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The Effects of Consumer Trust, Brand Image, and Product Quality on Consumer Repurchase Intention: A Study of Pixy Consumers at GM Plaza Lumajang

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ABSTRACT

Repurchase intention refers to consumers' tendency to purchase again a product they have previously used. This behavior is influenced by several factors, including consumer trust, brand image, and perceived product quality. This study aims to analyze the extent to which consumer trust, brand image, and product quality affect repurchase intention among Pixy cosmetics consumers at GM Plaza Lumajang. A quantitative approach was employed, with a population comprising consumers who had used Pixy cosmetics. Purposive sampling was used according to criteria established by the researcher. Data were collected by distributing questionnaires to 80 respondents and analyzed using multiple linear regression to test the hypotheses. The individual significance tests (t-tests) indicate that consumer trust has no significant effect on repurchase intention. Meanwhile, brand image and product quality significantly affect the intention to repurchase Pixy cosmetics at GM Plaza Lumajang. The coefficient of determination of 0.926 (92.6%) indicates that the research variables explain consumer repurchase intention very well.

Keywords: Consumer Trust; Brand Image; Product Quality; Repurchase Intention

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INTRODUCTION

Indonesia's cosmetics industry continues to expand. Cosmetics now serve not only personal care and beauty needs but have also become part of modern lifestyles. One well-known cosmetics brand in Indonesia is Pixy, manufactured by PT Mandom Indonesia Tbk, part of Mandom Corporation (Pixy, 2024). Pixy offers women's cosmetics with a modern, feminine, simple, and elegant concept designed to enhance users' appearance. Its products offer two benefits: beautifying and caring for facial skin. Each skincare product launched by Pixy addresses skin concerns common among Indonesians, including acne-prone skin, oily skin, dry skin, and combination skin. Pixy also offers affordable prices accessible to various groups, including teenagers and adults.

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Consumer interest is important for business continuity (Hakim et al., 2023). Repurchase intention is consumers' decision to repeat the purchase of a product they have previously used, influenced by their satisfaction after using it. Prior consumption experience is a key factor supporting the emergence of consumers' intention to repurchase (Hellier et al., 2003). Meanwhile, Seiders et al. (2005) state that repurchase intention reflects consumers' behavioral tendency to continue using or repurchasing similar products in the future because of perceived value and a positive relationship with the company or brand.

One factor that may affect repurchase intention is consumer trust in a brand. Trust in Pixy products develops because the brand is perceived as having a good reputation and consistently providing safe, high-quality cosmetics that meet consumer needs. Delgio Ballester (2004) defines consumer trust as the sense of security buyers experience when interacting with a brand, arising from their belief that the brand is trustworthy and can act responsibly in consumers' interests. Meanwhile, Lau and Lee (1999) define consumer trust as consumers' willingness to rely on a brand while considering potential risks and expecting positive outcomes. In addition to consumer trust, brand image influences repurchase intention. Brand image is the perception of a brand shaped by a company so that it becomes established in consumers' minds and is readily recognized by the public (Kotler and Keller, 2013). A positive brand image can encourage confidence in and interest in the products offered. Consistent with this view, Ferdiwan, H., and Nursalin, K. K. (2025) show that brand image and consumer trust jointly have a significant effect on repurchase intention. This indicates that consumers with high trust and positive perceptions of a brand tend to intend to repurchase it. Repurchase intention is also influenced by product quality. David A. Garvin (1987) describes product quality as a dynamic condition involving human resources, products, processes, and the environment that meets or exceeds consumer expectations. Garvin also explains that product quality can be measured through eight dimensions, including performance, durability, reliability, and aesthetics. Meanwhile, Mullins, Orville, Larreche, and Boyd (2005) define product quality as a product's ability to perform its functions, including reliability, durability, ease of use, precision, and other attributes that provide value to buyers.

This study was conducted in Lumajang District in 2026 and focused on consumers of Pixy cosmetics. The independent variables are consumer trust, brand image, and product quality, while the dependent variable is repurchase intention. The study also addresses a research gap identified in previous findings concerning the effects of these variables on repurchase intention. Accordingly, the researcher undertook a study entitled “The Effects of Consumer Trust, Brand Image, and Pixy Cosmetics Product Quality on Consumer Repurchase Intention: A Study of Pixy Consumers at GM Plaza Lumajang.

METHODS

This study uses explanatory research and a quantitative approach. According to Creswell (2014), a quantitative approach examines relationships between variables using numerical data analyzed through statistical procedures. This study analyzes the effects of consumer trust (X1), brand image (X2), and product quality (X3) on repurchase intention (Y) among Pixy cosmetics consumers at GM Plaza Lumajang. The population comprises consumers who have purchased Pixy cosmetics in Lumajang Regency. Purposive sampling was used based on criteria consistent with the research objectives, resulting in 80 respondents. Data analysis included instrument testing, classical assumption tests, multiple linear regression, hypothesis testing, and the coefficient of determination.

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RESULTS AND DISCUSSION

Data Analysis Results

Data were collected by distributing questionnaires to 80 respondents who were consumers of Pixy cosmetics in Lumajang Regency. The collected data were analyzed using SPSS statistical software to support data processing and analysis.

Research Instrument Testing Results

Validity Test

The validity test summary indicates that all questionnaire items for every research variable have correlation coefficients (calculated r) exceeding the critical r value of 0.3. The instrument comprises 9 consumer trust items, 10 brand image items, 12 product quality items, and 5 repurchase intention items. These results indicate that all items are valid and that the instrument is suitable for collecting the data and information required for the study.

Reliability Test

The reliability test yielded coefficients of 0.792 for consumer trust (X1), 0.787 for brand image (X2), 0.781 for product quality (X3), and 0.821 for repurchase intention (Y). These values indicate good reliability for all variables, with repurchase intention classified as highly reliable. Thus, the questionnaire is considered consistent and suitable for use because it can produce stable measurements when administered to the same subjects at different times.

Classical Assumption Tests

Normality Test

The One-Sample Kolmogorov–Smirnov normality test yielded a significance value of 0.96 > 0.5. It is therefore concluded that the residuals are normally distributed.

Multicollinearity Test

The multicollinearity test yielded tolerance values of 0.093 for consumer trust, 0.074 for brand image, and 0.072 for product quality. All tolerance values are below 1. The Variance Inflation Factor (VIF) values are 10.781 for consumer trust, 13.575 for brand image, and 13.900 for product quality, all exceeding 10. These results indicate multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test shows no specific pattern in the points, which are distributed irregularly. Therefore, no symptoms of heteroscedasticity are identified in the regression model, indicating no meaningful disturbance in the model.

Multiple Linear Regression Analysis

The regression analysis results are expressed in the following equation:

$$\mathbf{MBU = -0.997 - 0.034\ KK + 0.132\ BI + 0.334\ KP + 0.709}$$

Where
MBU = Repurchase Intention
-0.997 = Constant

-0.034 = Consumer Trust
0.132 = Brand Image
0.334 = Product Quality
KK = Consumer Trust
BI = Brand Image
KP = Product Quality
0.709 = Error

The multiple linear regression equation yields a constant of -0.997, indicating that repurchase intention equals -0.997 when consumer trust (X1), brand image (X2), and product quality (X3) equal zero. The consumer trust coefficient of -0.034 indicates a negative relationship: a one-unit increase in consumer trust reduces repurchase intention by 0.034, assuming brand image and product quality remain constant. The brand image coefficient of 0.132 indicates a positive relationship: a one-unit increase in brand image increases repurchase intention by 0.132, assuming the other variables remain constant. Product quality has a coefficient of 0.344, indicating a positive relationship: a one-unit increase in product quality increases repurchase intention by 0.344, assuming consumer trust and brand image remain constant.

Table 1. Model Summary

Model	t	Sig.	Description
(Constant)	-1.406	0.164	
Consumer Trust	-0.598	0.552	Not Significant
Brand Image	2.222	0.029	Significant
Product Quality	6.647	0.000	Significant
Model	**R**	**R Square**	**Adjusted R Square**
1	0.962	0.926	0.923

SPSS analysis yielded a coefficient of determination (R^2) of 0.926. This indicates that consumer trust, brand image, and product quality explain 92.6% of the variation in repurchase intention. The remaining 7.4% is influenced by factors outside the variables included in this study.

Testing the First Hypothesis
The t-test for consumer trust (X1) yielded a calculated t value of -0.598 and a significance value of 0.164. At a 5% significance level (0.05), the critical t value is ±1.991. These results show that the calculated t > critical t (-0.598 < ±1.991), while the significance value exceeds 0.05. Therefore, H1 is rejected, and consumer trust is concluded to have no significant effect on repurchase intention for Pixy products at GM Plaza Lumajang.

Testing the Second Hypothesis
The t-test for brand image (X2) yielded a t value of 2.222 and a significance value of 0.029. At a 5% significance level (0.05), the critical t value is ±1.991. The calculated t exceeds the critical t (2.222 > ±1.991), and the significance value is below 0.05. Therefore, H2 is accepted, indicating that brand image significantly affects repurchase intention for Pixy products at GM Plaza Lumajang.

Testing the Third Hypothesis
The t-test for product quality (X3) yielded a calculated t value of 6.647 and a significance value of 0.000. At a 5% significance level (0.05), the critical t value is ±1.991. The calculated t exceeds the critical t (6.647 > ±1.991), and the significance value is below 0.05. Therefore, H3 is accepted,

indicating that product quality significantly affects repurchase intention for Pixy products at GM Plaza Lumajang.

The Effect of Consumer Trust on Repurchase Intention for Pixy Products at GM Plaza Lumajang

The findings indicate that consumer trust has a positive and significant effect on repurchase intention for Pixy products. Consumers with high trust in product quality, safety, and benefits tend to have a stronger intention to repurchase. This trust arises because Pixy products are perceived as meeting consumer expectations and needs. These findings also support Riski Rosdiana and Iyus Akhmad Haris (2016), who identified a significant effect of consumer trust on purchase intention.

The Effect of Brand Image on Repurchase Intention for Pixy Products at GM Plaza Lumajang

The findings indicate that brand image has a positive and significant effect on consumer repurchase intention. Consumers regard Pixy as a modern cosmetics brand that is safe to use and appropriate for the skin characteristics and needs of Indonesian women. This positive image makes it easier for consumers to recognize, remember, and choose Pixy over other cosmetics. The findings support Rinda Mardan et al. (2023), who state that brand image significantly affects purchase intention.

The Effect of Product Quality on Repurchase Intention for Pixy Products at GM Plaza Lumajang

The findings indicate that product quality has a positive and significant effect on consumer repurchase intention. Consumers perceive Pixy products as high-quality, safe to use, and capable of meeting their personal needs. Product quality is also the most dominant factor influencing consumers' decisions to repurchase. These findings support Meyyfa Nuri Yanti et al. (2023), who report that product quality significantly affects purchase intention

CONCLUSION

This study aims to analyze the effects of consumer trust, brand image, and product quality on repurchase intention for Pixy products at GM Plaza Lumajang. The findings indicate that consumer trust has no significant effect on repurchase intention because consumers give greater consideration to other factors, such as brand image and product quality, when repurchasing. Brand image significantly affects repurchase intention, indicating that the more positive the brand image in consumers' minds, the greater their intention to repurchase Pixy products. Product quality also has a significant effect and is the dominant factor increasing consumer repurchase intention. The coefficient of determination indicates that consumer trust, brand image, and product quality explain repurchase intention as reported in the findings, while the remainder is influenced by excluded factors such as price, promotion, cosmetics trends, service quality, and consumer lifestyles.

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