

Brand Intention, Brand Reliability, and Price on Repurchase Intention of Luxury Products in E-Commerce

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Abstract

The development of social media globally, especially in Indonesia is very rapid and is now used by many business owners to market products, one of which is through e-commerce. One of the businesses that is currently growing rapidly and in demand by the community is the sale of luxury products through e-commerce. The business strategy in utilizing e-commerce is to increase brand intention and brand reliability for customers who are part of the brand trust and control price that are also considered attractive to customers in the hope of the emergence of repurchase intention from customers to products offered by the business. This study was conducted to observe the effect of brand intention, brand reliability, and price on repurchase intention. Based on random sampling, 152 responses were obtained which were then analyzed by the PLS-SEM method. The results of this study indicate that brand intention and brand reliability have a positive effect on repurchase intention, while price is proven to have no influence on repurchase intention to luxury products on e-commerce.

Keywords: brand trust, brand intention, brand reliability, price, repurchase intention, e-commerce

Introduction

The rapid development of e-commerce globally, one of which in Indonesia, has occurred significantly in recent years. E-commerce, which is a method of selling digitally or electronically, has changed consumer shopping styles and of course also affects the way companies run their businesses. The growth of e-commerce globally is predicted to increase by 10.4% in 2024 and in Indonesia itself it is predicted to increase by 30.5%, which means that growth in Indonesia is almost three times faster than globally (Yonatan, 2024). This also shows that the growth of e-commerce in Indonesia has a very big impact and is one of the highest in the world. This growth has emerged due to increasing access to the internet, increasingly rapid and widespread adoption of smartphones, and innovations in payment technology that are increasingly effective and efficient (Fadila, 2023).

The existence of e-commerce has made it easier for people to access and obtain the desired products faster and easier and is no longer limited by geographical conditions. Global and Indonesian e-commerce platforms have opened opportunities for small businesses to compete and reach the market and compete with larger businesses (Fadila, 2023). However, of course, doing business using e-commerce still has challenges, such as government regulations in each country, to the dangers of data privacy security that still haunt companies and users (Mulyasya, 2024). Even though these dangers and challenges still exist, e-commerce is still predicted to continue to grow and could become the only driver of global economic growth in the future.

In addition to increasing public access to obtain the products they need faster and easier, e-commerce has also become a driver of increasing public interest in luxury products, especially for the fashion category, such as clothes, pants, shoes, and branded bags in recent years. Consumers are willing to spend large amounts of money to get these products. One of the reasons is that luxury products are often considered a symbol of social status and have a sense of pride for consumers (Juniarti & Rojuaniah, 2024). The encouragement from the social environment also plays a role in determining consumer decisions to buy luxury fashion products, as well as the desire to not be left behind by trends and always appear in accordance with existing trends. This factor also arises from the influence of influencers on social media who also have a big influence in encouraging consumers to buy similar products (Fadila, 2023).

Companies that run businesses on a large or small scale, and sell products that are considered luxurious or not, certainly expect to have loyal consumers, which is indicated by the company's ability to continue to influence consumers to have the desire to repurchase products from the company, which is called repurchase intention (Safa & Von Solms, 2016). One of the things that is thought to be a determinant in repurchase intention is brand trust. Brand trust explains consumer confidence that a brand is reliable and able to provide satisfactory products or services consistently. This is also shown through whether the products or services presented by the brand will always be able to function and meet consumer needs as needed (Sutanto & Kussudyarsana, 2024). It is also proven in his research that the higher the brand trust, the higher the consumer repurchase intention (Sutanto & Kussudyarsana, 2024).

Brand trust itself consists of two important components, namely brand intention and brand reliability (Norouzi et al., 2016). Brand intention is the consumer's belief that the brand really cares about consumers, their needs and desires which are shown through the commitment and actions of the related brand. This includes the company's commitment to help consumers if there are complaints or problems that arise when the product or service is used. While brand reliability is the brand's ability to consistently always meet consumer needs through the products or services provided. This includes consumer confidence that the products provided by the brand are always of high quality and according to expectations (Norouzi et al., 2016).

Another assumption that can also determine repurchase intention is price. Price is the consumer's perception of the amount of money sacrificed to obtain a product or service. If consumers feel that the price paid is in accordance with what is obtained from the product or service, then consumers tend to make repeat purchases on the same brand. However, on the other hand, if consumers feel that the price paid is too high for what is obtained, then consumers tend not to or are reluctant to make repeat purchases (Ali & Bhasin, 2019; Pratiwi et al., 2020). Pratiwi et al. (2020) explained that price has been proven to have an influence on repurchase intention. In addition, Ali and Bhasin (2019) explained that price also has an influence on the perception of value towards a product but does not affect customer satisfaction with a product. Therefore, there are still various research results that prove the influence of price on repurchase intention and are still interesting to study.

Research examining the influence of brand trust and price on repurchase intention towards a brand has been conducted by several previous researchers. Table 1 is the development of previous similar research.

Table 1. Research Developments of Brand Trust and Price on Repurchase Intention

Researcher	Variable(s)	Object	Methods	Results
Sutanto and Kussudyarsana (2024)	Brand trust; Brand image; Brand equity; Repurchase intention	Wardah Cosmetics	Multiple linear regression	Brand trust, brand image, and brand equity have positive influence on repurchase intention

Shodiqul and Kurniawati (2023)	Brand trust; Repurchase intention; Positive eWOM intention	Sport brand	Multiple linear regression	Brand trust has positive influence on OBC trust; OBC trust has positive influence on repurchase intention; OBC trust has positive influence on positive eWOM intention; Positive eWOM intention has positive influence on repurchase intention
Nawangasari and Kusumawati (2023)	Brand trust; Product quality; Price; Social media marketing; Repurchase intention	Wardah Cosmetics	Multiple linear regression	Brand trust and product quality have positive influence on repurchase intention; Price and social media marketing do not have influence on repurchase intention
Aprilia and Andarini (2023)	Product quality; Brand trust; Customer satisfaction; Repurchase intention	Somethinc Cosmetics	Path coefficient analysis and Sobel test	Product quality has positive influence on repurchase intention and customer satisfaction; Brand trust has negative influence on repurchase intention; Brand trust has positive influence on customer satisfaction; Customer satisfaction has positive influence on repurchase intention
Miao et al. (2022)	E-satisfaction; E-trust; Perceived value; Repurchase intention	B2C e-commerce	PLS-SEM	E-satisfaction, e-trust, and perceived value have positive influence on repurchase intention
Ali and Bhasin (2019)	Price; Delivery quality; Perceived value; Satisfaction; Repurchase intention	E-commerce	SEM	Price has negative influence on perceived value; Price does not have influence on satisfaction; Delivery quality has positive influence on perceived value; Delivery quality does not have influence on satisfaction; Perceived value has positive influence on repurchase intention and satisfaction; Satisfaction has positive influence on repurchase intention

Research that focuses on e-commerce of luxury fashion products, which are generally popular among teenagers, is also still very limited and interesting to conduct, especially in Indonesia with a very large population, and the level of adoption of technology and e-commerce which is predicted to be still very high. Based on this, this study was conducted to observe the influence of brand intention, brand reliability, and price on repurchase intention in e-commerce of luxury fashion products. Figure 1 is the theoretical framework in this research.

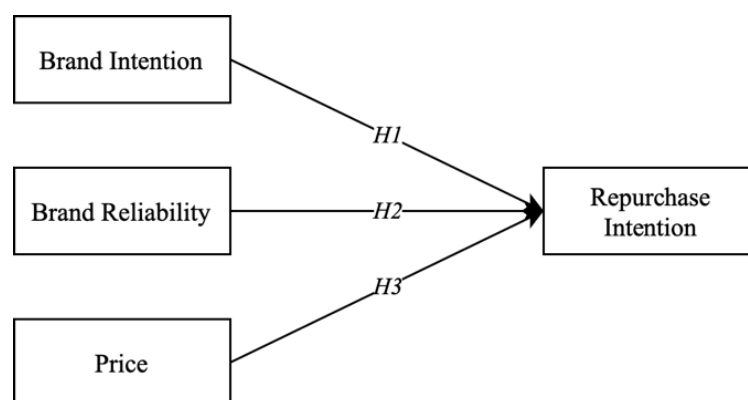


Figure 1. Theoretical Framework

Based on the theoretical framework, the following is the hypothesis in this study:

1. H_1 : Brand intention (BI) has a positive influence on repurchase intention (RI)
2. H_2 : Brand reliability (BR) has a positive influence on repurchase intention (RI)
3. H_3 : Price (PR) has a positive influence on repurchase intention (RI)

Research Method

This explanatory analysis research, conducted using the PLS-SEM method, aimed to prove a significant hypothesis regarding the influence of brand intention, brand reliability, and price on repurchase intention. The findings of this study could potentially have a profound impact on our understanding of consumer behavior. PLS-SEM (partial least squares structural equation model) is one of the exploratory analysis methods used to identify relationships in research (Hair et al., 2017).

In this research using the PLS-SEM method, the data were obtained based on the data collection results using a questionnaire by random sampling. A sample of 152 respondents was obtained, 78.30% of whom were between 19 and 30 years old. This age distribution is significant as it provides insights into the preferences and behaviors of the target market, which is crucial for understanding the factors influencing repurchase intention. The requirement to find out whether the data obtained is sufficient or not so that it can be analyzed using the PLS-SEM method is that the amount of data must be ten times more than the most significant number of relationships in the theoretical framework (Hair et al., 2017). Because there are three relationships in this study, the minimum amount of data needed in this study is 30 data. Therefore, the available data, namely 152 respondents, has met the sufficient requirements for PLS-SEM analysis.

PLS-SEM is conducted using two different types of analysis: evaluation of the measurement model or outer model and evaluation of the structural model or inner model (Hair et al., 2017). The measurement model is evaluated by testing the reliability and validity of each indicator and research variable. Internal consistency reliability testing is conducted using composite reliability (CR) for each research variable (Hair et al., 2017). The CR value can be from 0 to 1, and the variable is considered reliable if it is above 0.70 (Hair et al., 2017).

Validity testing is carried out using convergent validity and discriminant validity. Convergent validity is carried out to determine whether the measured indicators are positively correlated with other indicators in the same construct (Hair et al., 2017). Convergent validity is carried out using two evaluations, namely outer loadings and average variance extracted (AVE) testing. Indicators with outer loading values above 0.708 are considered to meet convergent validity, and below 0.40 are considered to have failed to meet convergent validity. This failure to meet convergent validity is a red flag, indicating that these indicators must be removed from the model to ensure its accuracy and reliability. If they are between 0.40 and 0.708, they can still be considered by looking at the AVE value (Hair et al., 2017). As a critical determinant in decision-making, the AVE value guides whether an indicator is included or excluded from the model. If the AVE of a construct or variable is 0.50, then the indicator is still included in the model, while if the AVE is below 0.50, then the indicator in the construct in question needs to be removed from the model (Hair et al., 2017).

The final measurement model evaluation is the collinearity test, a crucial step that uses the variance inflation factor (VIF) calculation to ensure the accuracy and robustness of our research model. The higher the VIF value, the greater the collinearity level between related variables. The requirement for collinearity in PLS-SEM is that the VIF value between variables must be below 5 (Hair et al., 2014, 2017; Sarstedt et al., 2020).

The evaluation of the structural model is a crucial part of the research model evaluation process. It is conducted to measure and assess the predictive ability of the research model and to answer the hypothesis regarding the relationship between related variables (Hair et al., 2014, 2017; Sarstedt et al., 2020). The evaluation involves the measurement of path coefficients and the coefficient of determination (R²). The path coefficient measurement begins with bootstrapping, a key technique in PLS-SEM. Bootstrapping involves taking several random subsamples from the original dataset, with replacement, to overcome the lack of parametric assumptions in PLS-SEM (Hair et al., 2014; Sarstedt et al., 2020). This is done by taking 5000 subsamples, which are then used to obtain path coefficients and p-values. The resulting path coefficients can be in the range of values from -1 to 1, indicating that the variable correlation becomes more negative when it approaches -1 and more positive when it approaches 1. The coefficient of determination shows how well a variable or construct can explain the dependent variable in a research model (Hair et al., 2014).

Result and Discussion

Results

The PLS-SEM method was conducted to explore the influence of constructs or variables of brand intention (BI), brand reliability (BR), and price (P) on repurchase intention (RI). Evaluation of the measurement model begins with an analysis of internal consistency reliability. Table 1 shows the results of internal consistency reliability based on the CR value. Based on the results in Table 1, all constructs have met the internal consistency reliability requirements because each construct's CR value is above 0.70. Next is the measurement of outer loadings and AVE in evaluating convergent validity. Table 1 shows that all indicators for each construct have values above 0.708, and the AVE value of all constructs is above 0.5 so that all variables and their indicators have met the requirements in convergent validity.

Table 2. Measurement Model Evaluation

Construct	Indicator	CR	AVE	Outer Loadings	VIF
Brand Intention (BI)	BI1	0.934	0.779	0.895	2.87
	BI2			0.876	2.586

BI3			0.851	2.227
BI4			0.908	3.232
BR1	0.943	0.769	0.928	4.635
BR2			0.869	2.767
BR3			0.853	2.653
BR4			0.853	2.777
BR5			0.88	2.933
P1	0.939	0.756	0.871	2.817
P2			0.897	3.456
P3			0.861	2.688
P4			0.885	3.012
P5			0.832	2.564
RI1	0.939	0.795	0.929	3.968
RI2			0.872	2.548
RI3			0.871	2.606
RI4			0.893	2.911

The next evaluation in the evaluation of the measurement model is the analysis of discriminant validity using the cross loadings value. The requirement for a variable to be considered to meet discriminant validity is that the construct must have a higher loading value compared to its correlation with other constructs (Hair et al., 2017). Table 2 shows the results of the cross loading of this study.

Table 3. Cross Loadings

Indicator	Brand Intention	Brand Reliability	Price	Repurchase Intention
BI1	0.895	0.849	0.874	0.846
BI2	0.876	0.843	0.835	0.836
BI3	0.851	0.809	0.808	0.809
BI4	0.908	0.865	0.872	0.846
BR1	0.887	0.928	0.895	0.881
BR2	0.845	0.869	0.843	0.835
BR3	0.843	0.853	0.85	0.83
BR4	0.802	0.853	0.828	0.818
BR5	0.802	0.88	0.839	0.838
P1	0.808	0.822	0.871	0.809
P2	0.872	0.878	0.897	0.859
P3	0.842	0.852	0.861	0.843
P4	0.859	0.86	0.885	0.831
P5	0.791	0.806	0.832	0.774
RI1	0.878	0.888	0.863	0.929
RI2	0.847	0.857	0.856	0.872
RI3	0.802	0.817	0.808	0.871
RI4	0.843	0.854	0.85	0.893

The cross-loading results in Table 2 show that all constructs have indicators with the highest loading values compared to their correlations with indicators in other constructs. Therefore, all constructs in this study have met the requirements of discriminant validity. The final evaluation

in the measurement model evaluation is the collinearity test using the VIF value. Table 3 shows the results of the collinearity test of the indicators in the research model.

Table 4. Variance Inflation Factor

Indicator	VIF
BI1	2.87
BI2	2.586
BI3	2.227
BI4	3.232
BR1	4.635
BR2	2.767
BR3	2.653
BR4	2.777
BR5	2.933
P1	2.817
P2	3.456
P3	2.688
P4	3.012
P5	2.564
RI1	3.968
RI2	2.548
RI3	2.606
RI4	2.911

The VIF values for all indicators shown in Table 3 are below 5. This indicates no collinearity problem in all indicators of the research model. Therefore, all indicators have met the collinearity requirements. This is a significant finding that underlines the robustness of our research. Next is the evaluation of the structural model using path coefficient analysis. Path coefficients and p-values are obtained after bootstrapping with 5000 subsamples. Path coefficients show how much and in what direction the construct influences the dependent variable in the research model, while the p-value will show whether the influence is considered significant (Hair et al., 2014, 2017; Sarstedt et al., 2020). Table 4 shows the results of the path coefficients analysis.

Table 5. Path Coefficients

Hypothesis	Path	Path Coefficients	P-Values	Conclusion
H_1	BI → RI	0.306	0.001	Supported
H_2	BR → RI	0.566	0	Supported
H_3	P → RI	0.104	0.362	Not Supported

The P-value in Table 4 confirms the support for the first and second hypotheses in this study, revealing the significant influence of brand intention and reliability on repurchase intention. Simultaneously, it dismisses the notion that price affects repurchase intention. The positive influence exerted by brand intention and reliability, as indicated by the path coefficients, is a key finding. This suggests that the higher the brand intention or reliability, the higher the consumer's repurchase intention. The following is a regression equation based on the resulting path coefficient values, providing practical insights for marketers and academics in understanding and managing consumer behavior and brand influence.

$$RI = 0.306BI + 0.566BR$$

Based on the regression equation, the influence of brand intention on repurchase intention is 0.306, while the influence of brand reliability on repurchase intention is 0.566. This shows that the influence of brand reliability is more significant and more effective than brand intention for consumers to have repurchase intention. For example, for every increase in brand reliability

value, there is an increase in repurchase intention value of 0.566. The structural model is also evaluated based on the coefficient of determination (R^2) value with a value range between 0 and 1, where the higher the R^2 value, the higher the accuracy of the research model in explaining the dependent variable (Hair et al., 2014, 2017; Sarstedt et al., 2020). Table 5 shows the results of the coefficient of determination of the research model.

Table 6. Coefficient of Determination

Variable	R Square	R Square Adjusted
Repurchase Intention	0.93	0.929

Table 5 shows that the R^2 of this research model is 0.93. This shows that 93% of the construct variance in repurchase intention can be explained by brand intention and brand reliability. While the other 7% of the variance may still be explained by other constructs or variables that are not included in the research model.

Discussion

The research findings show that only the constructs of brand intention and brand reliability significantly influence repurchase intention. Both effects are positive, indicating that an increase in these two variables will result in higher repurchase intention. In contrast, price did not show a significant impact on repurchase intention. The research findings show that most of the participants in this study fell into the age group of 19 to 30 years, which is often identified as the MZ generation, suggesting that these results may reflect generational preferences.

Wijarnoko et al. (2023) showed that the MZ generation places more emphasis on product-specific attributes, including brand reliability and brand intention. Individuals from this generation tend to engage in repurchase behavior when they perceive the brand to be reliable and beneficial. Generation Z shows a clear inclination towards sustainability and social values, placing these priorities above price considerations (Jakubowska et al., 2024). This pattern is consistent with findings from Liu et al. (2023) and Wojdyla & Chi (2024), which suggest that Generation Z consumers make purchase decisions based on their perceived value and reliability, rather than cost.

In the luxury e-commerce product space, the importance of brand trust, especially in relation to reliability, is crucial. Veybitha et al. (2021) explained that Generation Z consumers have less price sensitivity while doing online transactions and are highly influenced by their perception of brand trust. This supports findings by Nawangsari and Kusumawati (2023), who also identified no significant relationship between price and repurchase intention. Meanwhile, the conclusion obtained by Ali & Bhasin (2019) is that price does not directly influence repurchase intention because it only influences the perceived value factor.

The important role of brand intention and reliability illustrates how Generation Z perceives brand credibility in online transactions. Mariatin and Novliadi (2023) asserted that brand trust has a significant impact on repurchase intention, especially in an online environment where trust is a crucial factor. Studies conducted by Jeon et al. (2021) and Khan et al. (2015) underline the importance of brand intention and reliability in shaping repurchase decisions among digital native consumers.

The results of this study indicate that brand reliability has a more significant influence than brand intention, which can be seen based on the path coefficients of each variable, where brand reliability is 0.566, while brand intention is 0.306. For instance, Apple, known for its reliable products and consistent quality, has a high brand reliability. Khan et al. (2015) showed that consumers perceive reliability as more concrete than brand intention, especially when online reviews act as a major factor in their decision-making process.

Given MZ consumers' reliance on digital channels, brand reliability visibility is enhanced through customer reviews, consistent product delivery, and effective after-sales service (Jeon et al., 2021). These elements are often viewed as more authentic and evident compared to brand intent, which tends to be abstract and difficult to assess. Important factors that enhance brand reliability include prompt delivery, accurate product depiction, and attentive customer service (Khan et al., 2015).

To increase repurchase intention, luxury e-commerce brands should focus on increasing their brand perception and trust. Giving consistent product quality and delivery is important for reliability. Promoting comprehensive reviews with comprehensive images and feedback can increase trust (Jeffry et al., 2023; Khan et al., 2015). Improving user experience through smooth navigation, secure payment methods, and flexible payment options highly increases brand trustworthiness from a consumer perspective.

Increasing brand intention requires aligning with the values held by Generations M and Z. These groups prefer brands that advocate for sustainability, social issues, and ethical practices. Leveraging social media content, collaborating with influencers, and leveraging user-generated reviews can increase trustworthiness and perceptions (Jeon et al., 2021; Khan et al., 2015). Clear shipping tracking and professional packaging are important steps to increase perceived trustworthiness (Jeffry et al., 2023).

In this study, it was found that price did not have a significant influence on repurchase intention. On the other hand, brand-related factors, such as reliability and intention, were more important in influencing repurchase intention. This may be since MZ consumers view price are less important after trust and satisfaction have been firmly established. The high R^2 value (0.93) indicates a significant impact of brand-related variables on the model, highlighting the need for further investigation of additional psychological and relational factors.

These findings can be further developed by adding brand trust theory, which positions brand intention and reliability as two related but different dimensions. While brand intention reflects perceived goodwill and brand commitment, brand reliability indicates consistent performance and fulfillment of expectations. In the context of luxury e-commerce, when the ability to physically assess products is limited, consumers are more dependent on brand reliability, such as reviews, delivery consistency, and customer service. This is also in line with the expectation-confirmation theory (ECT) which explains that repeat purchase behavior is driven by the confirmation of consumer expectations. When brand reliability meets or even exceeds expectations, repurchase intention is usually the same. Therefore, brand reliability not only supports trust, but also functions as an important mechanism in confirming expectations, making it more important than intention itself.

Conclusion

This study was conducted to determine whether brand intention, brand reliability, and price influence the repurchase intention of luxury fashion e-commerce brands. Based on the results of the study conducted with the PLS-SEM model on 152 data, it was found that brand intention and brand reliability significantly influenced repurchase intention. In contrast, price did not influence repurchase intention. This research model can explain 93% of the variance in the repurchase intention of luxury fashion e-commerce brands based on brand intention and brand reliability factors.

The recommendations given are for brands to increase brand intention and reliability by increasing the consistency and quality of products and services, the quality of the user interface and user experience of the platform application used, increasing online promotion through social

media, collaborating with reputable logistics companies, and collaborating with relevant influencers.

The results of this study are expected to contribute to similar research on similar objects, methods, and research models. To improve the quality of similar research in the future, subsequent research is expected to involve other factors that have yet to be studied in this study to improve the quality of the research model to increase repurchase intention.

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