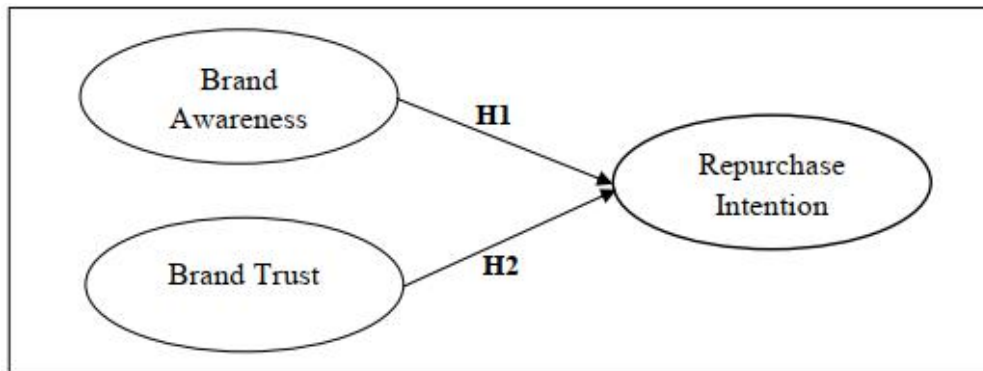
Research conducted by Sadikin et al. (2022) indicates that higher brand awareness positively influences and increases repurchase intention. These findings are consistent with the study by Ali (2019), which found that brand awareness has a significant impact on purchase intention. Based on previous research, the following hypothesis can be formulated:

H1: Brand Awareness has a significant effect on Repurchase Intention.

**2.4.2 Brand Trust to Purchase Intention**

Research by Wulansari (2013) indicates that brand trust has a positive effect on repurchase intention. This is in line with the study conducted by Sadikin (2022), which demonstrated that brand awareness has a positive and significant impact on repurchase intention, meaning that higher brand awareness will further enhance repurchase intention. Based on previous research, the following hypothesis can be formulated:

H2: Brand Trust has a significant effect on Repurchase Intention.



*Figure 1 Research Framework*

**3. Research Methodology**

This research adopts a quantitative research design, utilizing a survey method to collect data on the impact of Brand Awareness and Brand Trust on Repurchase Intention. The study population consists of active users of the Unwinfly electric bicycle brand. The sample size is determined using the formula by Hair et al. (2017), which is suitable for an unknown population size and recommends a minimum sample size of 5-10 times the number of indicator variables. With a total of 12 indicators, the sample size was calculated to be 60 respondents (12 x 5 = 60). Respondents were selected based on their active use of the Unwinfly electric bicycle brand. Data was collected through a structured questionnaire distributed online. The survey questions were designed to measure respondents' perceptions of Brand Awareness, Brand Trust, and Repurchase Intention using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The collected data was analyzed using multiple regression analysis to determine the relationships between Brand Awareness, Brand Trust, and Repurchase Intention. This technique was chosen to explore the extent to which the independent variables (Brand Awareness and Brand Trust) influence the dependent variable (Repurchase Intention). Data analysis was conducted using SPSS statistical software to ensure accuracy in identifying significant correlations.

## 4. Results

### 4.1 Validity Test

The Brand Awareness variable consists of 9 statements, and the results of testing these statements show Pearson correlation values of (0.587; 0.793; 0.730; 0.841; 0.768; 0.698; 0.682; 0.800; 0.685) with a significance level of 0.00. This indicates that all statement items are valid. The Brand Trust variable consists of 12 statements, and the testing results show Pearson correlation values of (0.495; 0.490; 0.585; 0.657; 0.681; 0.723; 0.724; 0.630; 0.735; 0.562; 0.718; 0.678) with a significance level of 0.00. This also indicates that all statement items are valid. The Repurchase Intention variable consists of 15 statements, and the testing results show Pearson correlation values of (0.450; 0.566; 0.510; 0.625; 0.578; 0.529; 0.480; 0.611; 0.526; 0.505; 0.586; 0.571; 0.528; 0.611; 0.588) with a significance level of 0.00. This indicates that all statement items are valid as well.

### 4.2 Reability test

The reliability test in this study utilized Cronbach's Alpha formula, with the criterion that Cronbach's Alpha value should be greater than 0.6. Reliability testing measures the variables using the statements applied (Ghozali, 2018). The reliability test is conducted by comparing the Cronbach's Alpha value with the significance level, which can be 0.6.

Table 1 Reability test

Variabel	Alpha Cronbach	Nilai Kritis	Keterangan
X1 (Brand Awareness)	0.890	0.60	Reliabel
X2 (Brand Trust)	0.870	0.60	Reliabel
Y (Repuechase Intention)	0.832	0.60	Reliabel

Source: Data proceeds, 2024

Based on the results presented in the table, all variables in this study have a Cronbach's Alpha value greater than 0.6. Therefore, it can be concluded that all variables in this study are considered reliable.

### 4.3 Multiple Linear Regression test

Table 2. Multiple Linear Regression

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.933	5.069		4.721	.000
	Brand Awareness	-.013	.143	-.011	-.094	.925
	Brand Trust	.722	.122	.691	5.936	.000

a. Dependent Variable: Repurchase Intention

Based on the table above, the multiple linear regression equation is obtained as follows:

$$Y = 23,933 + (-0,011)X_1 + 0,691X_2$$

Information::

Y = Dependent Variable (Repurchase Intention)

◆◆1 = Brand awareness

Brand Awareness Coefficient ( $\beta_1 = -0.011$ ): The Beta value of -0.011 indicates a slight tendency for Repurchase Intention to decrease as Brand Awareness increases. However, the significance value of 0.925 suggests that this relationship is not strong enough to be considered significant.  $X_2 =$  Brand Trust Brand Trust Coefficient ( $\beta_2 = 0.691$ ): For every one-unit increase in Brand Trust, Repurchase Intention increases by 0.691 units, while holding Brand Awareness constant. 23.933 = Constant value, representing the average level of Repurchase Intention when there is no influence from either Brand Awareness or Brand Trust.

#### 4.4 T test

Table 3. T test

##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Brand Awareness	-.013	.143	-.011	-.094	.925
Brand Trust	.722	.122	.691	5.936	.000

a. Dependent Variable: Repurchase Intention

Based on the t-test results, it can be seen that the Brand Awareness variable has a t-value of -0.094 with a significance probability of 0.925, indicating that Brand Awareness does not have a significant effect on the Repurchase Intention variable. On the other hand, the Brand Trust variable has a t-value of 5.936 with a significance probability of 0.000, indicating that Brand Trust has a significant effect on the Repurchase Intention variable.

#### 4.5 F test

Table 4. F test

ANOVA <sup>a</sup>		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	1214.385	2	607.192	25.156	.000 <sup>b</sup>
	Residual	1375.798	57	24.137		
	Total	2590.183	59			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Brand Trust, Brand Awareness

The results of the ANOVA or F-test show an F-value of 25.156 with a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that Brand Awareness and Brand

Trust have a simultaneous effect on Repurchase Intention.

## **5. Discussion**

### *5.1 Brand Awareness and Purchase Intention*

The results indicate that the t-value for brand awareness is -0.094 with a significance value of 0.925, which is greater than 0.05. Thus, the hypothesis stating that brand awareness has a positive effect on repurchase intention is not supported. This means there is no influence of brand awareness on repurchase intention. Currently, consumers in the electric bicycle market tend not to make repeat purchases based on brand awareness. According to Aaker (2008), brand awareness is essentially the ability to recognize or recall that a brand is part of a product. However, in this study, consumers no longer tend to buy based on the brands they are familiar with. These results contrast with Pather's (2017) research, which shows that brand awareness has a positive effect. However, these findings are in line with the study by Kalesaran et al. (2019), which states that brand awareness does not have a significant impact on repurchase intention.

### *5.2 Brand Trust and Repurchase intention*

This research confirms that brand trust significantly influences the repurchase intention of Uwinfly electric bicycles. With brand trust, consumers find it easier to determine their purchase intentions. In this research, brand trust has a positive and significant relationship with repurchase intention. This study aligns with previous research by Kim et al. (2017), Cazier et al. (2017), and Thomas et al. (2018), which found that trust plays a crucial role in shaping consumer purchase intentions. Brand trust is the perception of reliability from the consumer's point of view based on experience, or more precisely, a series of transactions or interactions marked by the fulfillment of product performance expectations and satisfaction (Ashley & Leonard, 2009). Brand trust affects repurchase intention. It explains that the better the level of awareness of the brand attached to a product, the greater the interest in making repeat purchases (Mardalena et al., 2018; Santoso & Mardian, 2020; Adriana & Ngatno, 2020; and Yunus et al., 2022).

## **6. Conclusion**

This study shows that Brand Trust has a significant impact on Repurchase Intention, while Brand Awareness does not. The findings indicate that consumer trust in a brand is a crucial factor in driving repurchase intentions. Theoretically, this study reinforces the understanding that Brand Trust is a key element in building loyalty and repurchase intentions. These results align with previous literature emphasizing that trust in a brand can strengthen the relationship between consumers and brands, encouraging repeat purchases. However, the findings also confirm that in highly competitive markets, Brand Awareness alone is not sufficient to influence repurchase intentions, supporting the findings of Kalesaran et al. (2019). In the context of business practices, managers and marketers should prioritize strengthening consumer trust in the brand to enhance Repurchase Intention. Companies must ensure that the products offered are of high quality and meet consumer expectations. Consistency in interactions with consumers is also essential for building strong relationships. Uwinfly can take strategic steps to build this trust by guaranteeing product quality and maintaining transparent communication with customers. Although brand awareness remains important in marketing strategies, the primary focus should be on establishing

and maintaining consumer trust. This approach will help companies create long-term, mutually beneficial relationships with consumers amidst increasing market competition.

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