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**The Mediation Role of Brand Trust on Repurchase Intention: The
Influence of Brand Image and Celebrity Endorsers
(Case Study of Customer Noera Collagen Drink on the TikTok Shop
Application in Malang).**

ABSTRACT

This research explores how brand image and celebrity endorsers affect repurchase intention, with brand trust functioning as a mediating variable. The research was performed with Noera Collagen Drink consumers on the Malang City TikTok Shop platform. This study utilized a descriptive quantitative research strategy. The target market comprises consumers who have previously acquired Noera Collagen Drink through the TikTok Shop application and reside in Malang City. The sample comprised 100 people, chosen using purposive sampling. Data was collected via an online questionnaire disseminated through Google Forms. The results were examined via SEM PLS in SmartPLS.

The results indicated several significant positive relationships: brand image significantly enhances repurchase intention, celebrity endorsers have a robust positive effect on repurchase intention, brand image positively influences brand trust, and celebrity endorsers also significantly contribute to brand trust. Moreover, brand trust significantly enhances repurchase intention; brand image positively influences repurchase intention through brand trust, and celebrity endorsers affect repurchase intention via brand trust. The study suggests that organizations must enhance their brand image and select appropriate celebrity endorsers to strengthen brand trust and encourage repurchase intentions, strengthening customer loyalty.

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Keywords: Brand Image, Celebrity Endorser, Brand Trust, Repurchase Intention

INTRODUCTION

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with Noera Collagen Drink consumers on the Malang City TikTok Shop platform. This study utilized a descriptive quantitative research strategy. The target market comprises consumers who have previously acquired Noera Collagen Drink through the TikTok Shop application and reside in Malang City. The sample comprised 100 people, chosen using purposive sampling. Data was collected via an online questionnaire disseminated through Google Forms. The results were examined via SEM PLS in SmartPLS.

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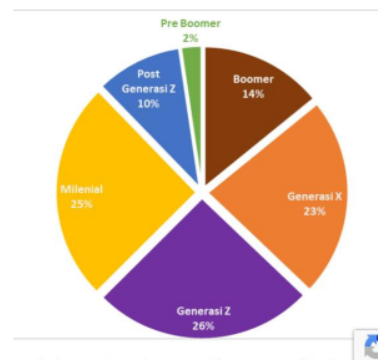


Figure 1. Percentage of the population of Malang city

A survey conducted by the Central Statistics Agency indicated that the population of Malang City reached 843,810 in 2020, primarily including Generation Z and Millennials. This group is crucial to the population's composition and holds significant promise in the digital economy. In the beauty industry, Noera Collagen Drink became the top-selling

collagen product in e-commerce in 2022, with monthly sales reaching 1,000 units, amounting to approximately IDR 1.6 billion. Noera has penetrated the market by forming alliances with beauty influencers and celebrities and leveraging social media channels like TikTok. The demand for collagen beverages is linked to enhancements in skin elasticity and the mitigation of premature aging, rendering them especially favored by ladies pursuing beauty remedies.

Brand Trust

Company trust, defined as the faith consumers possess in a company, is essential in creating enduring relationships between the brand and its clientele. This trust often stems from positive customer experiences and the brand image established by constant and honest communication (Al Satria & Firmansyah, 2024). Customers who have confidence in a brand typically demonstrate increased loyalty, endorse it to others, and maintain support even in the face of errors or temporary challenges (Firman et al., 2021). This underscores that brand trust transcends immediate delight and is fundamentally about creating a basis for future loyalty. Consequently, organizations must cultivate client confidence in the trustworthiness and authenticity of their brand to maintain and enhance brand trust.

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Brand Image

The brand image denotes the consumer's view of a brand, influenced by factors including its name, symbol, design, and the marketing communications executed by the company (Kotler & Lane, 2022; Riadi, 2020). An impactful brand image can differentiate a product or service from its rivals and cultivate an emotional bond with consumers. This research investigates the impact of a favorable brand image on brand trust, which subsequently influences repurchase intention. In a competitive market, comprehending the importance of brand image in fostering client trust and loyalty is essential.

Celebrity Endorser

A celebrity endorser, or celebrity endorsement, is a marketing strategy in which a public figure uses their influence to promote a product or service, aiming to cultivate a positive reputation and improve the brand image (Kotler & Armstrong, 2014; Shimp, 2003). Studies indicate that endorsements from esteemed and well-liked celebrities can improve favorable brand views and strengthen consumer trust. This study seeks to examine the influence of

celebrity endorsers on brand trust and repurchase intention and how the efficacy of these endorsers may be mediated by brand trust.

Repurchase Intention

Repurchase intention refers to consumers' readiness to purchase the same goods or service again, influenced by their experiences and impressions of the brand. Additional research findings (Simanjuntak, 2020) indicate that previous encounters with a product or service considerably influence repurchase intention. According to Olson et al. (1999), repurchase intention is frequently considered a crucial measure of consumer loyalty. Various elements can affect loyalty, including consumer satisfaction and faith in the brand. Furthermore, Fitria et al. (2021) emphasize that customer incentives and purchasing behaviors significantly influence repurchase intention. This study contributes by analyzing the link between brand trust and repurchase intention and how brand image and celebrity endorsements affect repurchase intention through the mediation of brand trust. Comprehending this relationship is essential for devising efficient marketing strategies to sustain and expand the consumer base.

Previous studies indicate that brand image, celebrity endorsements, and trust influence customers' repurchase intentions (Olga Violyta Almirah & Lilik Indayani, 2022). However, research on the direct effects of celebrity endorsers and brand image on repurchase intention has differed. This study investigates the impact of brand image and celebrity endorsements on brand trust and repurchase intentions among consumers of Noera Collagen Drink in Malang City. Specifically, it investigates how efficiently brand image and celebrity endorsers can boost customer trust in the brand (brand trust) and how this trust subsequently affects repurchase intention. This research examines the indirect impact of brand image and celebrity endorsers on repurchase intention via brand trust, offering critical insights for effective marketing strategies to bolster customer loyalty.

METHOD

This study employs a quantitative methodology. Data is acquired through the dissemination of online questionnaires. Purposive sampling is employed, with inclusion criteria for

participants comprising prior consumption of Noera Collagen Drink, possession of a TikTok account, a minimum age of 17 years, and residence in Malang City. The questionnaire consists of 20 indicators. According to Malhotra's formula (2010), a minimum sample size of 100 respondents requires data analysis with Structural Equation Modeling (SEM) through the SmartPLS 4.0 program.

The research encompasses three categories of variables: independent variables, dependent variables, and mediating variables. The independent factors, brand image (X1) and celebrity endorsement (X2) influence the dependent variable, repurchase intention (Z). Brand Trust (Y) serves as the mediating variable connecting the independent and dependent variables, resulting in an indirect effect of the independent factors on the dependent variable.

A Likert scale is applied in this research to examine attitudes, views, and individual perceptions, creating quantifiable data through specified intervals. The indicator variables are categorized into instrument pieces comprising statements or questions. The questionnaire results are categorized on a scale of Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). Data analysis entails organizing and presenting data alongside executing calculations to evaluate hypotheses. The selected approach is Structural Equation Modeling (SEM) employing Partial Least Squares (PLS) through SmartPLS version 4, which evaluates causal links among latent variables. The analysis comprises model evaluation for validity and reliability and structural model assessment involving R-square, F-square, and path coefficients to determine variable influence. Descriptive statistics present the facts without generalization, while mediation tests highlight the role of the mediating variable in the relationship between the independent and dependent variables.

RESULT AND DISCUSSION

The following is a description of the characteristics of respondents gathered through the distribution of questionnaires to 100 respondents:

Table 1. Respondent Characteristics

Age	Amount	Presentation
17-25	89	89%
26-35	11	11%
Gender		
Woman	78	78%
Man	22	22%
Domicile		
Lowokwaru	45	45%
Dinoyo	19	19%
Sukun	12	12%
Blimbing	10	10%
Klojen	8	8%
Kedungkandang	6	6%

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Based on the available data, most respondents fall within the age range of 17-25 years, accounting for 89% of the total 100 respondents, while the remaining 11% are in the 26-35 age bracket. Most responses are female, comprising 78%, whereas males account for only 22%. A substantial percentage of responders, 45%, reside in Lowokwaru. Dinoyo occupies the second position with 19%, succeeded by Sukun at 12%, Blimbing at 10%, Klojen at 8%, and Kedungkandang at 6%. This data suggests that most responders are young females, with most residing in Lowokwaru.

Measurement Model Analysis (Outer Model)

Table 2. Outer Loading Value of Convergent Validity of First Test

	Brand Image (X1)	Celebrity Endorser (X2)	Repurchase Intention (Y)	Brand-Trust(Z)	CR	CA	AVE
3	X1.1	0.906			0.949	0.933	0.790
	X1.2	0.851					
7	X1.3	0.922					
	X1.4	0.834					
	X1.5	0.926					
	X2.1	0.818			0.932	0.901	0.773
	X2.2	0.929					
	X2.3	0.938					
	X2.4	0.826					
	Y1.1		0.875		0.938	0.918	0.753

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Y1.2			0.873				
Y1.3			0.801				
Y1.4			0.872				
Y1.5			0.914				
Z1.1				0.887			
Z1.2				0.714			
Z1.3				0.908	0.935	0.912	0.744
Z1.4				0.840			
Z1.5				0.945			

The Brand Image variable (X1) has five assessment items (X1.1 to X1.5) with validity scores between 0.834 and 0.926, indicating its efficacy in evaluating Brand Image. The Celebrity Endorser variable (X2) comprises four items (X2.1 to X2.4) that attain validity ratings ranging from 0.818 to 0.938, effectively assessing perceptions of celebrity endorsers. The Repurchase Intention variable (Y), comprising five items (Y1.1 to Y1.5), accurately evaluates repurchase intention, with validity coefficients between 0.801 to 0.914. Brand Trust (Z), comprising five questions (Z1.1 to Z1.5), exhibits validity scores between 0.714 and 0.945, affirming its efficacy in measuring brand trust.

The Average Variance Extracted (AVE) analysis demonstrates that all constructs exhibit convergent solid validity, as AVE values exceed 0.5. Brand Image exhibits an AVE of 0.790, Brand Trust registers 0.744, Celebrity Endorser is measured at 0.773, and Repurchase Intention is recorded at 0.753, signifying these components' robust elucidation of variance. Moreover, the Composite Reliability and Cronbach's Alpha scores demonstrate exceptional internal consistency across all constructions. Brand Image exhibits a Cronbach's Alpha of 0.933 and Composite Reliability of 0.949; Brand Trust records values of 0.912 and 0.935; Celebrity Endorser demonstrates scores of 0.901 and 0.932; and Repurchase Intention presents numbers of 0.918 and 0.938. These values indicate that all constructs are dependable and consistent, guaranteeing accurate measurements for subsequent analysis.

Structural Model Analysis (Inner Model)

Table 3. Structural Model Analysis

	R-square
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Brand-Trust	0.919				
Repurchase Intention	0.911				
	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Brand Image -> Repurchase Intention (H1)	0.313	0.315	0.097	3.218	0.001
Celebrity Endorser -> Repurchase Intention (H2)	0.317	0.320	0.089	3.549	0.000
Brand Image -> Brand-Trust (H3)	0.471	0.460	0.095	4.974	0.000
Celebrity Endorser -> Brand-Trust (H4)	0.503	0.516	0.094	5.365	0.000
Brand-Trust -> Repurchase Intention (H5)	0.344	0.339	0.100	3.447	0.001
Brand Image -> Brand-Trust -> Repurchase Intention	0.162	0.155	0.054	3.001	0.003
Celebrity Endorser -> Brand-Trust -> Repurchase Intention	0.173	0.176	0.064	2.725	0.006

⁹ The R-Square value indicates the extent to which the independent variables explain the variance in the dependent variable, ranging from 0 to 1, with values nearer to 1 signifying a robust model. The analysis suggests that Brand Trust boasts an R-Square value of 0.919, suggesting that the model explains 91.9% of its variance. At the same time, Repurchase Intention has an R-Square of 0.911, implying that the model represents 91.1% of its variation. These robust results imply that the model effectively explains variability in Brand Trust and Repurchase Intention, demonstrating the significance and relevance of the elements inside the model.

Path coefficients measure the intensity and direction of interactions among variables in the structural model. The results validate that all pathways in the model are significant, indicating that Brand Image affects Brand Trust (0.471, $t=4.974$, $p=0.000$) and Repurchase Intention (0.313, $t=3.218$, $p=0.001$). Additionally, Brand Trust substantially influences Repurchase Intention (0.344, $t=3.447$, $p=0.001$). The influence of celebrity endorsement on brand trust is significant (0.503, $t=5.365$, $p=0.000$) and on repurchase intention (0.317, $t=3.549$, $p=0.000$). All links within the model demonstrate substantial beneficial effects.

The hypothesis testing demonstrates that all correlations among the variables are significant. Brand image positively affects both repurchase intention ($t=3.218$, $p=0.001$)

and brand trust ($t=4.974$, $p=0.000$). The Celebrity Endorser positively influences Repurchase Intention ($t=3.549$, $p=0.000$) and Brand Trust ($t=5.365$, $p=0.000$). Additionally, Brand Trust significantly influences Repurchase Intention ($t=3.447$, $p=0.001$). All hypotheses demonstrate substantial correlations among the analyzed variables; therefore, they are accepted.

The mediation analysis results reveal that ² Brand Trust mediates ¹ the connection between Brand Image and Repurchase Intention ($t=3.001$, $p=0.003$) and between Celebrity endorsers and Repurchase Intention ($t=2.725$, $p=0.006$). This implies that Brand Trust is a significant mediator in the linkages involving Brand Image and Repurchase Intention and between Celebrity Endorser and Repurchase Intention.

The Influence of Brand Image on Repurchase Intention

Through a substantial t-statistic and appropriate p-value, this research demonstrates that customers' inclinations to repurchase Noera Collagen Drink are significantly affected by brand image. This highlights the significance of a robust brand image—especially for product quality, prior customer satisfaction, and efficient problem resolution—in fostering an emotional connection with customers and encouraging repeat purchases. Favorable consumer perceptions of a brand may arise from endorsements, previous experiences, or product quality evaluations. A strong brand image enhances customer confidence in the goods and the brand, influencing their repurchase decisions. Marketers can derive significant information from these encounters when formulating strategies to enhance and sustain client loyalty.

The findings align with previous studies by Dwitama (2021) and Soediono et al. (2020), which determined that a positive brand image can encourage consumer repurchase behavior. The t-statistic exceeds the t-table value ($2.973 > 1.96$), and the optimistic original sample estimate of 0.288 indicates ¹⁸ that Brand Image positively influences Repurchase Intention. Consequently, Brand Image positively affects Repurchase Intention, according to the findings of this study. Accordingly, our research validates the findings reported in practice. A robust brand image is crucial for enhancing recurring purchases among consumers, particularly for collagen items marketed on TikTok Shop.

¹ The Influence of Celebrity Endorsers on Repurchase Intention

This research reveals that celebrity endorsers significantly impact customers' propensity to purchase Noera Collagen Drink. With a strong t-statistic and a low p-value, this study emphasizes that consumer perceptions and behaviors are greatly affected by the appearance of celebrities in product advertisements. Celebrities' endeavors to endorse a product boost sales and strengthen emotional connections and consumer trust, ultimately encouraging repeat purchases.

The results from prior research by Riani et al. (2023) demonstrate that celebrity endorsers significantly impact repurchase intention. This supports the premise that a superior celebrity endorser will further augment the intention to buy the promoted product. Further analysis also reveals an essential consideration: the impact of Celebrity Endorser on Repurchase Intention is both positive and significant. The research findings indicate that celebrity endorsement significantly impacts repurchase intention, accounting for roughly 29.1%. The correlation between Repurchase Intention and Celebrity Endorser is favorable and significant (Novitasari et al., 2023). This validates field data results showing that the role of Celebrity Endorser boosts the frequency of repeat purchases. The utilization of endorsements from famous people is efficacious and may result in heightened sales.

The Influence of Brand Image on Brand Trust

The data suggest a considerable positive link between Brand Image and Brand Trust. This shows that favorable consumer impressions of a brand play a vital role in developing confidence. The study offers significant insights into brand marketing, demonstrating that a brand's positioning and consumer perception directly influence trust levels. These results are similar to other research conducted by Susilawati & Wufron (2018) and Alexandro (2022), which support the assumption that a stronger brand image for a product boosts customer trust in that brand. This indicates that Brand Image can accurately forecast its influence on Brand Trust. The research underscores the importance of favorable perceptions of a product or service in shaping consumer trust.

The Influence of Celebrity Endorsers on Brand Trust

Celebrity endorsement is essential for building brand credibility in the contemporary digital environment. Noera Collagen Drink, a product accessible on TikTok Shop, employs celebrity backing in its marketing methods. Studies demonstrate that celebrity

endorsements can substantially enhance consumer confidence in a brand. Celebrity endorsements generate a positive perception of the product and cultivate a robust emotional connection between the company and its consumers. Trustworthy celebrities serve as intermediaries to enhance the establishment of brand credibility. The research by Hasan and Elviana (2023) corroborates this viewpoint, emphasizing that celebrity endorsements convey brand trustworthiness, resulting in increased brand trust among consumers who witness these endorsements.

Furthermore, the study of Kusdayanti and Nugroho (2023) also underlines the favorable impacts of celebrity endorsement on brand trust. Celebrity endorsements enhance consumer confidence in the product, hence incentivizing purchases. In conclusion, celebrity endorsement can profoundly influence consumer views and trust, augmenting brand credibility.

¹ The Influence of Brand Trust on Repurchase Intention

Brand trust ¹is a vital factor ²that affects consumers' propensity for repeat purchases. Brands that successfully cultivate and maintain high trust with their customers typically have a greater Repurchase Intention, especially in highly competitive marketplaces characterized by information overload. The efficacy of Noera Collagen Drink in fostering vital Brand Trust among TikTok Shop customers in Malang City may significantly influence consumers' repurchase intentions. Studies by Shodiqul & Kurniawati (2023) and Humaira & Antoro (2024) substantiate the assertion that brand trust influences consumers' repurchase intentions favorably. Augmented consumer trust in a brand elevates the likelihood of further purchases, underscoring the imperative of cultivating consumer trust to maintain enduring relationships with the organization.

² The Influence of Brand Image on Repurchase Intention Through Brand-Trust

Brand image has ³a vital ⁴role in influencing buying decisions, especially within the context of the TikTok Shop application. Research indicates that a robust brand image amplifies consumer ⁵trust in the brand, with brand trust acting as a mediator in this dynamic. Brand trust connects consumer views of brand image with their inclinations to repurchase. For products such as Noera Collagen Drink, which prioritizes quality and safety, brand trust is a crucial determinant influencing consumers' decisions to engage in recurrent purchases. Research conducted by Wijaya et al. (2020) and Hartoko and Budiman (2022) corroborates these findings, demonstrating that brand image positively

19 affects repurchase intentions via brand trust. Trust is a significant mediator between brand image and repurchase intention, making consumers more sure to buy again. A higher level of brand image leads to improved consumer trust, boosting the possibility of repeat purchases.

4 The Influence of Celebrity Endorsers on Repurchase Intention Through Brand-Trust

Celebrity endorsement is crucial in molding how people view the reliability and quality of items. For instance, the participation of celebrities in TikTok Shop marketing efforts for Noera Collagen Drink can enhance brand perception and foster consumer confidence. This trust is likely to lead to a stronger intention for repeat purchases. Research by Saulina et al. (2022) demonstrates that celebrity endorsement exerts a more significant influence on online repurchase intentions than E-trust. A partial mediation effect exists whereby celebrity endorsers directly affect online repurchase intentions and simultaneously augment E-trust, influencing those intentions. The research conducted by Melzica and Wardana (2022) revealed that celebrity endorsers had a significant and beneficial impact on repurchase intentions via brand trust. Collectively, this evidence demonstrates that celebrity backing can substantially impact consumer trust in a business and their likelihood of making repeat purchases. Thus, our study findings confirm the observations reported in real-world circumstances. Brand Trust may be indirectly reinforced through the influence of celebrity endorsers, leading to a rise in Repurchase Intention. Sellers who employ celebrity endorsement prove capable of improving sales and enhancing consumer trust in their business.

CONCLUSION

The research findings provide numerous critical insights regarding the influence of key variables on Repurchase Intention concerning Noera Collagen Drink products. The findings indicate that both Brand Image and Celebrity endorsers significantly impact Repurchase Intention, functioning directly and indirectly via the mediator of Brand Trust. A good Brand Image develops more trust in the product and brand, pushing consumers to make repeat purchases. Moreover, celebrity endorsement enhances product perceptions and cultivates consumer trust, influencing their propensity to repurchase. The mediating function of Brand Trust in this context highlights the importance of brand confidence as a connection between brand image and repurchase intention. Consequently, marketing strategies that prioritize the

construction of a powerful brand image and the intelligent use of celebrity endorsements might be vital for improving Repurchase Intention and developing consumer loyalty. This study provides critical insights into the determinants of recurrent purchase decisions, establishing a robust foundation for organizations to develop effective and sustainable marketing strategies.

Future research should thoroughly investigate the mechanisms and factors influencing the interactions among brand image, celebrity endorsement, brand trust, and repurchase intention related to specific items. Researchers should widen their coverage by integrating more samples, numerous product types, and different markets for a more thorough understanding. Furthermore, integrating qualitative methodologies may provide deeper insights into customer impressions of businesses and celebrity endorsers while revealing the psychological elements influencing repeat purchase decisions.

This research offers insights into the importance of establishing a robust brand image and the efficient use of celebrity endorsements in marketing tactics from a corporate viewpoint. Companies should consider spending more resources to cultivate and maintain a favorable brand image and form alliances with celebrities who align with their brand values and objectives. Moreover, they can utilize the study's findings to develop more effective marketing strategies, including advertising campaigns, promotional activities, and social media efforts that bolster consumer trust and encourage repeat purchases. Ultimately, improving the total customer experience is crucial since elevated customer happiness significantly contributes to cultivating a favorable company image and enduring consumer loyalty.

However, this study possesses specific limitations:

1. The sample is constrained to the Noera Collagen Drink, ¹⁶ which may limit the applicability of the findings to other products or markets.
2. The research mainly uses a quantitative methodology, which, although providing robust empirical data, may not adequately encompass the nuances of customer views and underlying motivations.
3. The study must elucidate how market conditions, demographic variables, or cultural influences affect the linkages among brand image, celebrity endorsement, brand trust, and repurchase intention.

To address these constraints, future research should employ mixed methods that include quantitative and qualitative techniques. It should also assess the model across other contexts to improve external validity and yield more comprehensive insights into consumer behavior.

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