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AN ANALYSIS OF THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, AND PRODUCT QUALITY ON REPURCHASE INTENTION THROUGH BRAND LOYALTY AS A MEDIATING VARIABLE AMONG CONSUMERS OF MS GLOW PRODUCT

Teguh Budi Haryanto[1], Daffa Izzuddin[2]
Master of Management Study Program, Faculty of Economics and Business
17 August 1945 University Semarang
Jl. Imam Bonjol No. 161 Semarang

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ABSTRACT
This study investigates the influence of Brand Awareness, Brand Association, and Product Quality on Repurchase Intention, with Brand Loyalty serving as a mediating variable among users of MS Glow skincare products. The research involved 180 respondents who are consumers of the MS Glow brand, with the object of analysis being the MS Glow skincare line. Data were collected through a structured questionnaire, and the analysis was conducted using Structural Equation Modeling (SEM) with the help of AMOS 22 software.The findings reveal that Brand Awareness has a positive and significant impact on Brand Loyalty. However, Brand Association does not have a significant positive influence on Brand Loyalty. Product Quality, on the other hand, significantly and positively affects Brand Loyalty. Furthermore, Brand Loyalty has a significant and positive effect on Repurchase Intention. In contrast, Brand Awareness, Brand Association, and Product Quality each show a positive but statistically insignificant effect on Repurchase Intention. Additionally, the mediating role of Brand Loyalty is confirmed in the relationships between Brand Awareness and Repurchase Intention, as well as between Product Quality and Repurchase Intention. However, Brand Loyalty does not mediate the effect of Brand Association on Repurchase Intention.
KEYWORDS: *Brand Awareness, Brand Association, Product Quality, Repurchase Intention, Brand Loyalty*

I. INTRODUCTION

In today's competitive business environment, customer loyalty and repurchase intention are critical to a company's long-term sustainability. As customers play a vital role in business operations, their continued patronage directly impacts company growth and profitability. Repurchase intention, in particular, is a valuable asset that can drive business expansion and boost revenue. This concept reflects the customer's personal evaluation of the products or services offered, which in turn significantly affects business development and continuity.

Several key factors, including brand awareness, brand association, and product quality, have been identified as influencing brand loyalty and repurchase intention. According to Peter and Olson (2010), brand awareness is a primary objective in promotional communication strategies. Additionally, research by Kim et al. (2008), cited in Richard Chinomona and Eugine Maziriri (2017), describes brand loyalty as a strong commitment by customers to continue purchasing a preferred product or service repeatedly over time.

Brand awareness, as a fundamental element of marketing strategy, measures the extent to which consumers recognize and recall a brand. Aaker (2013) views brand awareness as a long-term asset that significantly shapes purchasing behavior. High brand awareness can increase the likelihood of consumer interest and encourage repeated purchases, making it essential for companies to consistently enhance consumer familiarity with their brand.

Brand association, meanwhile, represents the mental connections consumers form between a brand and certain people, places, objects, or emotions. Aaker (2013) defines it as all components that are directly or indirectly linked to consumer memory of a brand. These associations can influence consumer buying behavior—positively or

negatively—depending on how they align with brand attributes, target audiences, and consumer expectations. Foroudi, Jin et al. (2018), as cited in Etty Susilowati (2020), assert that strong brand associations can foster greater emotional attachment and loyalty to the brand.

Product quality is another vital determinant of customer satisfaction and loyalty. Kotler and Keller (2018) define product quality as the ability of a product to fulfill its intended functions, including factors such as durability, reliability, and precision. Continuous improvement of product quality is crucial for companies aiming to retain customers and stimulate repeat purchases. Tjiptono (2015) emphasizes that quality encompasses various product characteristics—such as performance, reliability, user-friendliness, and aesthetics—all of which must align with consumer needs and preferences.

When effectively implemented, brand awareness, brand association, and product quality form the foundation for building customer loyalty and increasing repurchase intentions. This is especially evident in Indonesia's rapidly growing skincare market, where local brands are emerging with innovations rivaling those of globally recognized Korean skincare products. One such brand is MS Glow, a prominent Indonesian cosmetic company known for its high-quality offerings. With over 2 million units sold monthly and recognition as one of the top 10 best-selling local skincare brands on digital marketplaces as of August 2021, MS Glow has become a well-established name among Indonesian consumers.

In light of this context, the present research replicates the study conducted by Richard Chinomona and Eugine Maziriri (2017), with modifications made to the research subject and object. Accordingly, this study is titled: "An Analysis of the Influence of Brand Awareness, Brand Association, and Product Quality on Repurchase Intention Through Brand Loyalty as a Mediating Variable Among Consumers of MS Glow Products." The primary aim is to examine how brand awareness, brand association, and product quality impact repurchase intention, with brand loyalty acting as a mediating factor in the purchasing decisions of MS Glow consumers.

Problem Formulation in This Study

1. To what extent does brand awareness significantly impact brand loyalty toward MS Glow products?
2. To what extent does brand association significantly impact brand loyalty toward MS Glow products?
3. Does the quality of the product significantly affect brand loyalty toward MS Glow products?
4. Does brand loyalty significantly influence the intention to repurchase MS Glow products?
5. Does brand awareness significantly affect the intention to repurchase MS Glow products?
6. Does brand association significantly influence repurchase intentions for MS Glow products?
7. Does product quality have a significant impact on repurchase intentions for MS Glow products?
8. Does brand loyalty serve as a mediating factor in the relationship between brand awareness and repurchase intentions for MS Glow products?
9. Does brand loyalty mediate the effect of brand association on repurchase intentions for MS Glow products?
10. Does brand loyalty mediate the influence of product quality on repurchase intentions for MS Glow products?

Objectives of This Study

1. To examine and explain the influence of brand awareness on brand loyalty in the context of MS Glow products.
2. To investigate and explain how brand association affects brand loyalty toward MS Glow products.
3. To analyze the impact of product quality on brand loyalty to MS Glow products.
4. To assess and explain the effect of brand loyalty on consumers' repurchase intentions for MS Glow products.
5. To evaluate how brand awareness influences repurchase intentions for MS Glow products.
6. To analyze the relationship between brand association and repurchase intentions for MS Glow products.
7. To determine the effect of product quality on repurchase intentions for MS Glow products.
8. To explore the mediating role of brand loyalty in the relationship between brand awareness and repurchase intentions for MS Glow products.
9. To examine the mediating effect of brand loyalty on the relationship between brand association and repurchase intentions for MS Glow products.
10. To analyze the role of brand loyalty as a mediator between product quality and repurchase intentions for MS Glow products.

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II. LITERATURE REVIEW AND HYPOTHESES

A. Literature Review

Brand Awareness

Aaker (2013) defines brand awareness as a long-lasting intangible asset encompassing elements such as brand name, perceived quality, image, symbols, and slogans—components that can become a significant source of future competitive advantage. Brand awareness represents the extent to which a brand is recognized by consumers and can serve as a general indicator of brand recall. High brand awareness enhances the likelihood that a brand will be top-of-mind for consumers during purchasing decisions, thereby increasing its market presence and influence.

Brand Association

According to Aaker (2013), brand association encompasses all thoughts, perceptions, and experiences—both direct and indirect—that consumers connect with a brand. These associations form links in the consumer's memory, tying the brand to particular attributes, emotions, or values. Consumers rely on these associations to process, categorize, and retain information, which in turn helps streamline their decision-making process. Brand associations may emerge from various sources, including direct interactions with the brand, marketing communications, and the experiences of others. Positive brand associations can significantly enhance consumer trust and preference for a brand.

Product Quality

Tjiptono (2015) defines product quality as the overall performance of a product, encompassing characteristics such as reliability, ease of use, and aesthetic appeal. In a strategic context, quality refers to the extent to which a product meets consumer needs and expectations. A product, by nature, is something offered to the market to capture attention, generate interest, and ultimately satisfy consumer desires. High product quality plays a pivotal role in enhancing consumer appeal and fostering customer loyalty, as it directly influences satisfaction and the overall brand experience.

Brand Loyalty

According to Aaker (2013), brand loyalty indicates the degree of consumer attachment and commitment to a particular brand. Said (2014), as cited in Richard Chinomona and Eugine Maziriri (2017), describes brand loyalty as an emotional, evaluative, and behavioral inclination toward consistently choosing a preferred brand. This preference is shaped by individual consumer experiences and decision-making processes. Brand loyalty is largely driven by customer satisfaction, which is in turn influenced by the perceived quality of a product or service. When consumers feel comfortable and satisfied with their experience, they are more likely to remain loyal to the brand over time.

Repurchase Intention

Repurchase intention refers to a customer’s willingness and tendency to repeatedly purchase a product or service from the same brand or retailer. As explained by Hellier et al. (2003) in Richard Chinomona and Eugine Maziriri (2017), this intention is significantly shaped by the customer’s post-purchase experience. Pather (2016) further elaborates that repurchase intention includes behavioral tendencies, such as a continued desire and interest in buying a specific product or brand. Factors such as product and service quality are crucial in shaping repurchase behavior. When these elements are perceived positively, they not only enhance purchase intention but also strengthen brand loyalty.

B. Hypothesis Development

1. Brand Awareness and Brand Loyalty to MS Glow Products
   The influence of brand awareness on brand loyalty is crucial, as it can significantly impact consumer behavior. Several studies have examined this relationship, including those by Xu, Li, and Zhou (2015), Jing, Pitsaphol, et al. (2014), and Yusuf, Zulfikar, et al. (2012) as cited in Richard Chinomona and Eugine Maziriri (2017). Their findings indicate that brand awareness positively affects brand loyalty. Based on these insights, the following hypothesis is proposed:
   H1: Brand awareness has a positive and significant effect on brand loyalty to the MS Glow brand.
2. Brand Association and Brand Loyalty to MS Glow Products
   Brand association plays a vital role in shaping brand loyalty. Studies by Atilgan, Aksoy et al. (2005) and Azadi, Esfahani et al. (2015), as cited in Richard Chinomona and Eugine Maziriri (2017), suggest that strong brand associations are directly linked to higher levels of brand loyalty. When consumers form positive associations with a brand, their loyalty to that brand increases. Therefore, the stronger the association with the brand, the greater the consumer's attachment and preference. Based on this reasoning, the following hypothesis is proposed:

H2: Brand association has a positive and significant effect on brand loyalty to the MS Glow brand.

3. Product Quality and Brand Loyalty to MS Glow Products
   Product quality is a key determinant of brand loyalty. Several studies, including those by Khan, Zainul-Aabdean, et al. (2016), Reich, McCleary, et al. (2006), and Ndukwe (2011) as cited in Richard Chinomona and Eugine Maziriri (2017), highlight the strong correlation between product quality and brand loyalty. Their findings demonstrate that a change in product quality directly influences the level of brand loyalty. Consumers are more likely to develop strong loyalty when they perceive a product as high quality. Therefore, the following hypothesis is proposed:
   H3: Product quality has a positive and significant effect on brand loyalty to the MS Glow brand.
4. Brand Loyalty and Repurchase Intention for MS Glow Products
   Understanding the connection between brand loyalty and repurchase intention is essential. Previous studies by Lanza (2008), Said (2014), and Mehdi, Mojganc, et al. (2013), as cited in Richard Chinomona and Eugine Maziriri (2017), revealed a significant positive correlation between brand loyalty and repurchase intention. Additionally, William and Japarianto (2016) in Putu Ratih and I Putu Gede (2017) also found that brand loyalty positively influences purchase intention. Their findings suggest that the higher the level of brand loyalty, the stronger the intention to repurchase. Based on these findings, the following hypothesis is proposed:
   H4: Brand loyalty has a positive and significant effect on repurchase intention for the MS Glow brand.
5. Brand Awareness and Repurchase Intention for MS Glow Products
   Research by Hapzi Ali (2019) suggests that brand awareness significantly affects repurchase intention, with a notably strong correlation in terms of the benefits of repurchase intention. Khan et al. (2015) in Vera Verdilla and Albari (2018) also found that brand awareness, when initially established through marketing communications, creates perceptions of quality, loyalty, and long-term repurchase intention. Riswandi Wahyuddin, Johnny Tanamal, et al. (2019) confirmed that brand awareness positively influences repurchase intention. Based on these findings, the following hypothesis is proposed:
   H5: Brand awareness has a positive and significant effect on repurchase intention for the MS Glow brand.
6. Brand Association and Repurchase Intention for MS Glow Products
   The relationship between brand association and repurchase intention has also been explored in several studies. Riswandi Wahyuddin, Johnny Tanamal, et al. (2019) found that brand association significantly influences repurchase intention. Additionally, Foroudi, Jin, et al. (2018) in Etty Susilowati (2020) highlighted that brand association is positively related to both brand loyalty and purchase intention. Consumers' ability to recognize a local brand, understand its unique attributes, innovation, and services, all contribute to a positive purchase intention (Mohd Yasin, Nasser Noor, et al., 2007). Therefore, the following hypothesis is proposed:
   H6: Brand association has a positive and significant effect on repurchase intention for the MS Glow brand.
7. Product Quality and Repurchase Intention for MS Glow Products
   According to Grewal, Krishnan, Baker, et al. (1998) in Etty Susilowati (2020), perceived quality is a key factor in determining perceived value. Several studies have shown a positive relationship between perceived quality and both brand loyalty (Baker and Crompton, 2000) and brand purchase intention (Grewal, Monroe, et al., 1998; Bao, Sheng, 2011; Calvo-Porral, Lévy-Mangin, 2017; Foroudi et al., 2018). Moreover, Bao and Sheng (2011), as cited in Etty Susilowati (2020), argue that product quality has the most substantial impact on repurchase intention. Similarly, Saidani and Arifin (2012) found that product quality positively and significantly influences repurchase intention. Based on these findings, the following hypothesis is proposed:
   H7: Product quality has a positive and significant effect on repurchase intention for the MS Glow brand.
8. Brand Loyalty as a Mediator Between Brand Awareness and Repurchase Intention for MS Glow Products
   Research by Syukron Nawawi and Sulis Riptiono (2020) demonstrates that brand awareness influences brand loyalty, suggesting that stronger brand awareness can serve as a foundation for building customer loyalty. This enhanced brand awareness improves the brand's image, making it more recognizable and fostering increased loyalty. Additionally, Hapzi Ali (2019) showed that brand awareness has a significant effect on repurchase intention, with a strong correlation particularly in terms of the benefits associated with repurchase intention. Therefore, the following hypothesis is proposed:
   H8: Brand awareness has a positive and significant effect on repurchase intention with brand loyalty acting as a mediating variable for the MS Glow brand.
9. Brand Loyalty as a Mediator Between Brand Association and Repurchase Intention for MS Glow Products
   In research by Riswandi Wahyuddin, Johnny Tanamal, et al. (2019), it was shown that brand loyalty significantly influences repurchase intention. Rizki (2018) further supports this by suggesting that both brand association and brand loyalty positively and significantly influence repurchase intention. These findings imply that the effect of brand association on repurchase intention is mediated by brand loyalty. Based on this, the following hypothesis is proposed:

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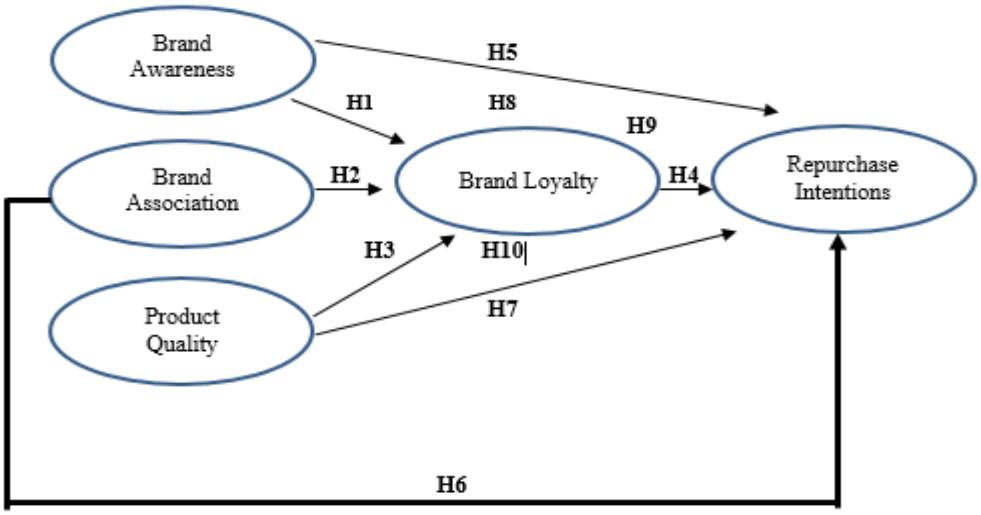
H9: Brand association has a positive and significant effect on repurchase intention with brand loyalty serving as a mediating variable for the MS Glow brand.

10. Brand Loyalty as a Mediator Between Product Quality and Repurchase Intention for MS Glow Products
Research by Khan, Zainul-Aabdean, Nadeem et al. (2016) reveals that product quality is highly correlated with brand loyalty, with a very significant positive relationship. Additionally, Zulfadly (2013) demonstrated that product quality significantly impacts repurchase decisions. Based on these findings, the following hypothesis is proposed:
H10: Product quality has a positive and significant effect on brand loyalty with repurchase intention acting as a mediating variable for the MS Glow brand.

Research Model



C. RESEARCH METHOD

Object and Subject of the Study

The object of this research is the MS Glow skincare product line. The subjects of the study are consumers who use MS Glow products, as they are the target group capable of providing relevant insights into the variables being examined.

Type of Data

This study utilizes primary data as its main data source. According to Sekaran and Bougie (2017), primary data refers to data collected firsthand by the researcher through methods such as observation, interviews, or questionnaires. In this research, data were collected using structured questionnaires distributed to individuals who have experience using MS Glow products. The data specifically relate to the variables under study: brand awareness, brand association, product quality, brand loyalty, and repurchase intention.

Sampling Technique

The sampling method employed is purposive sampling. As noted by Sekaran and Bougie (2017), purposive sampling involves selecting respondents based on specific characteristics or criteria that are deemed essential for the research. This approach ensures that the information gathered is relevant and aligns with the study's objectives. The criteria for selecting respondents in this study are as follows:

1. Individuals aged 17 years and older
2. Consumers who have used MS Glow products
3. Consumers who have purchased and used MS Glow products at least twice within the past six months

Sample Size Determination

According to Hair et al. (2010), the appropriate number of samples for quantitative studies using structural equation modeling (SEM) should be based on the number of indicators, typically multiplied by 5 to 10. In this study, there are 20 indicators, and using a multiplier of 9:
Sample size = 20 indicators × 9 = 180 respondents

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This sample size is considered adequate for data analysis using SEM techniques.

Data Collection Techniques

The data for this study were collected through the distribution of questionnaires. As defined by Sekaran and Bougie (2017), a questionnaire is a structured set of questions prepared for respondents to answer. The questionnaire used in this research was designed to capture responses based on the participants' personal experiences with MS Glow products.

To measure responses, the study employed a **Likert scale**, which, according to Sugiyono (2019), consists of the following scoring criteria:

- Score 1 – Strongly Disagree (STS)
- Score 2 – Disagree (TS)
- Score 3 – Neutral / Less Agree (KS)
- Score 4 – Agree (S)
- Score 5 – Strongly Agree (SS)

Instrument Quality Test

1. Validity Test

The validity test is conducted to determine how accurately a questionnaire measures what it is intended to measure (Sekaran & Bougie, 2017). According to Arikunto (2010), an instrument is considered valid if it successfully reflects the variable being studied. In this research, the Confirmatory Factor Analysis (CFA) method was used to evaluate validity. An indicator is considered valid if it has a loading factor greater than **0.5**.

2. Reliability Test

Reliability refers to the consistency and stability of measurement results over time (Sekaran & Bougie, 2017). A reliable instrument consistently produces the same results under the same conditions. In this study, reliability was assessed using the Construct Reliability (CR) value. An instrument is considered reliable if the CR value exceeds 0.7. Conversely, a CR value below 0.7 indicates that the instrument may not be sufficiently reliable.

Data Analysis Techniques

Once the required data has been collected, the next step is to conduct data analysis. The following analytical methods were employed in this study:

1. Descriptive Analysis

Descriptive analysis was used to summarize and describe the characteristics of the data. According to Ghozali (2018), this method involves calculating statistical values such as the mean, mode, median, standard deviation, minimum, and maximum values. The goal of this analysis is to identify trends in respondents' answers and to provide an overview of each research construct or variable under study.

2. Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is utilized to examine the relationships among multiple variables simultaneously. Ghozali (2016) describes SEM as a second-generation multivariate analysis technique that allows researchers to analyze complex, recursive, and non-recursive relationships to gain a holistic understanding of the theoretical model. In this study, SEM was applied using the IBM SPSS AMOS 21 software.

The steps in conducting SEM analysis include:

a. Developing a theoretical model
b. Creating a path diagram
c. Translating the path diagram into structural equations
d. Selecting the appropriate input matrix for model estimation
e. Assessing the identifiability of the structural model
f. Evaluating model fit using established goodness-of-fit indices. Several fit indices and recommended cut-off values are used to assess the adequacy of the model:
   1. Chi-Square (χ^2)**.** A low chi-square value indicates a better fit between the proposed model and the data. Ideally, the chi-square significance level (p-value) should be greater than 0.05, indicating that the model is consistent with the observed data (Ghozali, 2016).
   2. Root Mean Square Error of Approximation (RMSEA)**.** RMSEA accounts for model complexity and sample size. Acceptable values typically range from 0.05 to 0.08, with lower values indicating a better fit (Ghozali, 2016).
   3. Goodness of Fit Index (GFI)**.** GFI ranges from 0 to 1, where values closer to 1 suggest a good model fit. A GFI value of 0.90 or higher is generally considered acceptable (Ghozali, 2016).

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4. Adjusted Goodness of Fit Index (AGFI. AGFI adjusts the GFI based on degrees of freedom. A value of 0.90 or higher is recommended to indicate a good fit (Ghozali, 2016).
5. CMIN/DF (Chi-square/Degrees of Freedom). This ratio assesses model fit relative to complexity. A CMIN/DF value between 1 and 3 is considered acceptable.
6. Tucker-Lewis Index (TLI). TLI assesses model parsimony and ranges from 0 to 1. Values above 0.90 suggest a good fit between the model and the data (Ghozali, 2016).
7. Comparative Fit Index (CFI). The CFI compares the fit of the target model with that of an independent (null) model. A CFI value greater than 0.90 is considered indicative of a good model fit (Ghozali, 2016).

g. Model Interpretation**.** After evaluating the model's fit, the final step involves interpreting the structural relationships and paths between variables, based on the standardized regression weights and significance levels produced by SEM.

IV. RESEARCH RESULTS AND DISCUSSION

Validity Test

The validity test aims to determine whether the items or questions within the questionnaire are capable of accurately measuring the intended constructs (Sekaran & Bougie, 2017). In this study, the Confirmatory Factor Analysis (CFA) method was employed to evaluate the validity of each indicator. An item is considered valid if its loading factor value exceeds 0.50, indicating a strong relationship between the observed variable and its underlying latent construct.

The results of the validity test for this study showed that all items used in the questionnaire had loading factor values greater than 0.50, thereby confirming that each indicator is valid and suitable for further analysis.

Validity Test Results Table

No	Variable	Item	Indicator	*Estimate*	Laoding factor value	Remaks
1	Brand Awareness	1	X1.1	0,700	0,5	Valid
		2	X1.2	0,750	0,5	Valid
		3	X1.3	0,737	0,5	Valid
2	Brand Association	4	X2.1	0,667	0,5	Valid
		5	X2.2	0,686	0,5	Valid
		6	X2.3	0,767	0,5	Valid
3	Product Quality	7	X3.1	0,631	0,5	Valid
		8	X3.2	0,763	0,5	Valid
		9	X3.3	0,664	0,5	Valid
		10	X3.4	0,692	0,5	Valid
4	Repurchase Intentions	11	M1	0,587	0,5	Valid
		12	M2	0,650	0,5	Valid
		13	M3	0,667	0,5	Valid
		14	M4	0,663	0,5	Valid
5	Brand Loyalty	15	Y1	0,629	0,5	Valid
		16	Y2	0,590	0,5	Valid
		17	Y3	0,658	0,5	Valid
		18	Y4	0,641	0,5	Valid
		19	Y5	0,604	0,5	Valid
		20	Y6	0,678	0,5	Valid

Based on the table presented above, it can be observed that all indicators used to measure the variables in this study have significance values of ≤ 0.05 (5%)**.** This indicates that each item is statistically significant and capable of accurately measuring its respective construct. Therefore, it can be concluded that all research indicators are valid and appropriate for use in subsequent analyses.

Reliability Test

Reliability refers to the extent to which a measurement is consistent, stable, and free from error over time and across different conditions (Sekaran & Bougie, 2017). In this study, Construct Reliability (CR) was used to evaluate the internal consistency of each construct within the measurement model. A construct is considered reliable if its CR value is greater than 0.70, indicating that the instrument consistently measures the intended

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variable. Conversely, if the CR value is less than 0.70, the instrument is considered unreliable, as it may produce inconsistent results.

The reliability test results for the research instruments are presented in the following table:

Reliability Test Results Table

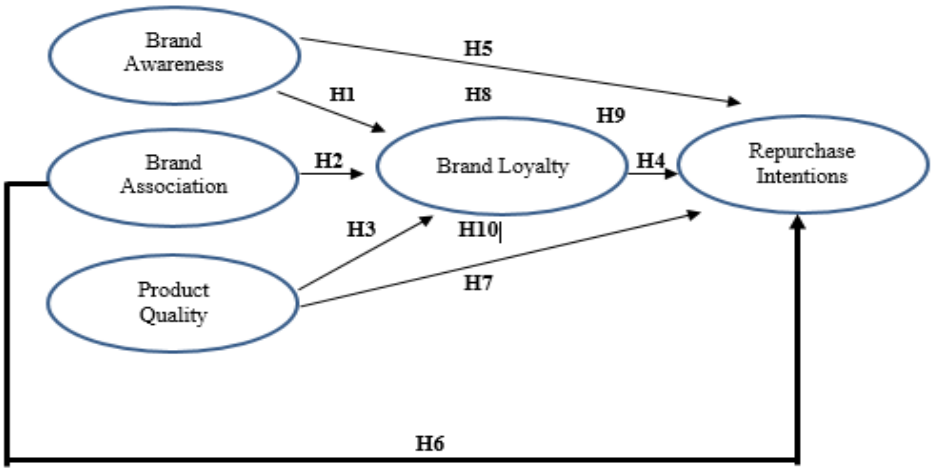
No	Variable	Construction Reliability	Loading factor value	Remaks
1	Brand Awareness	0,773	0,7	Reliable
2	Brand Association	0,750	0,7	Reliable
3	Product Quality	0,783	0,7	Reliable
4	Repurchase Intentions	0,737	0,7	Reliable
5	Brand Loyalty	0,801	0,7	Reliable

Based on the table above, the results of the reliability test indicate that all constructs have Cronbach's Alpha values greater than 0.70. This confirms that the indicators used in this study are reliable and consistently measure the intended variables.

Structural Equation Modeling (SEM) Analysis

1. Model Development Based on Theory. The first step in Structural Equation Modeling (SEM) involves developing a theoretical model that is supported by strong conceptual justification. This theoretical foundation has been thoroughly discussed in the research methods section. The proposed relationships among the independent variables, mediating (intervening) variables, and dependent variable are derived directly from this theoretical framework.
2. Constructing the Path Diagram. The second step involves illustrating the conceptual model in the form of a path diagram. This diagram visually represents the relationships between the variables being tested, making it easier to understand and interpret the structure and flow of influence within the model.

Path Diagram Image



3. Transforming Path Diagrams into Structural Equations
   In the third stage, the path diagrams are translated into structural model equations and measurements

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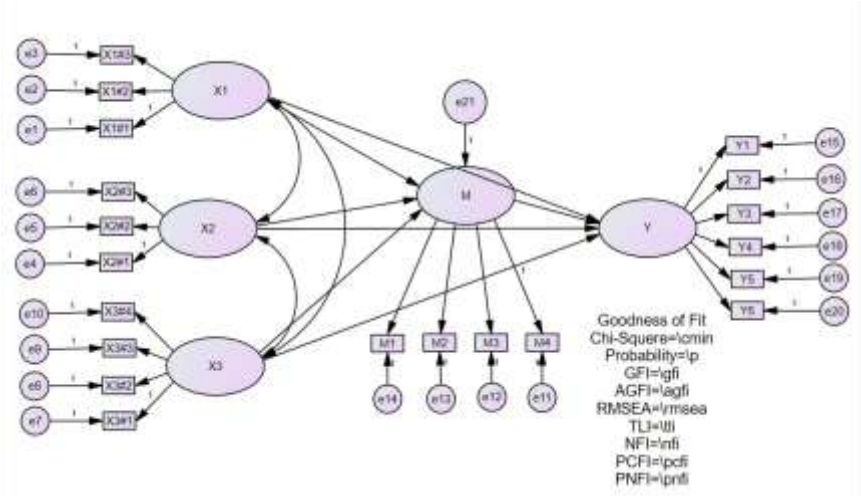

Structural Equation Drawing

4. Choosing the Input Matrix for Data Analysis. In the fourth stage of the SEM model, the covariance matrix or correlation matrix is used as the input data. AMOS can be employed to input observational data, but before this, AMOS will convert the raw data into a covariance or correlation matrix. The estimation process is divided into two parts: the first involves estimating the measurement model, which tests the unidimensionality of exogenous and endogenous constructs using confirmatory factor analysis techniques. The second part is the SEM stage, where the entire model is estimated to evaluate the model fit and the causal relationships in the research model.
5. Evaluating Model Identification. One approach to identifying identification issues is by reviewing the estimation results. SEM analysis can only proceed when the identification results show that the model falls within the overidentified category. This identification is determined by examining the degrees of freedom (df) value of the model.
Computation of degrees of freedom (Default model).

Tabel *Computation of degrees of freedom*

Number of distinct sample moments:	210
Number of distinct parameters to be estimated:	49
Degrees of freedom (210 - 49):	161

The df value of the model in the AMOS output is 161, indicating that the model falls into the overidentified category, as it has a positive df value. Consequently, the data analysis process can proceed to the next stage.

6. Structural Model Evaluation
   a. Data Normality**.**

According to Ghozali (2018), the normality test is conducted to determine whether the confounding variables or residuals in the regression model follow a normal distribution. In the AMOS output, the normality test is performed by comparing the CR (critical ratio) value with the critical value of ± 2.58 at a significance level of 0.01. If the CR value exceeds the critical value, the data distribution is considered univariately abnormal. The following are the results of the normality test in this study:

Normality Test Results Table

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y6	1,000	5,000	-,759	-3,771	1,332	3,307
Y5	2,000	5,000	-,364	-1,810	-,861	-2,138
Y4	2,000	5,000	-,471	-2,340	,059	,146
Y3	2,000	5,000	-,262	-1,300	-,661	-1,641
Y2	1,000	5,000	-,712	-3,535	,121	,301
Y1	1,000	5,000	-,758	-3,766	,332	,825

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Variable	min	max	skew	c.r.	kurtosis	c.r.
M1	2,000	5,000	-,377	-1,872	-,577	-1,433
M2	2,000	5,000	-,364	-1,806	-,573	-1,423
M3	2,000	5,000	-,353	-1,752	-,725	-1,800
M4	1,000	5,000	-,575	-2,855	,356	,885
X3#4	2,000	5,000	-,456	-2,265	-,383	-,951
X3#3	2,000	5,000	-,665	-3,302	-,356	-,883
X3#2	2,000	5,000	-,732	-3,638	-,035	-,086
X3#1	2,000	5,000	-,710	-3,524	-,290	-,720
X2#3	2,000	5,000	-,301	-1,496	-,548	-1,360
X2#2	2,000	5,000	-,290	-1,441	-,516	-1,281
X2#1	2,000	5,000	-,517	-2,566	-,017	-,043
X1#3	2,000	5,000	-,084	-,417	-1,147	-2,848
X1#2	2,000	5,000	-,568	-2,823	,089	,222
X1#1	2,000	5,000	-,343	-1,702	-,127	-,315
Multivariate					11,696	2,398

The critical ratio (c.r) values for kurtosis and skewness fall within the range of ±2.58, indicating that the univariate normality test suggests the data is mostly normally distributed. Since the value of 2.398 is within this range, the multivariate data also aligns with the normality assumption.

b. Outliers

The AMOS Mahalanobis Distance output can be used to assess multivariate outliers. The standard for identifying outliers is set at the $p < 0.001$ level. The X^2 statistic, with degrees of freedom equal to the number of measured variables used in the study, is employed to estimate this distance. In this case, since there are 20 variables, you can calculate the probability and the total number of measured variables by using the Insert - Function - CHIINV submenu in the Excel program.

Mahalanobis Distance Limit Value Table

Probabilitas	0,001
Variabel terukur	20
	45,31475

The result is 45.31475. This means that all data or cases greater than 45.31475 are multivariate outliers.

Outlier Test Results Table

Observation number	Mahalanobis d-squared	p1	p2
148	34,606	,022	,965
57	32,762	,036	,971
82	32,493	,038	,926
144	31,245	,052	,952
39	30,729	,059	,940
59	30,095	,068	,943
108	29,952	,071	,904
55	29,897	,072	,838

From the results of the AMOS outliers test above, it can be seen that there is no data greater than the value 45.31475, meaning there is no outlier data.

7. Assessing the Feasibility of the Model

After the SEM assumptions are made, the next step is testing using several suitability indices to measure the proposed model.

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Goodness of Fit Index Test Results Table

Goodness of fit index	***Cut-off value***	**Model Result**	**Remkas**
Degree of Freedom (DF)	Positif (+)	161	fit
Chi-Square	Diharapkan kecil	203,184	Tidak Fit
Signifikansi Probability	≥ 0,05	0,014	Tidak Fit
CMIN/DF	< 2,00	1,262	Fit
Goodness of Fit Index (GFI)	≥ 0,90	0,904	Fit
Rood Mean Square Error of Approximation (RMSEA)	0,05 - 0,08	0,038	Marginal Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0,90	0,875	Marginal Fit
Tucker-Lewis Index (TLI)	≥ 0,90	0,963	Fit
NFI	≥ 0,90	0,866	Marginal Fit
PNFI	0.60 – 0,90	0,734	Fit
PCFI	≥ 0,90	0,820	Marginal Fit

Based on table above, it can be seen that the overall model shows a good level of suitability. There are five fit criteria, namely Degree of Freedom (DF), CMIN/DF, Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), and PNFI. And the marginal fit is Rood Mean Square Error of Approximation (RMSEA), Adjusted Goodness of Fit Index (AGFI), NFI, and PCFI. While those that are not fit are Chi-Square, Significance Probability. Thus, the results of the goodness of fit test on the standard model used in this study indicate that the observed data is in accordance with the theory or model.

8. Interpretation of Model Estimates. In the next stage the model is interpreted. The model in this research has been declared good (fit), so no modifications to the model will be carried out and the next analysis will continue.
9. Hypothesis Testing
   a. Direct Influence
      The hypothesis test in this study uses regression weights, with the criteria for testing the hypothesis based on Ghozali (2016). According to Ghozali, if the critical ratio (CR) value is greater than 1.96 and the p-value is compared to the significance level (α = 5% or 0.05), then the exogenous variable significantly affects the endogenous variable. A CR value with (***) three stars indicates a very low p-value, which means the effect is statistically significant:

Direct Effect Hypothesis Testing Table

Varable		**Variable**	**Estimate**	**S.E.**	**C.R.**	**P**
X1	→	M	0,660	0,320	2,062	0,039
X2	→	M	-0,241	0,414	-0,582	0,560
X3	→	M	0,512	0,254	2,018	0,044
M	→	Y	0,941	0,176	5,336	***
X1	→	Y	-0,982	0,313	-3,139	0,002
X2	→	Y	0,574	0,384	1,494	0,135
X3	→	Y	0,313	0,255	1,227	0,220

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b. Indirect Effect

To determine the mediating variable, the standardized direct effects are compared with the standardized indirect effects. If the value of the standardized direct effects is greater than the standardized indirect effect, it is concluded that the variable does not mediate the relationship between the two variables. However, if the value of the standardized direct effects is smaller than the standardized indirect effect, it is concluded that the variable does mediate the relationship between the two variables indirectly. The following information can be seen in the table below:

Indirect Effect Hypothesis Testing Table (Standardized Direct Effects))

Variabel	Product Quality (X3)	Brand Association (X2)	Brand Awareness (X1)
Brand Loyalty (M)	0,466	-0,210	0,538
Repurchase Intentions (Y)	0,287	0,505	-0,805

Standardized Indirect Effects Hypothesis Testing Table

Variabel	Product Quality (X3)	Brand Association (X2)	Brand Awareness (X1)
Brand Loyalty (M)	0,000	0,000	0,000
Repurchase Intentions (Y)	0,441	-0,199	0,509

DISCUSSION

The Effect of Brand Awareness on Brand Loyalty

The results of the first hypothesis test indicate that brand awareness has a positive and significant impact on brand loyalty, as evidenced by a significance value lower than the alpha (α) level. Therefore, the hypothesis is accepted. This implies that the higher the level of brand awareness of MS Glow, the greater the consumer loyalty toward the brand. These findings are consistent with previous research by Xu, Li, et al. (2015) and Yusuf, Zulfikar, et al. (2012), as cited in Richard Chinomona and Eugini Maziri (2017), which also demonstrated a significant positive relationship between brand awareness and brand loyalty, particularly within the cosmetics industry.

Brand Association to Brand Loyalty

The results of the second hypothesis test reveal that brand association does not have a positive and significant effect on brand loyalty, as the significance value exceeds the alpha (α) threshold. Consequently, the hypothesis is rejected. This suggests that MS Glow consumers remain loyal to the brand even without strongly considering brand associations—similar to what is observed among Samsung users. In this case, loyalty appears to be more strongly driven by brand awareness rather than brand association, as supported by the findings of the first hypothesis. This outcome contrasts with the findings of Azadi, Esfahani et al. (2015) and Atilgan, Aksoy et al. (2005), cited in Richard Chinomona and Eugini Maziri (2017), who found a significant relationship between brand association and brand loyalty in different research contexts.

Product Quality Toward Brand Loyalty

The results of the third hypothesis test indicate that product quality has a positive and significant effect on brand loyalty, as shown by a significance value lower than the alpha (α) level. Therefore, the hypothesis is accepted. This suggests that the higher the perceived quality of MS Glow products, the greater the level of consumer loyalty. This finding aligns with the research of Khan, Zainul-Aabdean et al. (2016), as cited in Richard Chinomona and Eugini Maziri (2017), which highlights a strong correlation between product quality and brand loyalty. It is also supported by the work of Reich, McCleary et al. (2006), which emphasizes the critical role of both product and service quality in fostering customer loyalty, particularly within the fast food restaurant industry.

Brand Loyalty Toward Repurchase Intention

The results of the fourth hypothesis test demonstrate that brand loyalty has a positive and significant influence on repurchase intention, indicated by a significance value below the alpha (α) threshold. Thus, the hypothesis is

accepted. This means that the stronger the consumer's loyalty to MS Glow, the higher their intention to make repeat purchases. This result is consistent with studies by Lanza (2008) and Said (2014), cited in Richard Chinomona and Eugini Maziri (2017), both of which found a significant positive relationship between brand loyalty and repurchase intention, in contexts ranging from skincare products to mobile phones.

Brand Awareness on Repurchase Intention.
The results of the fifth hypothesis test indicate that brand awareness does not have a positive and significant effect on repurchase intention, as the significance value exceeds the alpha (α) threshold. Therefore, the hypothesis is rejected. This suggests that MS Glow consumers intend to repurchase regardless of their level of brand awareness, primarily due to the loyalty that has already been established. A similar pattern is observed with the Asus brand, where consumers continue to make repeat purchases without being significantly influenced by brand awareness. This indicates that loyalty plays a more dominant role in repurchase decisions. These findings contradict the research of Khan et al. (2015) as cited in Vera Verdilla and Albari (2018), and Riswandi Wahyuddin et al. (2019), which found that brand awareness significantly influences repurchase intentions in different product contexts.

Brand Association on Repurchase Intention
The sixth hypothesis test results show that brand association does not have a positive and significant effect on repurchase intention, as indicated by a significance value greater than the alpha (α) level. Thus, the hypothesis is rejected. This implies that MS Glow consumers are more likely to repurchase because of brand loyalty rather than brand association. This phenomenon is also seen in the case of the Samsung brand, where loyal consumers continue to make repeat purchases without relying heavily on brand associations. Hence, repurchase intention is driven more by loyalty than by brand association. This finding is inconsistent with the studies of Riswandi Wahyuddin et al. (2019) and Foroudi, Jin et al. (2018), cited in Etty Susilowati (2020), which demonstrated that brand association significantly influences repurchase intention in other product categories.

Product Quality on Repurchase Intention
The results of the seventh hypothesis test reveal that product quality has a positive but not significant effect on repurchase intention, as the significance value is greater than the alpha (α) level. Consequently, the hypothesis is rejected. This indicates that MS Glow consumers are more likely to make repeat purchases due to established brand loyalty rather than product quality alone. A similar trend is seen with the Oppo brand, where customer loyalty—driven by features like its selfie camera—sustains repurchase behavior, even in the presence of competing brands with arguably better quality. Thus, brand loyalty emerges as the primary factor influencing repurchase decisions. This finding contradicts the research by Saidani and Arifin (2012), which found a significant relationship between product quality and repurchase intention.

Brand Awareness on Repurchase Intention with Brand Loyalty as a Mediating Variable
The eighth hypothesis test demonstrates that brand awareness has a positive and significant effect on repurchase intention when mediated by brand loyalty, as evidenced by a significance value below the alpha (α) level. Therefore, the hypothesis is accepted. This indicates that higher consumer awareness of the MS Glow brand strengthens brand loyalty, which in turn enhances the intention to make repeat purchases. These results affirm that brand loyalty plays a crucial mediating role in the relationship between brand awareness and repurchase intention.

Brand Association to Repurchase Intention with Brand Loyalty as a Mediating Variable
The results of the ninth hypothesis test indicate that brand association has a negative and insignificant effect on repurchase intention through brand loyalty, as the significance value exceeds the alpha (α) threshold. Therefore, the hypothesis is rejected. This suggests that brand association does not play a significant role in influencing repurchase intention via consumer loyalty to MS Glow. Instead, consumers are more influenced by their trust in the product and their established loyalty. A similar trend is observed in the case of the Samsung brand, which retains a loyal customer base despite placing less emphasis on brand association. This result supports the findings of the tenth hypothesis, which highlights the significant role of product quality in influencing repurchase intention through brand loyalty.

Product Quality to Repurchase Intention with Brand Loyalty as a Mediating Variable
The results of the tenth hypothesis test reveal that product quality has a positive and significant effect on repurchase intention through brand loyalty, as indicated by a significance value lower than the alpha (α) level. Thus, the hypothesis is accepted. This finding suggests that higher product quality enhances consumer loyalty, which in turn leads to stronger repurchase intentions. It confirms that brand loyalty serves as a crucial mediating factor in the relationship between product quality and repurchase intention

CONCLUSION

Based on the findings of this study, the following conclusions can be drawn:

1. Brand awareness positively and significantly influences brand loyalty. In other words, the more aware consumers are of MS Glow, the more loyal they tend to be to the brand.
2. Brand association does not have a significant positive impact on brand loyalty. This suggests that MS Glow customers remain loyal even if they are not particularly influenced by brand associations.
3. Product quality has a significant positive effect on brand loyalty. This indicates that higher product quality leads to stronger consumer loyalty toward MS Glow.
4. Brand loyalty significantly and positively impacts repurchase intention. This means that loyal customers are more likely to repurchase MS Glow products.
5. Brand awareness does not have a significant positive influence on repurchase intention. This implies that consumers rely more on perceived product quality rather than brand awareness when deciding to repurchase.
6. Brand association shows a positive but insignificant effect on repurchase intention. It indicates that while brand associations exist, they are not a key factor driving repeat purchases for MS Glow consumers.
7. Product quality has a positive but not significant effect on repurchase intention. This means consumers' decisions to repurchase are more driven by brand loyalty than by product quality alone.
8. Brand awareness affects repurchase intention indirectly through brand loyalty. That is, greater brand awareness can lead to increased repurchase intention when it strengthens brand loyalty.
9. Brand association does not influence repurchase intention through brand loyalty. This suggests that consumers base their repurchase decisions more on product quality and brand loyalty rather than on brand association.
10. Product quality impacts repurchase intention indirectly through brand loyalty. Hence, higher product quality enhances loyalty, which in turn increases the intention to repurchase MS Glow products.

Research Limitations

This study acknowledges certain limitations in its findings, particularly regarding the research variables utilized. Therefore, it is recommended that future research explore additional variables to gain a more comprehensive understanding of the subject

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