

The Effect of Brand Awareness, Brand Image and Trust on Consumer's Repurchasing Interest (Study at PT Astra International Isuzu, Warung Buncit Branch, South Jakarta)

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Abstract

This study is to analyze the effect of brand awareness, brand image and trust on consumer repurchase intention of PT Astra International Isuzu Warung Buncit Branch. The object of this research is Isuzu truck customers who have bought at least 2 times. Determination of sample size using the formula Hair et al., so that the sample used is 150 people. The research method used is quantitative research and the data analysis method used is PLS (Partial Least Square) technique through SmartPLS 3.2.9 software, using survey method, with research instrument is a questionnaire. This study proves that brand awareness has a negative effect with a value of -0.147 and is not significant on consumer repurchase interest with a T- statistic value of 1.283.

Keywords

brand awareness; brand image
trust; repurchase interest



I. Introduction

Currently, Indonesian automotive is one of the important pillars in the country's manufacturing sector because of the large number of well-known car companies opening their businesses in this country (Mandala, 2017). Marketers try to meet consumer needs by upgrading it so that consumers are satisfied with the products they buy. Their goal is to upgrade so that the resulting product has a name in the hearts and minds of consumers.

By increasing brand awareness in consumers' minds, a marketer can increase brand awareness by creating something different in their products, the goal is that consumers can recognize and know a brand just by looking at the logo, image, and so on. The creation of brand awareness on a product indicates that the product has good quality because with brand awareness in a product, consumers already know about the product. In addition, brand awareness is considered as one of the factors that influence interest in purchasing (Lestari, 2021). Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Creating brand awareness to consumers is important in marketing because consumers are formed in advance with information about the product, thus consumers become interested and want to try the product. High brand awareness will increase brand memory in consumers' minds when consumers think about a product (Kumalasari, 2013).

It can be seen in the table, that the Toyota, Daihatsu and Honda brands are competitors of the Astra Isuzu Brand, we can see from the table above that Toyota in 2019 total sales of 331,797, in 2020 it is 161,256, in 2021 it is 295,768 and in 2022 the data obtained up to April is 108.874. Total sales at Daihatsu in 2019 were 177.284, in 2020 it was 90,724, in 2021 it was 164,908 and in 2022 sales until April were 66,473.

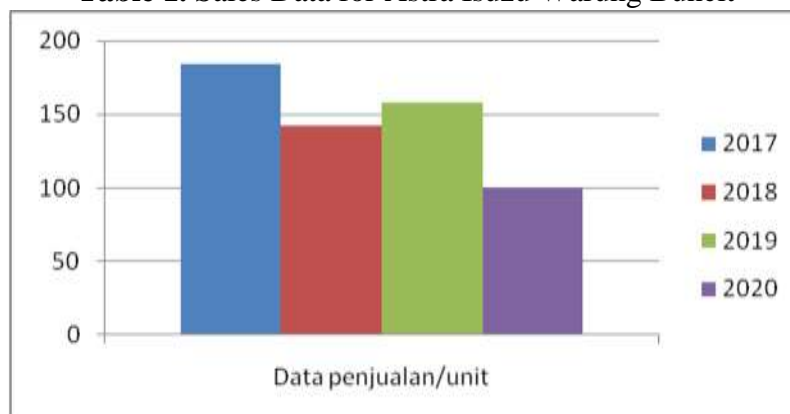
Furthermore, sales at Honda in 2019 amounted to 137,339, in 2020 amounted to 73,315, in 2021 amounted to 91.122 and in 2022 sales until April amounted to 45,414. And for the Isuzu Brand, total sales in 2019 were 25,270, in 2020 it was 16,422, in 2021 it was 26,636, and in 2022 sales up to April amounted to 11,897.

Isuzu, is one of the mainstay products from PT Astra International, Tbk where Isuzu is one of the companies engaged in the automotive sector, especially four or more wheeled vehicles that use Diesel Direct Injection engines and one of the largest companies in Indonesia (Timoty, 2018).

In its business activities, Astra Isuzu is in contact with PT Isuzu Astra Motor Indonesia (IAMI) as the sole agent for Isuzu's Brand Holders (ATPM). Astra Isuzu currently has 52 outlets (consisting of VSP outlets – serving buying and selling vehicles and servicing vehicles as well as 1 V outlet) spread across almost all of Indonesia. In addition, to ensure customers get genuine Isuzu spare parts, Astra Isuzu also cooperates with 2,297 partnershops spread throughout Indonesia. (www.astraisuzu.co.id).

It can be seen that Isuzu managed to increase sales from 2018-2020, namely 2018 by 2.3%, 2019 by 2.5% and 2020 by 3.2%. Seen from the data above proves that the data does not experience problems because every year it has increased. It's different in the showroom located at PT Astra Isuzu, the distended stall branch, which has ups and downs in sales.

Table 1. Sales Data for Astra Isuzu Warung Buncit



Source: PT Astra International Isuzu Warung Buncit branch, 2021

From the data in the table, it can be seen that sales data at Astra Isuzu Warung Buncit decreased in 2018 and increased again in 2019 and decreased again in 2020. Thus, it can be concluded that at Astra Isuzu Warung Buncit there is sales instability which increases and decreases every year.

When marketers have a new product in it, of course, the main priority in marketing and introducing their products is to create brand awareness for the product. If the brand and the basic product concept have not been understood or not known by consumers, then brand awareness must be formed first before consumers can have a positive attitude towards the brand (Sudaryono, 2016). Attention to advertising develops brand awareness,

which can be assessed through brand recall and recognition (Grigaliunaite and Pileliene, 2016).

Therefore, brand awareness is very influential in attracting consumer interest. Apart from brand awareness, brand image is also an influence in marketing a product, products that already have a good brand image are of course more in demand by consumers than products that do not yet have a good brand image. Because if the brand image of the product is good, it means that the quality is also good. If the product already has a good brand image, then in marketing the product it becomes very easy to remember. Trust is built because of the expectation that the other party will act in accordance with the needs and desires of consumers (Putra, 2017).

Apart from creating brand awareness which is a top priority in introducing new products, brand image is also a problem for consumers when they buy a product because, brand image is a strong variable in the company and is very important in purchasing decisions for consumers (Nigam et al., 2011). in Savitri and Wardana, 2018). Therefore, the seller will think about how to make the product have a good brand image, and vice versa, if the brand image is negative, consumers tend to consider further when buying the product (Sangadji and Sopiah, 2013 in Ramadhan, 2016).

As in Isuzu because sales can increase because of a good brand image of Isuzu products. The brand image is obtained because the product is well known and has a lot of fans. A good combination of supporting factors will be able to produce a strong brand image for consumers (Pebriana Aryadhe, 2016).

In addition to the above factors, companies also need to pay attention to other factors that can influence consumers to make repeat purchases such as trust (Hamdan et al., 2021; Wijaya and Astuti, 2018), personal selling (Prihatini and Gumilang, 2021), perceived quality (Izzudin and Novandarii, 2019), security (Samudro & Hamdan, 2021), product knowledge (Della Fitriana et al., 2021); utilitarian values (Hamdan and Paijan., 2020), brand awareness and brand association (Chinomona and Maziri, 2017), risk perception (Hamdan and Yulianyini, 2021). This is one way for companies to know what they need and want and provide satisfaction to consumers. Repurchase interest is created because consumers feel that the quality of the product and the quality of service provided is in accordance with what they expect so that consumers will intend to buy our products at the next time (Faradiba, 2015 in Zahra, M, 2017).

To find out and test further on the variables that are thought to influence repurchase intention, the researchers used the variables of brand awareness, brand image, and trust as independent variables to be tested further.

According to Luarn and Lin (2003) in Suratno, et al (2016), trust exists when consumers have confidence in the integrity, benevolence, competency, and predictability of the seller. Consumer trust is built because of the trust in the product. Consumers believe that the products they buy are of good quality.

According to research conducted by Utama et al., (2021), a good brand image will make consumers feel satisfied with the products used and this satisfaction will have implications for consumer loyalty to repurchase the product. While the research conducted by Chae et al., (2020) explain that brand trust achieved through shared experiences and activities is a necessary concept for a successful relationship between a company and its customers.

II. Review of Literature

2.1 Brand Awareness

a. Definition of Brand Awareness

According to Bilgin (2018), brand awareness is a reflection of concrete indicators of a brand such as names, signs, symbols, and slogans, while brand image is the position of the brand in the minds of consumers outside of these signs. Brand awareness is a situation where consumers associate brands with obtaining or seeking information about brands and brands that have a higher level of awareness that can be considered to be used to meet their needs (Agnes, 2020). Consumers usually get brand awareness through various kinds of marketing, for example communication channels, namely smartphones, television, and an online advertisement that can make consumers feel guaranteed about product quality and can reduce the risk in evaluating and selecting products when consumers want to buy a product.

According to Kotler & Keller (2016) Brand Awareness relates to the strength of the brand node or imprint in memory, which can be measured as the ability of consumers to identify brands under different conditions.

According to Maulidi and Yuliati (2017) said that brand awareness is one of the most important elements for companies, consumers tend to use brands that are known because consumers assume that the brand is safe for consumption.

So, from some of the opinions above, it can be concluded that brand awareness is an ability where prospective buyers have the ability to recognize or remember a brand because they have the assumption that the brand is safe for consumption.

Here are the levels of brand awareness according to Aaker (2018).



Source: Aaker (2018)

Figure 1. Levels of Brand Awareness

b. Top of Mind

At this stage, consumers remember the brand as the first thing that comes to mind when talking or being asked about a particular product category. For example, when consumers are asked to name 5 brands of cellphones, or 5 brands of cars. The first name that appears and is mentioned by consumers is the brand that occupies the top of mind for consumers. In fact, because a brand is so strong with a certain product category, consumers can mistake the product category by referring to the brand. For example, when we hear people say "I bought Aqua" what they really mean is "I bought mineral water".

c. Brand Recall

Are the brands that are called later after top of mind. A condition in which consumers can associate a brand with a particular product category. For example, when consumers hear the word "Suzuki" then what is being discussed is "Motorcycle".

d. Brand Recognition

At this stage, consumers can only remember a brand when someone else mentions the brand. For example, when consumers are asked to name various brands of cellphones and consumers have mentioned all known brands until no more brands appear in the minds of consumers.

e. Unaware of Brand

At this stage, consumers really do not know or have never heard of the brand.

1. Brand Awareness Goals

In increasing brand awareness, companies usually have their own ways to make consumers aware of the company's brand. And usually in creating brand awareness, one of the ways used to make consumers aware of the company's brand is by using advertising. With advertising, consumers can see whether the products offered through the advertisement are attractive or not, besides that, using advertisements aims to make consumers aware of their needs. The most important goal of a company is to build a strong brand that not only affects short-term revenue but is also beneficial in the long-term (Shahid, 2017).

The opinion of Johan (2019) that consumers will be more likely to buy goods or use services from a name that they trust and is easily recognizable, for example from a company logo and business tagline, a company brand is the first thing that will appear in consumers' minds when they are going to buy something.

Meanwhile, according to Roziq (2020) brand awareness is usually used by companies as a tool to measure (monitoring) how effective and large the performance of the brands they launch in the market is, so that if there is a decrease in brand awareness in consumers, companies will carry out new strategies (usually through advertising agencies). as an effort to increase brand awareness in the minds of the public.

So, the purpose of brand awareness after looking at some of the research above it can be concluded that brand awareness has a goal so that consumers are aware of their needs and one way is by doing advertising.

2. Brand Awareness Dimensions and Indicators

According to Kertamukti (2015) the dimensions and indicators of brand awareness are as follows:

- 1) Unware of brand (not aware of the brand), i.e.a state where consumers are not aware of the existence of a brand.
- 2) Brand recognition (brand recognition), is the ability of consumers to recognize a product when they see the product.
- 3) Brand recall (brand recall), occurs if consumers have remembered the name of a brand only based on the product type category or only at a glance, this means that the brand has been in the brand recall level.
- 4) Top of mind (top of mind), is the degree to which the brand is first remembered when consumers think of a product category that can be recalled spontaneously without assistance.

2.2 Framework

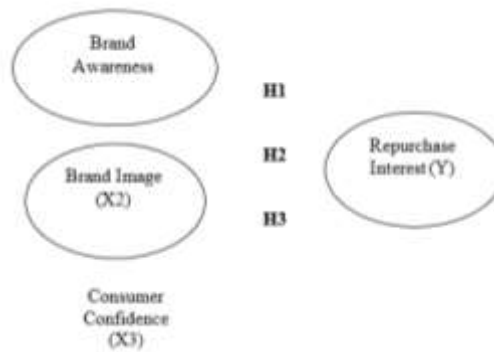


Figure 2.

Information:

H1: There is The Effect of Brand Awareness (X1) on Consumer Repurchase Interest (Y)

H2: There is an influence of Brand Image (X2) on Consumer Repurchase Interest (Y)

H3: There is an influence of Trust (X3) on Consumer Repurchase Interest (Y)

III. Research Method

The target of this research is consumers who have made purchases at least 2 times and consumers who have used products from Isuzu for at least 1 year at PT Astra International Isuzu, Warung Buncit Branch.

This research was conducted at PT Astra International Isuzu Warung Buncit Branch which is located on Jl. Warung Buncit Raya No. 9, Kalibata, South Jakarta. This study covers the influence of brand awareness, brand image, consumer trust on consumer repurchase interest at Astra Isuzu Warung Buncit.

3.1 Research Design

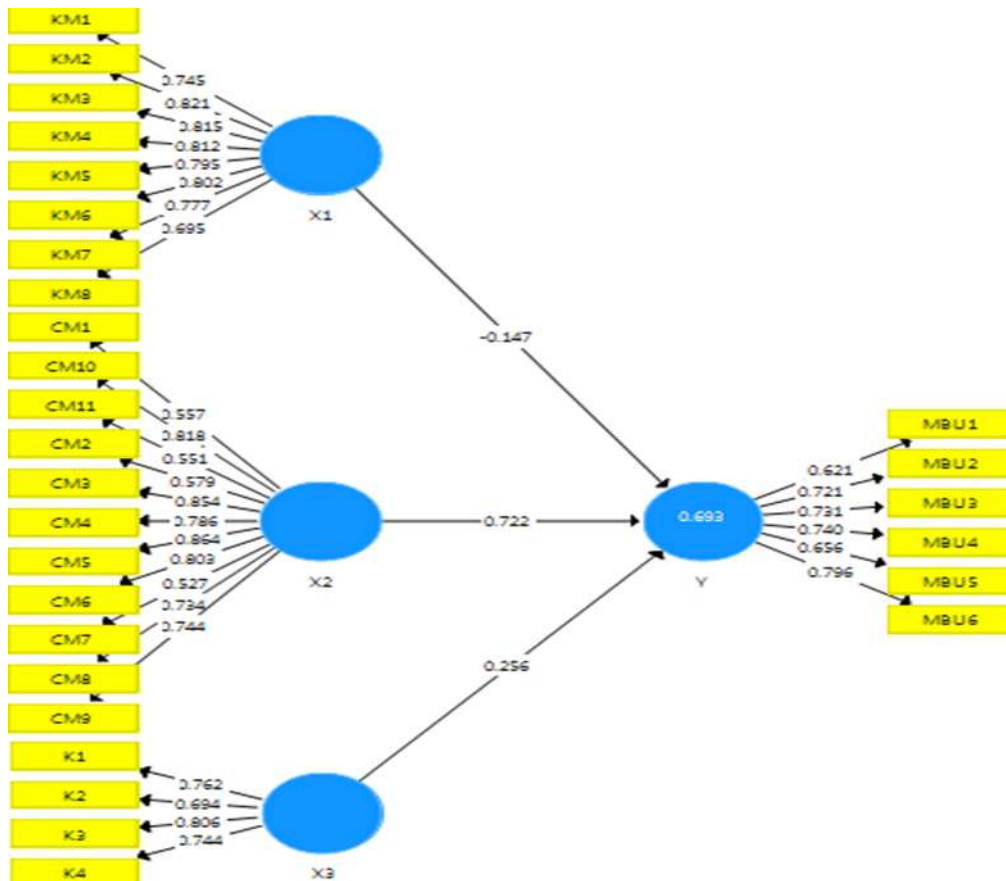
The research conducted is causal research. Causal research is a study to determine the effect of one or more independent variables on the dependent variable. This study aims to determine the effect of brand awareness, brand image, and trust on consumers repurchase intention (study at PT Astra International Isuzu, Warung Buncit Branch, South Jakarta).

IV. Result and Discussion

4.1 Validity test

a. Convergent Validity

Convergent Validity testing of each construct indicator. According to Chin in Ghazali (2014), an indicator is said to be valid if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on this criterion, if there is a loading factor below 0.50, it will be dropped from the model.



Source: PLS Processing Results 3.2.9, 2022
 Figure 3. PLS Algorithm Test Results

Table 2. Convergent Validity Test Results

VARIABLE	INDICATOR	OUTER LOADING	DESCRIPTION
BRAND AWARENESS	KM1	0.745	VALID
	KM2	0.821	VALID
	KM3	0.815	VALID
	KM4	0.812	VALID
	KM5	0.795	VALID
	KM6	0.802	VALID
	KM7	0.777	VALID
	KM8	0.695	VALID
BRAND IMAGE	CM1	0.557	VALID
VARIABLE	INDICATOR	OUTER LOADING	DESCRIPTION
	CM10	0.818	VALID
	CM11	0.551	VALID
	CM2	0.579	VALID
	CM3	0.854	VALID
	CM4	0.786	VALID

	CM5	0.864	VALID
	CM6	0.803	VALID
	CM7	0.527	VALID
	CM8	0.734	VALID
	CM9	0.744	VALID
TRUST	K1	0.762	VALID
	K2	0.694	VALID
	K3	0.806	VALID
	K4	0.744	VALID
INTEREST TO BUY	MBU1	0.621	VALID
	MBU2	0.721	VALID
	MBU3	0.731	VALID
	MBU4	0.740	VALID
	MBU5	0.656	VALID
	MBU6	0.796	VALID

Source: PLS Processing Results 3.2.9, 2022

The results of the convergent validity test in table 4.10 and Figure 4.1 above can be seen that all indicators have met convergent validity because they have a loading factor value above 0.50 and an AVE value above 0.5.

Apart from being seen from the loading factor value, convergent validity can also be seen from the Average Variance Extracted (AVE) value. The AVE value aims to measure the level of variance of a construct component compiled from its indicators by adjusting to the error rate. Tests with AVE values are more critical than composite reliability. The minimum recommended AVE value is 0.50. The AVE output obtained from Smart PLS 3.2.9 which is presented in table 4.10 can be seen that the construct values for all variables are above 0.50.

Table 3. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
Brand Awareness	0.614
Brand Image	0.521
Trust	0.567
Repurchase Interest	0.509

Source: PLS Processing Results 3.2.9, 2022

b. Discriminant Validity

Discriminant validity is the second step after the convergent validity test. Discriminant validity can be assessed based on three approaches (Hair et al., 2017). These approaches include:

1. Cross Loading

The approach is based on the principle that the cross loading values of different constructs should not have a higher correlation than the cross loading values of the construct gauges themselves. The following are the results of the discriminant validity test using a cross loading approach:

Table 4. Discriminant Validity (Cross Loading) Test Results

	Brand Awareness	Brand Image	Trust	Repurchase Interest
KM1	0.745	0.676	0.715	0.567
KM2	0.821	0.705	0.626	0.685
KM3	0.815	0.728	0.602	0.556
KM4	0.812	0.711	0.671	0.672
KM5	0.795	0.748	0.656	0.398
KM6	0.802	0.721	0.679	0.496
KM7	0.777	0.585	0.655	0.409
KM8	0.695	0.677	0.600	0.497
CM1	0.431	0.557	0.429	0.328
CM10	0.712	0.818	0.834	0.710
CM11	0.503	0.551	0.383	0.535
CM2	0.529	0.579	0.433	0.258
CM3	0.767	0.854	0.752	0.666
CM4	0.684	0.786	0.676	0.595
CM5	0.745	0.864	0.730	0.701
CM6	0.727	0.803	0.743	0.694
CM7	0.421	0.527	0.564	0.469
CM8	0.710	0.734	0.699	0.641
CM9	0.671	0.744	0.741	0.661
K1	0.554	0.640	0.762	0.498
K2	0.525	0.575	0.694	0.313
K3	0.605	0.679	0.806	0.641
K4	0.743	0.774	0.744	0.748
MBU1	0.538	0.560	0.506	0.621
MBU2	0.405	0.468	0.364	0.721
MBU3	0.591	0.634	0.606	0.731
MBU4	0.436	0.543	0.615	0.740
MBU5	0.500	0.599	0.645	0.656
MBU6	0.519	0.674	0.576	0.796

Source: PLS Processing Results 3.2.9, 2022

From table 3 above, it can be seen that the correlation between the construct of brand awareness and the indicator KM1 is 0.745; KM2 of 0.821; KM3 of 0.815; KM4 is 0.812; KM5 is 0.795; KM6 of 0.802; KM7 of 0.777; KM8 of 0.695 is higher than the correlation of brand image with other constructs. Furthermore, the correlation between the construct of brand awareness and the indicator CM1 is 0.557; CM11 is 0.551; CM2 of 0.579; CM3 of 0.854; CM4 is 0.786; CM5 is 0.864; CM6 of 0.803; CM8 of 0.734; CM9 of 0.744 is higher than the correlation of brand image with other constructs. Furthermore, the correlation of the construct of trust with the indicator K1 is 0.764; K2 is 0.694; K3 is 0.806 which is higher than the correlation of trust with other constructs. Furthermore, the correlation between the construct of repurchase interest and the indicator MBU1 is 0.621; MBU2 of 0.721; MBU3 of 0.731; MBU4 of 0.740; MBU5 of 0.656; MBU6 of 0.796 is higher than the correlation of repurchase interest with other constructs.

2. Fornell-Larcker Criterion

Fornell-Larcker Criterion is an alternative approach to assess discriminant validity. This approach assesses discriminant validity by comparing the square root of the Average Variance Extracted (AVE) value for each construct with the correlation between one construct and another in the model.

Table 5. Fornell-Larcker Value Table (Discriminant Validity Test)

	Brand Image	Trust	Brand Awareness	Repurchase Interest
Brand Image	0.722			
Trust	0.906	0.753		
Brand Awareness	0.887	0.828	0.784	
Repurchase Interest	0.824	0.788	0.705	0.713

Source: PLS Processing Results 3.2.9, 2022 |

Based on table 4, all the Average Variance Extracted (AVE) values for each construct, on the brand image variable, the resulting value is greater in the trust correlation value. In the confidence variable, the resulting value is also greater than the correlation value in other variables. And on the variables of brand awareness and repurchase intention, the resulting value is higher when compared to the correlation constructs of other variables in this model. Based on the results of these tests, it can be concluded that there is a problem in the discriminant validity test through the Fornell-Larcker approach on the brand image and trust variables.

3. Heterotrait-Monotrait Ratio

According to Hair et al. (2017), there is an alternative approach that can be used to detect discriminant validity problems. This approach is known as the Heterotrait-Monotrait Ratio (HTMT). The HTMT approach is considered to be used as a more reliable approach when compared to other discriminant validity approaches. Furthermore, according to Hair et al. (2017), a good HTMT value is to use 0.90 as the limit level for detecting discriminant validity problems.

Table 6. Heterotrait-Monotrait Ratio (HTMT) Test Results

	Brand Image	Trust	Brand Awareness	Repurchase Interest
Brand Image				
Trust	1.050			
Brand	0.968	0.968		
Repurchase	0.933	0.937	0.789	

Source :PLS Processing Results 3.2.9, 2022

Table 6 shows the HTMT values for all construction pairs in a matrix format. There are 3 variables, namely brand image, trust and repurchase interest which have a set threshold value of 0.90. Based on the HTMT value, the construct in the model that is estimated only 1 variable that meets the criteria of discriminant validity, namely the brand awareness variable.

c. Reliability Test Results

Reliability test is used to prove the accuracy, consistency and accuracy of the instrument in measuring the construct. Here are the results of the reliability test that researchers have tested using SmartPLS.

1. Composite Reliability

Composite Reliability is the part that is used to test the reliability value of the statement of each indicator on a variable. Variables can be declared to meet composite reliability > 0.6. The following is the composite reliability value of each variable used in this study:

Table 7. Composite Reliability Test Results and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite reliability	Information
Brand Awareness	0.904	0.921	Very High Reliable
Brand Image	0.758	0.839	High Reliable
Trust	0.910	0.927	Very High Reliable
Repurchase Interest	0.805	0.861	High Reliable

Source: PLS Processing Results 3.2.9, 2022

Based on Table 7 and the test results of Cronbach's Alpha and Composite Reliability graphs have a value of 0.7, it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

2. Structural model testing (Inner Model)

Inner model testing is a model development based on theoretical concepts in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework. Testing on the Inner model is done by looking at the

R-square value which is the goodness-fit test of the model. The stages of testing that can be carried out are as follows:

1) R-Square Nilai Value

The coefficient of determination on the construct is called the R-Square value. Structural model (inner model) is a model used to predict causality between latent variables. Besides that R-square results for endogenous latent variables have different values such as 0.67, 0.33, and 0.19 where in the structural model it indicates that the model used is “good”, “moderate”, and “weak” in terms of describes the variables used. Based on data processing that has been carried out using the SmartPLS 3.2.9 program, the R-Square values are obtained as follows:

Table 8. R-Square. Values

Model	R-square	R-Square Adjusted
Repurchase Interest	0.693	0.687

Source: PLS Processing Results 3.2.9, 2022

From table 8 above, it can be concluded that the R-Square value is 0.693 which means the variability of repurchase interest which can be explained by the three independent variables in the model, namely Brand Awareness, Brand Image and Trust 69.3% and the rest (100 – 69.3) 30,7% explained outside this research model

2). Predictive Relevance Q²

Testing the Goodness of Fit Structural model on the inner model uses predictive relevance (Q²). The R-Square value is greater than 0 (zero) indicating that the model has predictive relevance. The R-Square value of each endogenous variable in this study can be seen in the following calculations:

The predictive relevance value is obtained by the formula: $Q^2 = 1 - (1 - R^2)$

$$Q^2 = 1 - (1 - 0.693)$$

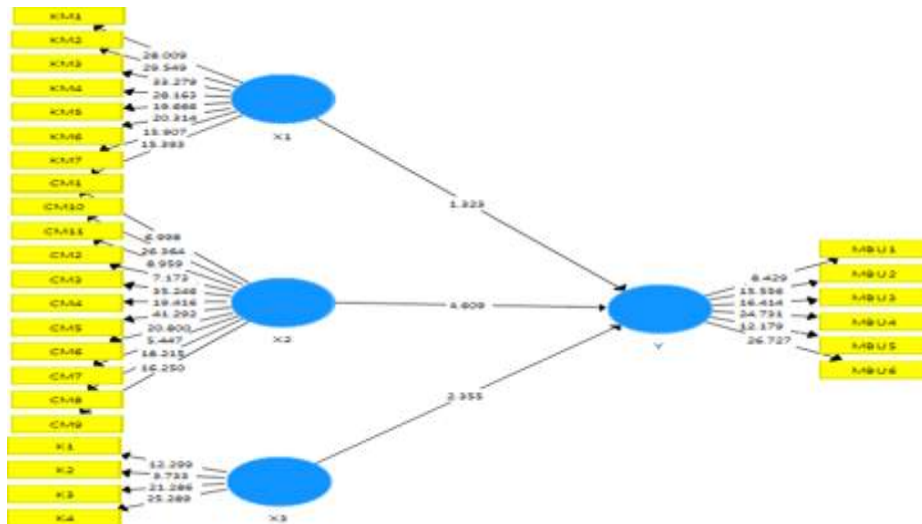
$$Q^2 = 1 - 0.307$$

$$Q^2 = 0.693$$

The calculation results above show a predictive relevance value of 0.693. This shows the magnitude of the diversity of research data that can be explained by the research model is 69.3%. While the remaining 30.7% is explained by other factors that are outside this research model. Thus, from these results, this research model can be declared to have a good goodness of fit.

3). Path Analysis (Path Coefficient)

Then, to test the hypothesis, the researcher used a bootstrapping procedure. This step is carried out to determine the effect and significance of the relationship between variables through the value of T-statistics and p-value on each path or path. The error rate used in this study is 5%, so the hypothesis can be accepted if the T-statistic value is greater than 1.96 and the p-value is less than 0.05. Vice versa, if the T-statistic is less than 1.96 and the p-value is greater than 0.05, then the hypothesis is rejected (Hair et al., 2017). The following is the result of bootstrapping data processing:



Source: PLS Processing Results 3.2.9, 2022
Figure 4. Bootstrapping Test Results

Table 9. Hypothesis Test Results

Hypothesis	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Brand Awareness -> Repurchase Interest	-0.147	-0.152	0.115	1,283	0.200	Negative-Not Significant
Brand Image -> Repurchase Interest	0.722	0.732	0.150	4,808	0.000	Positive-Significant
Trust -> Repurchase Interest	0.256	0.254	0.103	2,497	0.013	Positive-Significant

Source: PLS Processing Results 3.2.9, 2022

Based on table 9 above, the path coefficient value in the original sample column shows the results between variables, so it can be concluded that the test of the Brand Awareness variable associated with Repurchase Intention produces a value of -0.147, Brand Image associated with Repurchase Intention produces a value of 0.722, and Brand Trust associated with Repurchase Intention resulted in a value of 0.256. The path coefficient results in the structural model can be interpreted as follows:

- 1) The coefficient value of the Brand Awareness variable associated with Repurchase Intention produces a value of 1.283 < 1.96 and the significance shows a value of 0.200 > 0.05 so it can be concluded that Brand Awareness has no effect on Repurchase Intention.
- 2) The coefficient value of the Brand Image variable associated with Repurchase Intention produces a value of 4,408 > 1.96 and the significance shows a value of 0.000 < 0.05 so it can be concluded that Brand Image has a significant effect on Repurchase Intention.
- 3) The coefficient of the value of the trust variable associated with repurchase intention resulted in a value of 2.497 > 1.96 and the significance value showed a value of 0.013 < 0.05 so it can be concluded that trust has a significant effect on repurchase interest.

4.2 Discussion of Research Results

Based on the results of the analysis using SmartPLS 3.2.9, the next researcher will discuss the analysis that has been done. This study was conducted to determine the effect of brand awareness, brand image and trust on consumers repurchase intention (study of PT Astra International Isuzu, Warung Buncit Branch, South Jakarta). To determine the effect, hypothesis testing is carried out so that it can be seen the effect of one variable on other variables.

a. The Effect of Brand Awareness on Repurchase Interest

The result of the path coefficient test of the brand awareness variable on repurchase intention is -0.147. The results of the analysis that show this negative number can be interpreted that the brand awareness variable has a negative effect. The T-Statistic value shows a value of 1.283 < 1.96 and the P-Values value of 0.200. > 0.05. Based on research conducted by researchers, it can be concluded that Brand Awareness has a negative and insignificant effect on Repurchase Interest.

The results of this study were strengthened in previous research by Fierda (2016), regarding brand awareness not having a significant effect on repurchase intention. Likewise, research from Regina et al (2015) which states that brand awareness has no significant effect on repurchase interest.

b. The Influence of Brand Image on Repurchase Interest

The results of the path coefficient test of the brand image variable on repurchase interest are 0.722. The results of the analysis which show this positive number can be interpreted that the brand image variable on repurchase interest has a positive effect. The T-Statistic value is 4.808 > 1.96 and the P-Values value is 0.000 < 0.05. Based on research conducted by researchers, it can be concluded that brand image has a positive effect on repurchase intention.

The results of this study were strengthened in previous research by Idirs (2018) and Fandiyanto and Ratih (2017) which states that the imagebrand has a significant positive effect on repurchase intention.

c. The Effect of Trust on Repurchase Interest

The results of the path coefficient test of the confidence variable on repurchase interest are 0.256. The results of the analysis that show this positive number can be interpreted that the trust variable on repurchase interest has a positive effect. The T-Statistic value is 2.497 > 1.96 and the P-Values is 0.0013 < 0.005. Based on research conducted by researchers, it can be concluded that trust has a positive and significant effect on repurchase interest.

The results of this study were strengthened in previous studies by Chinomona, Okoumba and Pooe (2013), Saleem et al. (2017), which states that trust has a positive and significant effect on repurchase intention.

V. Conclusion

This study is intended to determine the effect of brand awareness, brand image and trust on consumer repurchase intention at PT Astra International Warung Buncit Branch. Based on the data analysis and discussion presented in the previous chapter, this research can be concluded as follows:

- 1) Brand Awareness has a negative and insignificant effect on repurchase intention. This shows that the level of brand awareness from consumers does not affect consumers in repurchasing a product.
- 2) Brand Image has a positive and significant effect on Repurchase Interest. This shows that the higher the brand image of consumers towards products from Isuzu, the higher the repurchase interest of consumers to repurchase products from Isuzu.
- 3) Trust has a positive and significant effect on repurchase intention. This shows that the higher consumer confidence in products from Isuzu, the higher the repurchase interest from these consumers to repurchase products from Isuzu.

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