

# The Influence of Brand Loyalty, Perceived Quality and Brand Trust on Repeat Purchase of Unilever Products

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## ABSTRACT

**Objective:** This study aims to examine the influence of brand loyalty, perceived quality, and brand trust on consumers repurchase decisions for Unilever products amid intensified competition and boycott issues in Indonesia. **Method:** A quantitative research approach was employed with data collected from 96 respondents through questionnaires, supported by secondary data from journals, books, and official websites. Data were analyzed using SPSS software, employing multiple linear regression along with validity, reliability, normality, multicollinearity, heteroscedasticity, t-tests, F-tests, and coefficient of determination ( $R^2$ ) analyses. **Results:** The findings reveal that brand loyalty, perceived quality, and brand trust each have a significant positive effect on repurchase behavior, indicating that consumers' confidence and attachment to the brand remain key determinants of repeat purchases even during brand-related crises. **Novelty:** This study contributes to consumer behavior research by highlighting how trust and loyalty sustain repurchase intentions under boycott conditions, providing practical insights for brand resilience strategies in the Indonesian manufacturing industry.

## INTRODUCTION

Currently, the competition business industry manufacturing the more strict business. This be one of business that will Keep going develop along with increasing market needs, especially in industry product primary consumption such as product cleanliness, care until food and drink. One of the company industry the primary product is PT. Unilever Indonesia Tbk. This company is one of the largest producers in Indonesia of primary consumer products and body care products [1]. This company is classified as an FMCG ( *Fast Moving Consumer Group* ) or a company with fast sales and product turnover [2]. product under under the auspices of Unilever such as Pepsodent, Lifebuoy, Sunsilk, Clear, Rexona, Rinso, Molto, Sunlight, Wall's, Bango, Royco, Sariwangi, and other products have very broad market opportunities, because Unilever products are produced for fulfillment need consumer daily like food, drinks, care body and others.

According to PT Unilever Indonesia Tbk's 2023 annual report, sales declined. In 2023, the company recorded total sales of IDR 38.6 trillion, with a net profit of IDR 4.8 trillion. Sales and net profit in 2023 decreased by 6.3% and 10.5%, respectively, compared to net sales of IDR 41.2 trillion in the previous year [3]. This number is the lowest in the last 3 years. This is caused by external factors related to the geopolitical situation. The rise of the issue of boycotting Unilever products among the Indonesian people is a factor in the decline in sales levels and net profits of PT. Unilever Indonesia Tbk. The Boycott, Divestment, and Sanctions (BDS) movement carried out by the Indonesian people against

Unilever products is seen as a way to support the Palestinian struggle to fight against aggression and crimes against humanity committed by Israel over the past few years.



**Figure 1** Graph of Sales and Net Profit Per Year of PT. Unilever Indonesia Tbk.

**Source:** Annual Report of PT. Unilever Indonesia Tbk.

Figure 1 shows the decline in sales and net profit of PT. Unilever Indonesia Tbk in 2023. PT. Unilever Indonesia Tbk was hit by boycott rumors after the company was suspected of being affiliated with the State of Israel. Regardless of whether the rumors were true or not, the Boycott movement against Unilever products had an impact on the decline in sales and net profit of the company. Despite the decline in sales, Unilever products have long been known throughout the world, especially in Indonesia. PT. Unilever Indonesia Tbk continues to strive to continue to develop through innovation and consistency in product quality, thereby building consumer trust and inviting consumers to make repeat purchases.

Repeat purchases are consumer actions in buying a product again and again, because they are satisfied with the use of the product [4]. Repeat purchases made by consumers occur based on experiences and fulfilled expectations regarding the quality of the product that has been purchased. When consumers become loyal to a brand, they may want to buy products again from the same company and brand. In addition, repeat purchases also occur when consumers have a positive attitude and control in the perception of high quality towards a product purchased. When quality meets needs, consumers are likely to buy the product again. Repeat purchases are also closely related to trust in a product's brand. Brand trust makes consumers feel safer when using the product. Brands that are perceived to be able to meet consumer expectations tend to be used more frequently.

One factor that causes repeat purchases is brand loyalty, which occurs when a person or consumer feels attached to a particular product or service and wants to repurchase that product someday [5]. Consumers who are loyal to a brand mean they have a positive assessment of the brand and have used the same brand repeatedly. A good purchasing experience is one of the reasons consumers are loyal to a brand. In addition, another factor is perceived quality. Perceived quality is an overall impression regarding the superiority that consumers feel about the product used compared to other products [6]. Product quality that is assessed positively by consumers can increase consumer motivation to repurchase the product. Product quality is important for companies to pay

attention to maintaining and improving the quality of their products. Furthermore, brand trust is created from consumer perceptions of product quality obtained from the experience of using it [7]. Trust in a brand increases consumer interest in repurchasing that brand. Consumers who have trust in a brand will not take long to repurchase that brand.

Based on previous research, there are many factors that influence consumers to make repeat purchases. One study found that brand loyalty has a positive and significant influence on repeat purchases [8]. Other research has shown different results, namely that brand loyalty has a negative and insignificant influence on repeat purchases. [9] However, there are also other studies that show that brand loyalty has a significant positive effect on repeat purchases [10]. The differences in the research results indicate inconsistencies in the results or gaps in the research.

On the perception of quality, a study was conducted and showed that partially the perception of quality has a positive and significant influence on repeat purchases [11]. Other studies have shown different results that the perception of quality has a weak influence on repeat purchases [12]. However, there is also research that proves that the perception of quality has a significant positive influence on repeat purchases [13]. According to these studies, it was concluded that there are inconsistent results in proving the influence of the perception of quality on repeat purchases.

A study proves that brand trust partially has a significant positive influence on repeat purchases [14]. Other studies prove different results that brand trust has no influence on repeat purchases [15]. However, there is also research that proves that trust has a positive and significant influence on repeat purchases [16]. From these results, it is concluded that there are differences in the results in proving the influence of brand trust on repeat purchases.

Based on the results of previous research, differences in research findings were found, known as *the evidence gap*, or research gap regarding the influence of brand loyalty, perceived quality, and brand trust on repeat purchases. This prompted researchers to conduct further research and decided to choose the research title "The Influence of Brand Loyalty, Perceived Quality, and Brand Trust on Repeat Purchases of Unilever Products."

**Problem Formulation** : To analyze the influence of brand loyalty, perceived quality, and brand trust on repeat purchases of Unilever products. Considering that currently there are many similar products from other brands and business competition in the same sector is getting tighter, so consumers have many choices in deciding to buy a product repeatedly.

**Research Questions :**

1. Does Brand Loyalty have an influence on Repeat Purchases of Unilever products?
2. Does Perceived Quality have an influence on Repeat Purchases of Unilever products?
3. Does Brand Trust have an influence on Repeat Purchases of Unilever products?

**Research Objective** : To analyze the influence of Brand Loyalty, Perceived Quality and Brand Trust on Repeat Purchases of Unilever products.

**SDGs Category** : This research is included in category 12 which aims to ensure sustainable production and consumption patterns (*Responsible Consumption and Production*) <https://sdgs.un.org/goals/goal12>.

## RESEARCH METHOD

### Literature Review

The grand theory in this research is *the Theory of Planned Behavior* or also called the Theory of Planned Behavior. This theory is the result of an extension of *the Theory of Reasoned Action* (TRA) which was first put forward by Icek Ajzen and Martin Fishbein in 1967. Initially this theory only explained that a person's intention towards a behavior was formed by two main factors, namely (*attitude towards the behavior*) or attitude towards the behavior and (*subjective norms*) or subjective norms, then in 1988 this theory was developed into TPB (*Theory of Planned Behavior*) where one more factor was added, namely (*perceived behavioral control*) or perceived behavioral control [18].

According to M. Rusydi, this theory states that a person's behavior is influenced by the intention to consciously do it and a person's intention is formed from three important aspects [19], namely 1) attitude, which comes from beliefs about behavior, 2) subjective norms, which come from normative beliefs or in other words beliefs that come from support from the surrounding environment, 3) perceived behavioral control, namely beliefs about the ease or difficulty of the behavior itself.

Researchers use this grand theory to describe how consumers plan and evaluate products they intend to purchase. In the context of repeat purchases, positive consumer attitudes are formed from satisfaction and positive experiences with a product, leading to a desire to repurchase. Furthermore, support or encouragement from family, friends, or the surrounding community can also encourage repeat purchases. Beliefs about the ease of purchasing and product availability also increase the likelihood of repeat purchases.

### Brand Loyalty (X1)

Brand loyalty can be defined as the way consumers repeatedly purchase the same goods or services rather than buying other alternative products [20]. Consumer loyalty to a brand is one of the company's goals in retaining consumers from competing companies. Brand loyalty is also referred to as the basis for consumer commitment in deciding to repurchase products with that brand in the future [5]. According to research results, there are several indicator loyalty brand among them [21]:

#### 1) *Cognitive Loyalty*

Refers to consumer loyalty based on the knowledge and information that consumers have about a product or brand, for example the quality of the product.

2) *Affective* loyalty

Related to consumer loyalty which is related to the positive feelings and attitudes that consumers have towards a product, such as a sense of satisfaction with the product used.

3) *Conative* loyalty

This is associated with consumer loyalty who have the intention or interest to buy and use the same product or brand again.

4) *Behavioral* loyalty

Consumer loyalty that shows consistent behavior in repurchasing a product within a certain time.

H1: Brand loyalty influences repeat purchases.

**Perceived Quality (X2)**

*Perceived quality*, also called perceived quality, is a consumer's assessment of how good a product or its quality is compared to other products [22]. Consumers tend to repurchase the product if their perception of its quality is good [6]. Companies must pay attention to the quality of their products, because good perception will make the product competitive in the market. According to research results, there are several indicators from perception quality among them [23]:

1. Performance

A consumer's primary assessment of a product they purchase. This relates to a product's functional aspects and is also a key characteristic considered when purchasing that product.

2. Conformance

Conformance refers to the product's specifications meeting the quality and expectations of consumers. This reflects product quality meeting consumer-determined standards.

3. Reliability

The likelihood that an item or product will function properly when used over a certain period of time and under certain conditions.

4. Durability

Assessment of how long a product can be used. This relates to the quality of a product during its use.

5. and *Design*

Displaying the product and how consumers see it the appearance of the product can influence the quality and function of the product with consumer desires.

H2: Perceived quality influences repeat purchases.

**Brand Trust (X3)**

Brand trust is defined as the tendency of consumers to rely on a brand in certain circumstances because they believe that the brand can provide good benefits [24]. The brand purchased is a brand that is believed to be the best choice in fulfilling expectations of the promised function and value of the product [7]. According to research results, there are several indicators of brand trust [25]:

1. Product Quality

Product quality is defined as the value given to the product in meeting consumer needs.

2. Price

An exchange value in the form of money or goods to obtain benefits from using a product or service to meet the needs of the buyer. Price can reflect the quality and benefits of a product. Consumers can choose products based on their desired price.

3. Quality of Service

Efforts to fulfill consumer needs and desires through product quality and appropriate delivery methods so as to satisfy consumers.

4. Convenience

The company's expertise in providing services that make it easier for consumers to obtain or purchase the products or services offered.

H3: Brand trust influences repeat purchases.

**Repurchase (Y)**

Repeat purchase is consumer behavior in purchasing products from the same brand repeatedly [4] . Repeat purchase describes a strong emotional and functional attachment of consumers to a brand [26] . Repeat purchases occur based on consumer assessment of products that have been used by considering consumer conditions and needs. Repeat purchase of a product or service can be influenced by various factors. Some indicators of purchasing decisions according to research results include [27] :

1. Transactional Interest,

It is consumer behavior that tends to repurchase products that have been purchased before.

2. Referential Interest,

It is the tendency of consumers to recommend other consumers to buy goods that they have purchased, based on their experience when using them.

3. Preferential Interest,

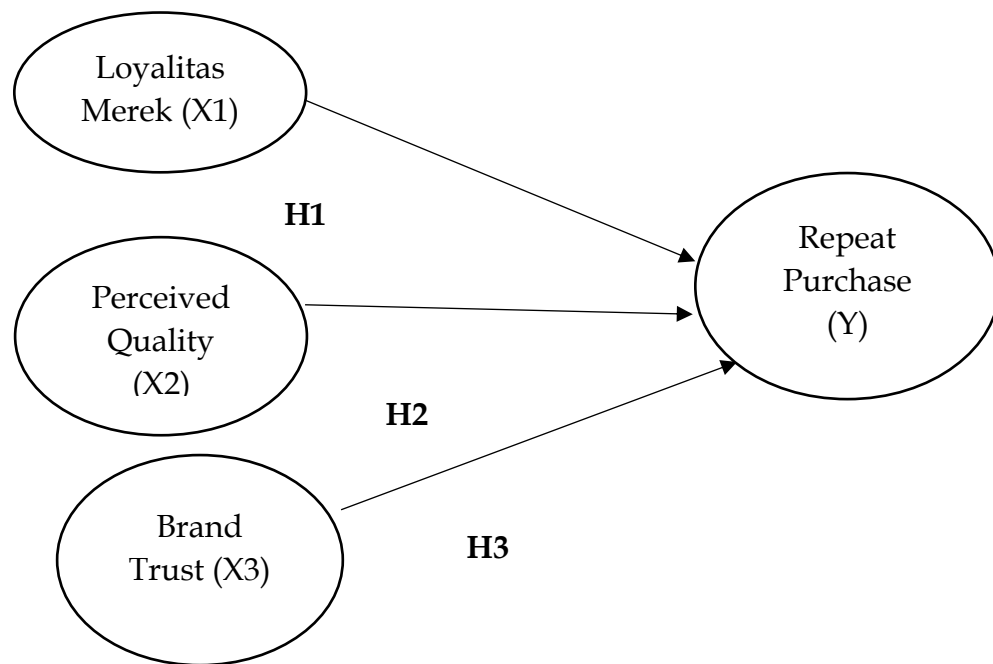
Consumer interest stems from specific preferences for products they have previously used. These preferences can change if changes occur to the product.

4. Exploratory Interest,

Reflects consumer behavior that wants to know more about the products they like and supports their positive features.

**Conceptual Framework**

Based on the description of the conceptual framework, the author concludes a conceptual framework diagram to explain the variables studied which can be seen in Figure 2 as follows:



**Figure 2** Conceptual Framework

The hypothesis in this study is as follows :

H1: Brand loyalty influences repeat purchases of Unilever products.

H2: Perceived quality influences repeat purchases of Unilever products.

H3: Brand trust influences repeat purchases of Unilever products.

### Method

#### A. Type of Research and Population

Approach quantitative chosen for used in study this. Approach quantitative related with empirical data using sample representative in the form of number [28] . Researchers use the SPSS program to process data. Population study This is consumers who use Unilever products in general recurring, aged over 18 years old and living in Sidoarjo.

#### B. Techniques and Sampling

The non-probability sampling technique was chosen as the sampling method appropriate for this research. The purposive sampling method was applied in selecting the sample. The sample was determined with choose the community in Sidoarjo who fulfills criteria research and considered representative population. Because the population size is unknown, the formula Lemeshow used For calculate and determine amount respondents in study This [29] :

$$n = \frac{z^2 P(1 - P)}{d^2}$$

Information:

n = Number of samples

z = Value of moral table with certain alpha

P = Unknown population proportion

d = Distance in both directions

The formula above show that formula lemeshow used for determine amount samples. In this study, the alpha, or confidence level, was 95%, or 1.96. The unknown population size is 0.5, and the margin of error is 10%. Here is the calculation:

$$n = \frac{z^2 P(1 - P)}{d^2}$$

$$n = \frac{(1,96)^2 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,5(0,5)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

$$n = 96$$

So the number of respondents in this study was 96 respondents.

### C. Data Types and Sources

Primary data and secondary data were used in this study. Primary data came from questionnaires distributed to respondents [30]. Meanwhile, secondary data was generated from literature supporters like journal, report annual companies, books and websites.

### D. Data collection technique

Data will be collected through a questionnaire, consisting of statements addressed to respondents and assessed using weights and distances. The level of measurement is calculated using an interval scale, and the weight of respondents' measurements is measured using a Likert scale. Respondents must choose one of the numbered options. the consists of from number 1 indicates very much agree , then 2 which means no agree, then answer neutral with number 3, next number 4 for answer agree, and number 5 means strongly agree [31] .

### E. Data Analysis Techniques

#### 1) Multiple Linear Regression Analysis

The relationship between one dependent variable (Y) and two or more known independent variables ( $x_1, x_2, \dots, x_n$ ) is explained by multiple linear regression. Analysis multiple linear regression used For see How factors ( variables) independent influences One results ( variables dependent ) [32] . So that study This use formula following :

$$Y = a + b^1 X^1 + b^2 X^2 + b^3 X^3$$

Information :

Y = Repeat Purchase

a = Constant

$b_{1,2,3}$  = Regression Coefficient

X1 = Brand Loyalty

X2 = Perceived Quality

X3 = Brand Trust

## F. Instrument Test Data

### 1. Validity Test

Validity of research known from how much similar to the data collected with original data on the object under study. Validity test useful For know whether indicators used in each variables legitimate or No For measured and researched [33].

### 2. Reliability Test

Reliability testing is used to determine the extent to which a measurement tool can produce accurate results. This test was conducted using the SPSS program. variables can considered reliable when own Cronbach Alpha value  $> 0.60$  [34].

## G. Classical Assumption Test

### 1. Normality Test

The normality test is performed to determine whether the residual values are normally distributed. Normally distributed data is data that conforms to the distribution pattern of a variable. The normality test determine is it a regression model, or residue distributed normally [34].

### 2. Multicollinearity Test

Multicollinearity test used to determine the presence of a strong correlation between independent variables. Multicollinearity occurs when there is a perfect or nearly linear relationship between independent variables in a regression model. The value inflation factor (VIF) and the tolerance value are used to identify symptoms of multicollinearity. Multicollinearity does not occur if the VIF value is (less than)  $< 10$  and the tolerance value is (greater than)  $> 0.1$  [33].

### 3. Heteroscedasticity Test

A change in conditions where unequal variations occur in most of the observed data in a regression model causes heteroscedasticity. The heteroscedasticity test is used to determine whether there are differences in the error variance (residual) in the regression model. Absolute values ( all mark positive ) and value residue absolute used For measure variables independent. Residual value absolute is difference between Y value and its prediction . Did not occur heteroscedasticity which if mark significant between variables independent and residual absolute more big from  $0.05$  [35].

## H. Hypothesis Testing

### 1. t-test ( Partial )

This test serves to find out as big as What influence variables free to variables bound , then the t -statistical test is carried out . Two conclusions can made : If results t - value more big from t- table value and value significant not enough

of 0.05 then  $H_0$  is rejected and  $H_a$  is accepted, meaning the independent variable has influence significant to variables dependent. If otherwise  $t$ -value more small from  $t$ -table value and value significant more from 0.05 then  $H_0$  is accepted and  $H_a$  is rejected, then It means independent variable no influence variables dependent [34].

## 2. F Test ( Simultaneous )

The  $f$  test is a test that is carried out For prove influence from variables independent ( loyalty brand, perception quality and trust brand ) against variables dependent ( purchase) repeat ) in simultaneous or simultaneously. If  $F$  count  $>$   $F$  Table and is large mark significance  $<$  0.05, then  $H_0$  is rejected and  $H_a$  is accepted, so it is stated that the independent variables influence the dependent variables simultaneously [36].

## 3. Coefficient of Determination ( $R^2$ )

Coefficient of determination functioning for test use of models in explain variables free. In other words, the coefficient This show how much big presentation influence variables independent to variables dependent [33].

# RESULTS AND DISCUSSION

## Result

### Analysis Based on Characteristics and Identity Respondents

Characteristics from respondents in study This is respondents who have ever use Unilever products and respondents who have use Unilever products in general repeating.

**Table 1.** Respondent Characteristics

Characteristics Respondents	Frequency	Presentation
Once use Unilever products	96	100%
Once use Unilever products in general repetitive	96	100%

Table 1 displays the characteristics of the respondents. Among them are respondents who have use Unilever products have a frequency of 96 with a percentage of 100%, and another characteristic is that respondents who use... Unilever products in general repetitive has a frequency of 96 with a percentage of 100%.

**Table 2.** Respondent Identity

Identity Respondents	Group	Frequency	Presentation
Gender	Man	28	29.1%
	Woman	68	70.9%
Age	18 - 25 Years	72	75%
	26 - 32 Years	10	10.5%

Identity Respondents	Group	Frequency	Presentation
Work	33 - 40 Years	6	6.2%
	>40 Years	8	8.3%
	Students	48	50.2%
	Servants / ASN	5	5.2%
	Private sector employee	26	27%
	Self-employed	8	8.3%
	Etc	9	9.3%

In table 2, it is known that the respondents' identities consist of 28 male respondents with a percentage of 29.1% and 68 female respondents with a percentage of 70.9%. The age group category of 18-25 years is 72 respondents with a percentage of 75%, the age of 26-32 years is 10 respondents and has a percentage of 10.5%, the age of 33-40 years is 6 respondents and the percentage is 6.2% and the age category >40 years is 8 respondents with a percentage of 8.3%. In the occupation category, student respondents had the highest percentage of 50.2% with a frequency of 48 respondents, followed by private employee respondents as many as 26 respondents with a percentage of 27%, then other occupations were 9 respondents with a percentage of 9.3%, followed by self-employed respondents totaling 8 respondents with 8.3% and civil servant/ASN respondents as many as 5 respondents with 5.2%.

### Multiple Linear Regression Analysis

Analysis multiple linear regression used For know how much big influence variables free to variables bound [32] . The following are the results of the multiple linear regression analysis test:

**Table 3 Multiple Linear Regression Test  
Coefficients <sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2,762	1,089		2,592	.000
Brand Loyalty	.295	.102	.295	3,925	.010
Perception of Quality	.357	.078	.331	2,828	.000
Brand Trust	.258	.124	.382	3,443	.001

a. Dependent Variable: Repeat Purchase

Source: Data Processing Results with SPSS (2025)

Based on table 3, the equation for the results of the multiple linear regression test is as follows:

$$Y = 2.762 + 0.295X_1 + 0.357X_2 + 0.258X_3$$

The explanation of the equation is as follows:

**1. Constant (a)**

The positive constant value is 2.762, which indicates that there is no influence. Independent variables (*Brand Loyalty, Perceived Quality, Brand Trust*), then the value of the dependent variable (Repeat Purchase) remains constant at 2.762.

**2. Brand Loyalty Variables**

If the brand loyalty variable increases by one unit, then the repeat purchase variable also increases by 0.295.

**3. Quality Perception Variable**

If the perceived quality variable increases by one, the repeat purchase variable will also increase by 0.357.

**4. Brand Trust Variable**

If the brand trust variable increases by one, then the repeat purchase variable also increases by 0.258.

**Instrument Test Data**

**Validity Test**

The following are the results of the validity test using the SPSS program:

**Table 4** Validity Test

Variables	Indicator	R Count	R Table	Information
Brand Loyalty (X1)	X1.1	0.752	0.200	Valid
	X1.2	0.821	0.200	Valid
	X1.3	0.713	0.200	Valid
	X1.4	0.650	0.200	Valid
Perceived Quality (X2)	X2.1	0.682	0.200	Valid
	X2.2	0.798	0.200	Valid
	X2.3	0.735	0.200	Valid
	X2.4	0.756	0.200	Valid
	X2.5	0.798	0.200	Valid
Trust Brand (X3)	X3.1	0.840	0.200	Valid
	X3.2	0.740	0.200	Valid
	X3.3	0.650	0.200	Valid
	X3.4	0.725	0.200	Valid
Repurchase (Y)	Y1	0.828	0.200	Valid
	Y2	0.765	0.200	Valid
	Y3	0.739	0.200	Valid
	Y4	0.720	0.200	Valid

Source: Data Processing Results with SPSS (2025)

The df (n-2) value in this study is  $(96-2) = 94$ , so the R table is 0.200 with a significance level of 5%. The validity test results are considered valid or acceptable if the calculated r-value of each indicator is greater than the r-table. Table 4 shows that each indicator has a calculated r-value greater than the r-table value. Therefore, this test is considered valid for measuring research data.

### Reliability Test

Reliability is a measure that shows how far a measuring instrument can be relied upon and trusted. Decisions are made based on the following criteria [33] :

1. If the Chronbach alpha value is greater ( $>$ ) than 0.60 then it is declared reliable.
2. If the Chronbach alpha value is less ( $<$ ) than 0.60 then it is declared unreliable.

The following are the results of the reliability test using the SPSS program:

**Table 5** Reliability Test

Variables	Cronbach's Alpha	R Critical	Information
Brand Loyalty (X1)	0.741	0.60	Reliable
Perceived Quality (X2)	0.759	0.60	Reliable
Brand Trust (X3)	0.723	0.60	Reliable
Repurchase (Y)	0.738	0.60	Reliable

Source: Data Processing Results with SPSS (2025)

Based on the reliability test results in Table 5, the Cronbach's alpha values for the Brand Loyalty (0.741), Perceived Quality (0.759), Brand Trust (0.723), and Repeat Purchase (0.738) variables are all greater than 0.60 ( $>0.60$ ). Therefore, all variables are declared reliable.

### Classical Assumption Test

#### Normality Test

The normality test is used to determine whether the regression model is normally distributed, so that the data is good and reliable in research [34] . If the significance value is less than 0.05, it indicates that the data is not normally distributed, but if the significance value is greater than 0.05, the data is normally distributed. The non-parametric Kolmogorov-Smirnov (KS) method is used to find out the results [35] .

**Table 6.** Normality Test**One-Sample Kolmogorov-Smirnov Test**

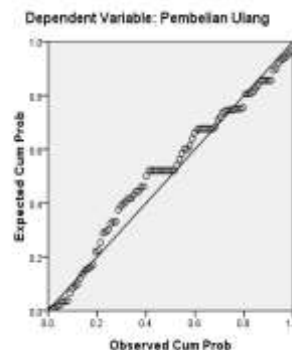
		Unstandardized Residual
N		96
Normal Parameters <sup>a</sup>	Mean	.0000000
	Standard Deviation	1.51743582
Most Extreme Differences	Absolute	.128
	Positive	.063
	Negative	-.128
Kolmogorov-Smirnov Z		.532
Asymp. Sig. (2-tailed)		.240

a. Test distribution is Normal.

Source: Data Processing Results with SPSS

According to the results of the normality test in Table 6, the significant value of the Kolmogorov-Smirnov test is 0.240 ( $> 0.05$ ), so it is concluded that the data is normally distributed. The normality test can also be determined using *the Normal Probability Plot*.

Normal P-P Plot of Regression Standardized Residual

**Figure 3P** -Plot Graph

In figure 3, the Normal P-Plot graph can be seen that the data is spread and follows direction of the diagonal line, then the data distributed with normal. These results also show that testing normality in research This produce normal data or Good.

**Multicollinearity test**

Know size VIF (variance inflation factor) value is method in measure the multicollinearity test. If the VIF value is greater than small from 10 ( $< 10$ ) and the tolerance value is more big from 0.1 or ( $> 0.10$ ), then concluded No happen multicollinearity [29].

**Table 7. Multicollinearity Test Coefficients <sup>a</sup>**

Model		Standardized		Collinearity Statistics	Sig.	Tolerance	VIF
		Unstandardized Coefficients	Coefficients				
		B	Std. Error	Beta	t		
1	(Constant)	2,762	1,089		2,592	.000	
	Brand Loyalty	.295	.102	.295	3,925	.010	.787 2,523
	Perception of Quality	.357	.078	.331	2,828	.000	.745 2,475
	Brand Trust	.258	.124	.382	3,443	.001	.762 2,721

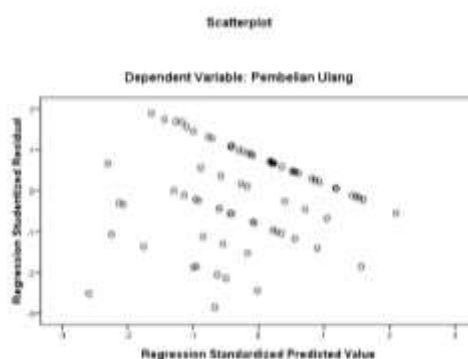
a. Dependent Variable: Repeat Purchase

Source: Data Processing Results with SPSS (2025)

According to the results in table 7, can be seen that VIF value of variables loyalty brand is (2.523) < 10 and the tolerance value is 0.787 (>0.10). The VIF value of variables perception quality (2.475) < 10 and tolerance value of 0.745 (>0.10), and VIF value of variables trust brand (2.721) < 10 and tolerance value of 0.762 (>0.10) so that stated No happen multicollinearity.

**Heteroscedasticity Test**

Heteroscedasticity test can known through *output* method chart regression, with provision If sample points are spread throughout graphics and not form pattern special so stated heteroscedasticity No happen



**Figure 4**Heteroscedasticity Test

According to Figure 4, the results of the heteroscedasticity test show that the sample points are spread out and do not form a specific pattern, so it is stated that there is no happen heteroscedasticity.

**t-test (Partial)**

t -statistic test is used For show how much Far influence One independent variables on variables dependent [34] . The t- table value is generated from the formula  $(\alpha / 2 ; n - k - 1) = (0.025 ; 96 - 3 - 1 = 92)$  so that the t- table value is obtained amounting to (1,986).

**Table 8.** t-test

	Model	Unstandardized		Standardize	t	Sig.
		Coefficients		d		
		B	Std. Error	Beta		
1	(Constant)	2,762	1,089		2,592	.000
	Brand Loyalty	.295	.102	.295	3,925	.010
	Perception of Quality	.357	.078	.331	2,828	.000
	Brand Trust	.258	.124	.382	3,443	.001

a. Dependent Variable: Repeat Purchase

Source: Data Processing Results with SPSS (2025)

**a. Brand Loyalty (X1) Towards Repeat Purchase (Y)**

Seeing from i the t - value in table 8 is (3.925), which means more big (>) from t-table value namely (1.986), with significant is (0.010) < (0.05) so that  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded variables First that is loyalty brand in a way partial influential positive and significant to variables purchase repeat.

**b. Perceived Quality (X2) Towards Repeat Purchase (Y)**

The t-count value in table 8 is (2.828) > t-table value (1.986), with significant equal to (0 .000) < (0.05) so that  $H_0$  is rejected and  $H_a$  is accepted. So that concluded variables perception quality in a way partial influential positive and significant to variables purchase repeat.

**c. Trust (X3) Towards Repeat Purchase (Y)**

It is known that the t-count in table 8 is (3.443) > the t-table value (1.986), followed by mark significant is (0.001) < (0.05) so that  $H_0$  is rejected and  $H_a$  is accepted. So it is concluded that is variables trust brand in a way partial give influence positive and significant to variables purchase repeat.

**F Test (Simultaneous)**

Significance value (sig) is used to test the influence of variables simultaneously. A sig value of less than 0.05 indicates that the independent variable influences the dependent variable [36] . The results are determined by the following criteria:

1. If the calculated F is greater than the table F, then  $H_0$  is rejected and  $H_a$  is accepted.
2. If the calculated F is smaller than the table F, then  $H_0$  is rejected and  $H_a$  is rejected.

**Table 9. F Test  
ANOVA <sup>b</sup>**

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	158,300	3	102,589	41,340	.000 <sup>a</sup>
	Residual	96,132	92	.989		
	Total	254,432	95			

a. Predictors: (Constant), Brand Trust, Perceived Quality, Brand Loyalty

b. Dependent Variable: Repeat Purchase

Source: Data Processing Results with SPSS (2025)

Table f value obtained through formula f table is  $(k ; n - k) = (3 ; 96 - 3)$  so that the f table value is (2.703). It is known in table 9, the calculated f value obtained is  $(41,340) > F$  table value (2,703) and the significance level is  $0.000 < 0.05$ , so it can be concluded that brand loyalty (X1), perceived quality (X2) and brand trust (X3) have an effect on repeat purchases simultaneously.

#### **Coefficient of Determination ( $R^2$ )**

**Table 10. Coefficient of Determination  
Model Summary**

	<b>Model</b>	<b>R</b>	<b>Adjusted R Square</b>	<b>Standard Error of the Estimate</b>
1	.885 <sup>a</sup>	.768	.762	.952

a. Predictors: (Constant), Brand Trust, Perception Quality, Brand Loyalty

Source : Data Processing Results with SPSS (2025)

From the test results in table 10, it shows that the *R Square value* is 0.768 or 76.8 %  $(0.768 \times 100)$  so that it is concluded that the independent variables, namely the Brand Loyalty variable, then Perceived Quality, and Brand Trust have a determinant relationship to the dependent variable of Repeat Purchase of 76.8 % and the remaining 23.2% is influenced by other variables. This result is indicated as a strong category regression model because the independent variables are able to explain the variation of the dependent variable in the regression model of 76.8 %, which is more than 50% (0.50) [34].

#### **Discussion**

##### **Loyalty brand influential to purchase Recycle on Unilever products**

According to results from the tests carried out, it was found that results testing in a way partial (t-test) t - value more big from t- table value, so that can concluded that hypothesis accepted, namely there is positive and significant influence from variables loyalty brand to purchase This means that consumers who are loyal to the Unilever brand

will make repeat purchases of that brand. Loyalty consumer to something brand can give influence on decisions in buy repeat product said. This is prove that Unilever has give impression positive to consumer until grow loyalty to the product Unilever products. Loyalty This push consumer For Keep going choose product the even though There is Lots product alternative other Because they feel satisfied, believe in quality, and have own positive experience previously. If Unilever is consistent in make consumer feel satisfied, then loyalty consumer to product Unilever products can Keep going grow and be maintained. This result The same with results study [8] which shows that loyalty brand influential positive significant to purchase repeat, and other studies also state same result [10] that loyalty brand influential positive and significant to purchase repeat.

#### **Perception quality influential to purchase Recycle on Unilever products**

From several tests that have been done done, concluded that there is positive and significant influence from variables perception quality to purchase repeat. It is known that (t-test) the calculated t- value more big than t- table value, which means hypothesis accepted that is variables perception quality influential positive and significant to purchase repeat. This means, the more good perception consumer to quality Unilever products, then the more high tendency consumer for do purchase repeat Unilever products. Perception or evaluation consumers on quality something product can influence decision in buy repeat product Unilever proves that that good quality can increase perception Good from consumers. When consumers own perception good quality of Unilever products, then they tend feel satisfied and confident that product Unilever products are worthy for purchased back. Perception positive qualities also increase Unilever brand image, which ultimately interesting consumer for do purchase repeat. This result the same with study from [11] which proves that perception quality influential positive significant to purchase repeated and the same results were also obtained in another study [13] which was proven that perception quality influential positive significant to purchase repeat.

#### **Trust brand influential to purchase Recycle on Unilever products**

Based on results from several tests were carried out, can taken conclusion that there is positive and significant influence from variables trust brand to purchase repeat. From the results (t-test) it is known t - value more big from t- table value, so that interpreted that variables trust brand influential in a way partial to purchase repeat, and hypothesis accepted. Trust consumers of Unilever products are formed when they believe that Unilever is consistent sell product product quality good and able fulfillment hope they. The more tall trust consumers on the Unilever brand then the more strong tendency too consumer for buy return product Unilever Trust brand this can also reduce doubt consumer in the purchasing process repeat Unilever products. With thus, Unilever Company has get trust brand from consumers, so that own opportunity more big for maintain consumers, increasing loyalty, and forming connection term profitable length. This result own similarity with results another study [14] which stated that trust brand influential positive significant to purchase repeat . Other studies also found similar results that trust brand influential positive significant to purchase repeat [24].

## CONCLUSION

**Fundamental Finding :** Based on the test results and discussion, this study concludes that brand loyalty, perceived quality, and brand trust each have a positive and significant influence on repeat purchase behavior. These three variables collectively play an important role in encouraging consumers to make repeated purchases. When consumers demonstrate strong loyalty, perceive high product quality, and trust the brand, their likelihood of making repeat purchases increases significantly. **Implication :** The findings suggest that Unilever can strengthen long-term consumer relationships and business sustainability by maintaining brand loyalty through a positive brand image, providing satisfying product experiences, and anticipating consumer needs. Furthermore, continuous product innovation, maintaining high product quality, and enhancing consumer trust through transparent information, a strong reputation, and active management of consumer feedback are essential strategies. **Limitation :** This study is limited to examining only three variables – brand loyalty, perceived quality, and brand trust – while other factors such as price, consumer satisfaction, and product availability, which may also influence repeat purchases, were not included. Additionally, the research was conducted using a limited sample of Unilever consumers in Sidoarjo, restricting the generalizability of the findings. **Future Research :** Future studies are recommended to include broader and more diverse samples, add other relevant variables and indicators, and employ different research methods to generate more comprehensive and generalizable insights that can benefit both academic understanding and practical application in marketing strategy.

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