

THE INFLUENCE OF BRAND TRUST, BRAND IMAGE, AND BRAND SATISFACTION ON REPURCHASE INTENTION MEDIATED BY BRAND LOYALTY MINISO IN SURABAYA

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Abstract

This study examines how Miniso brand loyalty mediates brand trust, image, and satisfaction on repurchase intentions in Surabaya. Purposive sampling was used to select 290 Surabaya residents who had subscribed to Miniso for at least six months, were at least 17 years old, and lived there. This study collects data via offline and online questionnaires. WarpPLS 7.0 rograms tested structural equation modelling (SEM) data analysis. The research found that brand loyalty fully mediates the relationship between brand trust and brand purchase intention, partially mediates the relationship between brand image and repurchase intention, and partially mediates the relationship between brand satisfaction and repurchase intention.

INTRODUCTION

The retail industry in Indonesia has developed and opened up opportunities for foreign investors to enter the domestic retail market to dominate supermarkets and e-commerce. Starting from this, the level of competition in the business sector in Indonesia has increased, especially in the global market in the modern retail sector. Miniso is the



most expansive modern retail and is the target of the Indonesian people. MINISO is one of the modern retail businesses shaded by PT. Miniso Lifestyle Trading Indonesia, has developed its business rapidly, since its first presence in December 2016 and has opened 50 outlets. Throughout 2017, MINISO also managed to open 99 outlets in Indonesia and will continue to grow in line with the increasing consumer needs. (Bachdar, 2018). MINISO itself sells unique and interesting items for people's daily needs, namely fashion accessories, household appliances, and electronic products.

Along with the times, competition in business is growing quite rapidly, both in the domestic (national) and global (international) markets. In today's business world, companies are required to win the competition by improving the quality of their products or services. One of the things that is important for every company is to attract consumers and be able to keep consumers loyal. Loyal consumers will help to make a positive contribution to the company's business existence. Indonesia's retail sales value reaches USD 350 billion or around Rp. 4.6 quadrillion. This figure is far above the retail sales of other countries in the Southeast Asia (ASEAN) region. (Global Retail Development Index, 2017)

The consulting firm AT Kearney noted that the retail market in Indonesia remained in position 8 out of 30 developing countries worldwide. In this list, Indonesia received a score of 55.9 out of 100 as the highest score. (Global Retail Development Index, 2017)

In winning the competition in the retail business that offers the most complete variety of products ranging from household needs, electronics, fashion, makeup, and others, MINISO strives to build brand trust, brand image, and brand satisfaction in the minds of its prospective customers. MINISO believes that, by building brand trust, brand image, and brand satisfaction, it will create a loyal attitude from consumers, consumers who are loyal to the MINISO brand will make repeated and consistent purchases.

Brand trust is a perception of reliability from a consumer's point of view based on experience, or more on sequences of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction. (Research Costabile in Ferinnadewi in Irwanto & Wulandari, 2020: 87) According to Chaudhuri & Holbrook in Alhaddad (2015: 139) defines brand trust as the consumer's willingness to rely on the brand's ability to carry out its functions. The role of brand trust is to reduce uncertainty and information asymmetry and make customers feel good about their brand. (Pavlou et al., in Chinomona, 2016) Trust is an important part of brand credibility, as well as the most basic thing in developing loyalty (Reicheld & Schetter in Alhaddad, 2015: 139) Brand trust refers to the desire of consumers to rely on the ability of the brand as a function in realizing their hopes and needs. (Wang & Emurian in Chinomona, 2016)

Delgado in Dewi (2008) states that brand trust reflects 2 things, namely brand reliability and brand intention. (1) Brand reliability comes from the consumer's belief that a product can fulfill the promised value or in other words, the perception that the brand can meet needs and provide satisfaction. Brand reliability is very important to build trust



in a brand, because the ability of a brand to provide the promised value will give consumers confidence that they will get what they need, in this case they must be free from feeling threatened; (2) Brand intention is based on the consumer's belief that the brand is able to prioritize consumer interests when unexpected problems arise with product consumption. The two components of brand trust depend on the consumer's subjective judgment or based on each consumer's perception of the benefits that a product or brand can provide.

Measurement of Brand Trust (Chauduri & Holbrook in Upamannyu et al., 2014) which is divided into several items, namely (1) I trust this brand; (2) I rely on this brand; (3) This is an honest brand; (4) This brand meets my experience; (5) This brand is safe.

The company's ability to maintain trust in the minds of consumers will have a positive impact on the company in the long term. Consumers who have trust in a brand usually always rely on and be loyal to that brand. The results of previous research conducted by Alhaddad (2015) show that brand trust has a positive influence on brand loyalty.

According to Dick & Basu in Alhaddad (2015: 138) brand loyalty is an attitude that comes from a positive bond or commitment between consumers and brands, this attitude arises because brand attributes match consumer preferences. Meanwhile, according to Oliver in Alhaddad (2015: 138) brand loyalty is defined as a deeply held commitment to repurchase or re-subscribe to a preferred brand consistently in the future, causing repeated purchases of the same brand.

Measurement of Brand Loyalty (Gronholdt et al., in Feng & Yanru, 2014: 181) which is divided into several dimensions, namely (1) Repeat purchase intention; (2) Willingness of recommending the company to others (3) Price Tolerance; (4) Willingness of cross buying.

Brand loyalty is formed through a positive consumer assessment of a brand. Consumers who are considered loyal usually cannot be influenced by something situational in nature such as superiority and price competition from competing brands. (Laroche et al., Sadek et al., in Haudi et al., 2022: 964) Consumers who are loyal to a brand will make repeated purchases. The results of previous research conducted by Feng & Yanru (2013) show that brand loyalty has a positive and significant effect on repurchase intention. Furthermore, the results of previous research conducted by Ahmad et al., (2016) showed that brand trust has a positive and significant effect on repurchase intention.

According to Hick et al., in Kristiawati et al., (2020: 166) states that repurchase intention is a customer commitment that is formed after a customer purchases a product or service. This commitment arises because of the customer's positive impression of a brand and the customer is satisfied with the brand.

Kotler & Armstrong in Lucky et al., (2023:24) argue that repurchase intention results from forming consumer thoughts to buy products and brands that best fit their

criteria.

Measurement of Repurchase Intention (Ferdinand in Kristiawati et al., 2020: 166) which is divided into several indicators, namely (1) Transactional interest; (2) References interests; (3) Desire preference; (4) Explorative interest.

From the results of previous research found by Alhaddad (2015); Feng & Yanru (2013); and Ahmad et al., (2016) show that there is causality between the variables that shape the mediating effect of brand loyalty on the relationship between brand trust and repurchase intention. Therefore, the research hypothesis can be formulated.

Apart from forming brand trust, MINISO is also required to form a brand image in the minds of its potential customers in order to create loyal behavior. According to Cuong & Khoi (2019) brand image is defined as a set of perceptions about a brand that is reflected in brand associations in the minds of consumers. The success of a brand image can be seen through how consumer needs can be met by the brand. Thus, thereby enabling customers to buy the brand again. Meanwhile, according to Irwanto & Wulandari (2020: 87) brand image is a collection of impressions that exist in the minds of consumers about a brand that is assembled from consumers' memories of that brand.

A successful brand image allows consumers to identify the needs satisfied by the brand and to differentiate the brand from other competitors, thereby increasing consumers to buy the brand. (Hsieh et al., in Habib & Aslam, 2014: 169) According to Mao in Alhaddad (2015: 138) mentions brand image plays an important role in brand building.

Measurement of Brand Image (Kotler & Keller, 2008) which is divided into several indicators, namely (1) Strength, brand has a physical advantage that other brands do not have. The advantages of this brand refer to the physical attributes of the brand, so that it can be considered as an advantage over other brands, including in the set of strengths (appearance, function of all product facilities, product price, product support facilities). ; (2) Uniqueness, ability to differentiate a brand from other brands. This impression comes from the product attributes that are the differentiator or differentiator from other products. This unique group includes service changes, price changes, and the appearance or brand name as well as the physical product itself; (3) Favorite, the ease of a brand to be mentioned and the ability of the brand to be remembered by customers, as well as some matching brand impressions in the minds of customers with the brand image the company wants.

While Measurement of Brand Image (Upamannyu et al., 2014:86) which is divided into several constructs, namely (1) Stability in quality; (2) Relationship with brand; (3) Serve I want; (4) Brand having responsiveness and complete knowledge about the brand.

Brand image that is used positively on consumers' memories of positive things about the brand. Brand image has a positive impact and is sustainable for the company, the better and more positive the brand image is in the minds of consumers, the higher the profitability of the company through the purchase of the brand. Consumers who have a positive image of a brand will lead to a loyal attitude towards the brand. Consumers who



prohibit loyalty will usually show repeated purchases of that brand. The results of previous research conducted by Habib & Aslam (2014) show that brand image has a positive and significant effect on brand loyalty, and brand loyalty has a positive and significant effect on repurchase intentions. Another study conducted by Lucky et al., (2023) also shows that brand image has a positive and significant effect on purchase intention.

From the results of previous research found by Habib & Aslam (2014) and Lucky et al., (2023) indicate that there is causality between the variables that form the mediating effect of brand loyalty on the relationship between brand image and repurchase intention. Therefore, the research hypothesis can be formulated.

According to Kotler & Keller in Kristiawati et al., (2020: 165) satisfaction is a person's feelings of pleasure or disappointment towards the results of comparing a product with their expectations. Satisfaction is a positive affective reaction to the results of previous experiences and then has an impact on subsequent purchases. (Kitapci et al., in Kristiawati et al., 2020: 165)

Chinomona et al., in Marist et al, (2014: 58) stated that brand satisfaction has a positive relationship with brand loyalty. Satisfied consumers will have high loyalty to the brand. A company must maintain brand satisfaction in the minds of consumers, this is closely related to the attitude and desire of consumers to make repeat purchases. (Lee in Marist et al., 2014:58)

Satisfaction is also interpreted as an emotional response to the experience provided related to the product purchased or the service received. (Westbrook & Reilly in Kusumawati et al., 2023: 4) satisfaction determines future purchasing patterns and increases the desire to buy a product or service.

Measurement of Brand Satisfaction (Limbiawati et al., in Chinomona et al., in Marist et al., 2014:60) which is divided into several indicators, namely (1) I am very satisfied with the product quality of the brand; (2) The price of brand product is comparable to the quality offered; (3) I am very satisfied with the brand; (4) I am happy with the brand; (5) I made the right decision when I decided to use this brand.

Satisfied consumers will have high loyalty to a brand, this is closely related to consumer attitudes to make repurchases. The results of previous research conducted by Marist et al., (2014) showed that brand satisfaction has a positive and significant effect on brand loyalty. Customers who are loyal will show repeated purchases in the long term. The results of previous research conducted by Feng & Yanru (2013) show that brand loyalty has a positive and significant effect on repurchase intention. Furthermore, research conducted by Kristiawati et al., (2020) shows that brand satisfaction has a significant effect on repurchase intention.

From the results of previous research found by Marist et al., (2014), Feng & Yanru (2013) and Kristiawati et al., (2020) indicate that there is causality between the variables that shape the mediating effect of brand loyalty on the relationship between brand

satisfaction and intention to repeat purchase. Therefore, the research hypothesis can be formulated.

RESEARCH METHODS

Type of Research

Based on the type of data conducted, this research is a study that uses a quantitative approach, namely a research method based on the philosophy of positivism, used for research on certain populations or samples, data collection, using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2019: 16).

If viewed from the source of the data used, this study uses primary data, namely data that comes from the first source, usually in the form of informants or known as respondents. (Narimawati et al., 2020) The data collection technique used in this study was the survey method, namely distributing questionnaires and compiling a list of questions that were arranged regularly, then sent to be filled in by respondents who met the research sample criteria.

H1. Brand Trust has a positive and significant effect on Miniso Repurchase Intention in Surabaya Mediated by Brand Loyalty

H2. Brand Image has a positive and significant effect on Miniso Repurchase Intention in Surabaya Mediated by Brand Loyalty

H3. Brand Satisfaction has a positive and significant effect on Miniso Repurchase Intention in Surabaya Mediated by Brand Loyalty

Sample Procedure

The population of this research is Miniso consumers in Surabaya. The sampling technique used purposive sampling method. Then, the sample in this study has the following criteria: (1) Minimum 6 month subscription to The Miniso Brand; (2) a minimum age of 17 years; (3) and domiciled in The city of Surabaya.

Data Collection

The data collection method in this study used a questionnaire which was distributed offline in the form of a questionnaire sheet containing statement items and online in the form of a Google Form link via WhatsApp, e-mail, or Instagram.

Analysis Techniques

This research was analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) test used WarpPLS 7.0 program. The number of samples used was 290 respondents with the provision of 35 respondents as a small sample for validity, reliability, and descriptive analysis testing using IBM SPSS Statistics 25.0 Program. While 255 respondents for a large sample. The measurement of research variables using 5 likert scale anchored by “strongly disagree” (=1); “don't agree” (=2); “doubtful” (=3); “agree” (=4); “strongly agree” (=5). (Sugiyono, 2015:79)

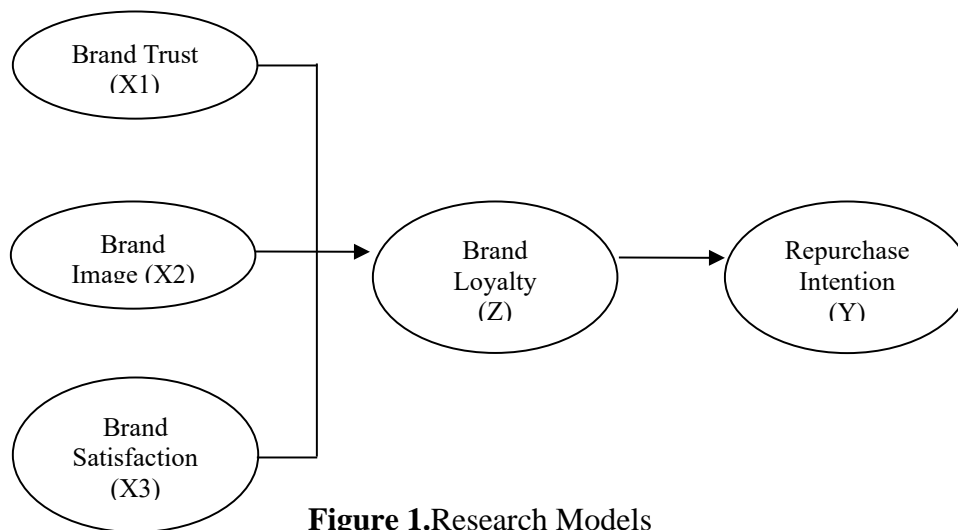


Figure 1.Research Models

RESULTS AND DISCUSSION

Type of Research

The results of testing the hypothesis in this study were carried out by assessing the inner model, outer model, and proving the hypothesis that had been proposed in this study.

Evaluation of The Inner Model

Before interpreting the results of hypothesis testing, the model should have a good Goodness of Fit, R-Square and Q-Square Predictive that meets the criteria. After this evaluation meets the good requirements, it is followed by data analysis, in the form of evaluating the evidence of the research hypothesis.

1. Evaluation of Goodness of Fit Structural Equation Model

Evaluate whether the model is fit (appropriate or supported) by the following data. The p value for APC (Average Path Coefficient) and ARS (Average R-Squared) must be less than 0.05 or significant. In addition, AFVIF (Average Full Collinearity VIF) as an indicator of multicollinearity must be less than 5.(Sholihin & Ratmono, 2021).

Table 1. Evaluation of Goodness of Fit in Structural Equation Models

Parameter	Coefficient
APC(Average Path Coefficient)	=0.281, P<0.001
ARS (Average R-Squared)	=0.626, P<0.001
AFVIF (Average Full Collinearity VIF)	3.932, acceptable if ≤ 5 , ideally ≤ 3.3
GoF (Tenenhaus GoF)	0.670, small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
SPR (Simpson's Paradox Ratio)	=1,000, acceptable if ≥ 0.7 , ideally = 1

Source: Processed results of research data (2023)

The output results in Table 1 show that the Goodness of Fit criteria in the structural equation model have fulfilled the criteria, namely with an APC value of 0.281 and an ARS value of 0.626 and it is significant with a p-value for APC and ARS of <0.001 (<0.05) which means there is a difference in the sign of the path coefficient, and the AFVIF value is 3.932 (≤ 5) which indicates that the model is free from multicollinearity symptoms.

The estimation results in Table 1 also show a GoF value of 0.670 or include the explanatory power of the large criteria. Then Sympson's Paradox Ratio (SPR) is an indicator of the free model of the Sympson's Paradox problem. This problem occurs when the path coefficients of two variables and the correlations associated with the two variables have different signs. Ideally, the SPR value should be 1 which means the model is free from the Sympson's Paradox problem. (Sholihin & Ratmono, 2021:80) the output results in Table 1 show an SPR value of 1 so that the model is free from the Sympson's Paradox problem.

2. Predictive R-Square and Q-Square values

Table 2. R-Squared, VIF, Full Collin VIF and Q-Squared

	KM	C.M	KPM	L.M	KPU
<i>R-Squared</i>				0.352	0.901
<i>Adj. R-Squared</i>				0.344	0.899
<i>Full Collin VIF</i>	1,476	2,621	1,980	4,178	3,090
<i>Q-Squared</i>				0.358	0.852

Source: Processed results of research data (2023)

In Table 2 it can be seen that the R-squared value for the Brand Loyalty (KM) variable is 0.352 and Repurchase Intention (KPU) variable is 0.901. It can be seen that the effect of brand trust (KM), brand image (CM), and brand satisfaction (KPM) on brand loyalty (LM) is 35.2% and the rest is influenced by other variables outside this research model. Then the variables brand trust (KM), brand image (CM), and brand satisfaction (KPM) on repurchase intention (KPU) is 90.1% and the rest is influenced by other variables outside this research model.

Meanwhile the VIF Full Collinearity value for each construct is also ideal, namely <5 so there is no collinearity problem in this model. In addition, there is also a Q-Squared value in brand loyalty (LM) construct, which is equal to $0.358 > 0$, and value for repurchase intention (KPU) construct, which is equal to $0.852 > 0$. It can be concluded that the Q-Squared in both constructs is fairly good, which means that the model has predictive relevance. (Hair et al., 2017 in Sholihin & Ratmono, 2021:55)

Evaluation of the Outer Model

The outer model is often also called the outer relation or measurement model,

defining how each indicator block relates to latent variables. The validity of the SEM field was tested by means of convergent and discriminant validity tests.

1. Convergent Validity Test

The convergent validity test must meet the requirements for the loading factor value to be above 0.7 if later it is below 0.50 then the indicator must be removed from the construct because this indicator is not loaded into the construct that represents it. However, it can still be maintained as long as the AVE value is still more than 0.50.(Sholihin & Ratmono, 2021).

Table 3. Results of Convergent Validity Test

<i>Variables</i>	<i>Loading Factor</i>	<i>P-Value</i>	<i>AVE</i>	<i>Results</i>
KM1	0.937	<0.001	0.875	Valid
KM2	0.927	<0.001		
KM3	0.964	<0.001		
KM4	0.912	<0.001		
KM5	0.938	<0.001		
CM1	0.960	<0.001	0.887	Valid
CM2	0.932	<0.001		
CM3	0.932	<0.001		
KPM1	0.744	<0.001	0.564	Valid
KPM2	0.843	<0.001		
KPM3	0.814	<0.001		
KPM4	0.747	<0.001		
KPM5	0.856	<0.001		
KPM6	0.666	<0.001		
KPM7	0.648	<0.001		
KPM8	0.654	<0.001		
LM1	0.965	<0.001	0.888	Valid
LM2	0.954	<0.001		
LM3	0.888	<0.001		
LM4	0.958	<0.001		
LM5	0.920	<0.001		
LM6	0.967	<0.001		
KPU1	0.780	<0.001	0.889	Valid
KPU2	0.820	<0.001		
KPU3	0.710	<0.001		
KPU4	0.721	<0.001		

KPU5	0.801	<0.001
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Source: Processed results of research data (2023)

The output results in Table 3 show that all variable indicators of brand trust, brand image, brand satisfaction, brand loyalty, and repurchase intention > 0.70. While the AVE value of the brand trust variable is 0.875; brand image is 0.887; brand satisfaction is 0.564; brand loyalty is 0.888; and repurchase intention is 0.889. This shows that all variables have an AVE value > 0.50. So it can be concluded that this research meets the requirements of convergent validity test.

2. Discriminant Validity Test

The discriminant validity test must meet the requirements \sqrt{AVE} must be greater than the correlation value between the constructs in the model and the cross loading value > 0.70.(Sholihin & Ratmono, 2021).

Table 4. Results of Discriminant Validity Test

<i>Latent Variable Correlations</i>					
	KM	C.M	KPM	L.M	KPU
KM	0.935	0.441	0.345	0.479	0.558
C.M	0.441	0.942	0.326	0.424	0.702
KPM	0.345	0.326	0.751	0.391	0.622
L.M	0.479	0.424	0.391	0.942	0.820
KPU	0.558	0.702	0.622	0.607	0.829

Source: Processed results of research data (2023)

The output results in Table 4 marked in bold print show that all variables pass the criteria for discriminant validity test because \sqrt{AVE} or square roots must be greater than the correlation value between the constructs in the model. (Sholihin & Ratmono, 2021)

3. Reliability Test

The reliability test can be assessed from Cronbach Alpha and Composite Reliability. A construct is said to be reliable if the Cronbach Alpha and Composite Reliability values are > 0.70 for a confirmatory assessment, and a value of 0.60-0.70 is still acceptable for an exploratory assessment. (Sholihin & Ratmono, 2021)

Table 5. Results of Reliability Test

<i>Variables</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	<i>Results</i>
KM	0.972	0.964	Reliable
C.M	0.959	0.936	Reliable
KPM	0.911	0.887	Reliable

L.M	0.979	0.974	Reliable
KPU	0.794	0.667	Reliable

Source: Processed results of research data (2023)

The output results in Table 5 show that all composite reliability values and Cronbach's alpha values for each variable > 0.60 (Sholihin & Ratmono, 2021)

Influence between Variables

The following is a structural equation model that has been analyzed using the WarpPLS 7.0 program. This model has been tested with various previous assumptions and requirements as well as illustrates the proof of all the hypotheses proposed in this study. The path coefficient can be described clearly in the following figure:

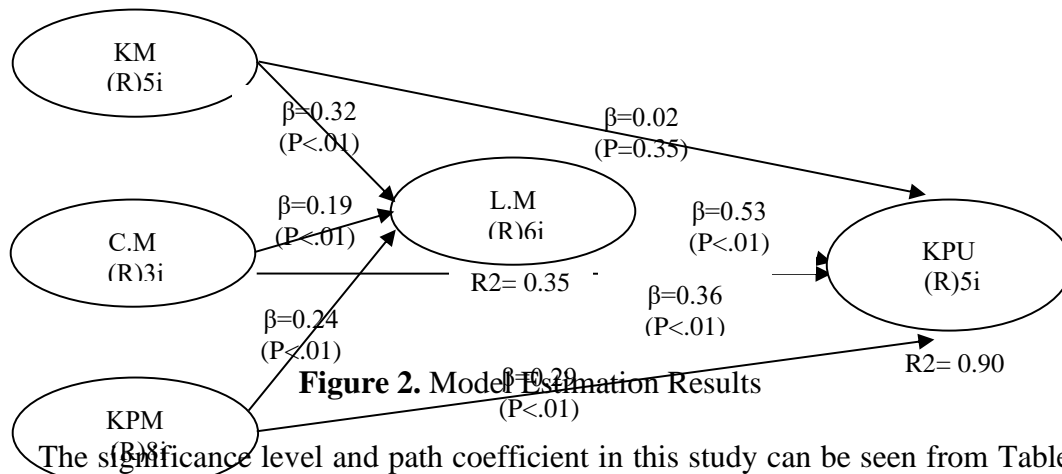


Table 6. Results of Direct Influence between Variables

Path Analysis Results	Path Coefficient	P-Value	Results
KM → KPU	0.02	P=0.35	Not Significant
KM → LM	0.32	P < 0.01	Significant
LM → KPU	0.53	P < 0.01	Significant
CM → KPU	0.36	P < 0.01	Significant
CM → LM	0.19	P < 0.01	Significant
KPM → KPU	0.29	P < 0.01	Significant
KPM → LM	0.24	P < 0.01	Significant

Source: Processed results of research data (2023)

The output results in Table 6 show that the path analysis hypothesis is stated to be significant because the P-Value is <0.05, except for the path analysis of the direct



influence of brand trust (KM) to repurchase intention (KPU) because the P-Value = 0.35 > 0.05.

Based on the analysis path results, it can be explained on the 1st hypothesis in this research which states that "Brand Trust has a positive and significant effect on Miniso Repurchase Intention in Surabaya Mediated by Brand Loyalty" is proven. This is obtained from the results of data analysis using a VAF (Variance Accounted For) calculation of 89.45% indicating that brand loyalty has a full mediating role in the relationship between brand trust on repurchase intention at Miniso in Surabaya.

So that it can be interpreted that, the higher Miniso seeks to increase and maintain brand trust in the minds of consumers, the consumer will always rely on and be loyal to the Miniso brand. The results of this study are supported by previous research conducted by Alhaddad (2015) showing that brand trust has a positive influence on brand loyalty. Then, the higher consumer loyalty to the Miniso brand will have an impact on repeated purchases made by Miniso consumers. The results of this study are supported by previous research conducted by Feng & Yanru (2013) showing that brand loyalty has a positive and significant effect on repurchase intention. Another research conducted by Ahmad et al., (2016) showed that brand trust has a positive and significant effect on repurchase intention.

The results of previous research conducted by Alhaddad (2015); Feng & Yanru (2013); and Ahmad et al., (2016) showed that brand loyalty is a mediating effect of brand trust on repurchase intention.

The 2nd hypothesis in this research which states that "Brand Image has a positive and significant effect on Miniso Repurchase Intention in Surabaya Mediated by Brand Loyalty" is proven. This is obtained from the results of data analysis using a VAF (Variance Accounted For) calculation of 21.85% indicating that brand loyalty has a partial mediation role in the relationship between brand image on repurchase intention at Miniso in Surabaya.

So that it can be interpreted that, the higher Miniso seeks to improve and maintain a positive brand image in the minds of consumers, the consumer will always rely on and be loyal to the Miniso brand. Miniso consumers who are loyal will increase their repurchase intention on the Miniso brand. The results of this study are supported by previous research conducted by Habib & Aslam (2014) showing that brand image has a positive and significant effect on brand loyalty and brand loyalty has a positive effect on repurchase intentions. The results of this study are supported by previous research conducted by Lucky et al., (2023) showing that brand image has a positive and significant effect on repurchase intention.

The results of previous research conducted by Habib & Aslam (2014) and Lucky et al., (2023) show that brand loyalty is a mediating effect of brand image on repurchase intentions.

The 3rd hypothesis in this research which states that "Brand Satisfaction has a positive and significant effect on Miniso Repurchase Intention in Surabaya Mediated by Brand Loyalty" is proven. This is obtained from the results of data analysis using a VAF



(Variance Accounted For) calculation of 30.48% indicating that brand loyalty has a partial mediation role in the relationship between brand satisfaction on repurchase intention at Miniso in Surabaya.

So it can be interpreted that, the higher Miniso seeks to improve strategies in providing satisfaction in the minds of consumers, the higher consumer loyalty to the Miniso brand. Loyal Miniso consumers will increase their repurchase intention on the Miniso brand. The results of this study are supported by previous research conducted by Marist et al., (2014) showing that brand satisfaction has a positive and significant effect on brand loyalty. Customers who are loyal will show repeat purchases in the long term. The results of previous research conducted by Feng & Yanru (2013) show that brand loyalty has a positive and significant effect on repurchase intention. Furthermore, research conducted by Kristiawati et al., (2020) shows that brand satisfaction has a significant effect on repurchase intention.

The results of previous research conducted by Marist et al., (2014); Feng & Yanru (2013); and Kristiawati et al., (2020) show that brand loyalty is a mediating effect of brand satisfaction on repurchase intentions.

CONCLUSION

Several things that can be concluded in this research are (1) Brand Trust has a positive and significant effect on Miniso Repurchase Intentions in Surabaya Full Mediated by Brand Loyalty. That is, the better and higher the efforts made by Miniso in building brand trust in the minds of consumers, the higher brand loyalty to Miniso so that it has an impact on consumer behavior repurchase intention at Miniso in Surabaya. (2) Brand Image has a positive and significant effect on Miniso Repurchase Intentions in Surabaya Partially Mediated by Brand Loyalty. That is, the better and higher the efforts made by Miniso in improving and building a brand image in the minds of consumers, the more positive and higher Miniso brand loyalty will be so that it has an impact on consumer behavior repurchase intention at Miniso in Surabaya. (3) Brand Satisfaction has a positive and significant effect on Miniso Repurchase Intentions in Surabaya Partially Mediated by Brand Loyalty. That is, the better and higher the efforts made by Miniso in improving and managing a brand satisfaction in the minds of consumers, the more positive and higher Miniso brand loyalty will be so that it has an impact on consumer behavior repurchase intention at Miniso in Surabaya.

The findings from the data analysis indicate that positive and high concepts of brand trust, brand image, and brand satisfaction will encourage consumer loyalty. Consumer loyalty has an important role between the strategy of building and enhancing the brand through brand trust, brand image and brand satisfaction towards the goals that Miniso wants to achieve in the long term and achieve maximum profitability, namely Miniso Consumer repurchase intention. Miniso must continue to be committed to improving strategies in creating brand trust, brand image and brand satisfaction in the minds of consumers, by increasing product value, affordable price strategies, and maintaining product uniqueness, as well as becoming a pioneer of other retail brands to encourage



brand loyalty so as to create repurchase intention at Miniso.

LIMITATION AND RECOMMEDATION

The limitations of this study are journals that show the mediating role of brand loyalty on the influence of independent variables, brand trust, brand image, and brand satisfaction, on the dependent variable, namely repurchase intention, so researchers must look for journals that show causality between variables, research results do not reflect the overall sample of Miniso consumers in Surabaya, because 50% of the respondents who filled out the questionnaire mostly live in south of Surabaya.

The recommendation put forward by the researcher is that it is hoped that future researchers can add other variables that are sustainable with repurchase intentions, for example, store atmosphere. Because if consumers feel they have a sense of comfort and interest in the retail store atmosphere, it will encourage repeat purchase intention behavior. It is also hoped that future researchers will distribute it evenly to prospective respondents in all parts of Surabaya in order to obtain even better results. While the suggestions put forward by researchers for Miniso in Surabaya are to be more innovative by conducting more unique and limited edition product research, making member cards to make it more attractive to consumers to make repurchases, and making unique retail store decorations specifically at Miniso Surabaya retail stores.

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