The Influence of Perceived Nostalgia and Perceived Value on Post Purchase Intention Through Brand Trust on Levi's Products as a Mediating Variable (Study on Levi's Gen Z Product Users on the TikTok Platform @Levisstoreid)

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Abstract

Keywords: Perceived Nostalgia, Perceived Value, Post Purchase Intention, Brand Trust, Tiktok, Levi's, Gen Z.

This study aims to analyze the influence of Perceived Nostalgia and Perceived Value on Post Purchase Intention, with Brand Trust as a mediating variable, on Gen Z consumers who use Levi's products on the Tiktok platform. The phenomenon of increasing emotional attachment of young consumers to products with historical value and past experiences encourages the importance of understanding emotional value-based marketing strategies. Using a quantitative approach and path analysis through SPSS software, this study involved 95 active respondents who fit the demographic criteria. The results showed that Perceived Nostalgia and Perceived Value had a significant effect on Brand Trust, and directly increased Post Purchase Intention. However, Brand Trust did not show a significant effect on Post Purchase Intention, indicating that repurchase intention was more influenced by emotional experience and perceived value than brand trust itself. These findings provide strategic implications for marketers in building a more personal, emotional, and relevant approach to young consumers through adaptive and nostalgia-based digital campaigns. This study also enriches the marketing literature by highlighting the dynamics of Gen Z behavior in the context of heritage products and social media use.

INTRODUCTION

The fashion industry continues to experience significant transformations along with the increasing creativity of the younger generation and the penetration of digital technology in everyday life. Generation Z, who grew up amidst the rapid development of social media, sees fashion not only as a functional need, but also as a means of self-expression and a symbol of identity. TikTok, as one of the dominant digital platforms, notes that the majority of its users are from the 18-24 age group, reflecting Gen Z's active involvement in shaping and spreading fashion trends in real-time (Databoks, 2023).

Post-pandemic fashion consumption trends show a change in customer behavior. Although online shopping remains high, there has been a significant increase in offline shopping activity, indicating that direct experience still plays an important role in the decision-making process. Moreover, the emotional dimension of fashion consumption is starting to receive greater

attention. One form of emotional attachment is present in the form of nostalgia for a pleasant past, which is often activated through certain visual elements, shapes, or symbols of a product. According to Wildschut et al. (2006), nostalgia is divided into personal nostalgia and historical nostalgia, both of which are able to encourage deep emotional attachment to a product. Research by Nathadiharja et al. (2024) and Ezzat (2022) shows that perceived nostalgia has a significant positive effect on brand loyalty and post-purchase intention, because customers tend to rely on their emotional memories in the post-purchase decision-making process.

Denim products, especially from the Levi's brand, are a prime example of how nostalgia is used to build a strong emotional connection with customers. Vintage collections and re-released classic models can evoke personal memories of youth. In addition to providing sentimental value, these products also adapt to modern trends, making them relevant to today's consumers.

In addition to emotional factors, customer decisions are also influenced by rational assessments of products, known as perceived value. Zeithaml (1988) explains that perceived value is a consumer's assessment of the benefits obtained compared to the costs they have to pay. Research by Pratiwi & Dwiyanto (2021) and Suryani (2022) strengthens this finding by showing that perceived value significantly drives customer satisfaction and increases post-purchase intention. Customers who feel a balance between quality and price tend to have a higher attachment to the brand.

In the context of long-term relationships between customers and brands, brand trust plays a key role as a link between customer experience and loyalty. Brand trust reflects the belief that a brand is reliable, consistent, and able to meet customer expectations (Delgado-Ballester, 2011; Chaudhuri & Holbrook, 2001). Studies by Doney & Cannon (1997) and Nur Hidayati et al. (2021) show that trust in a brand is formed through repeated positive experiences, as well as the perception that the brand is responsible for the customer's well-being. In fact, research by Pratiwi et al. (2021) confirms that perceived value has a direct influence on the formation of strong brand trust.

Furthermore, post-purchase intention is a key indicator of long-term customer loyalty. This concept refers to the tendency of customers to make repeat purchases and recommend products to others (Hellier et al., 2003; Wang et al., 2004). Research by Chiu et al. (2009) and Fariz (2018) shows that repurchase intention is strongly influenced by brand trust and positive emotional experiences, including nostalgia. This is reinforced by a recent study conducted by Nathadiharja et al. (2024), which found that both nostalgia and perceived value have a positive relationship to post-purchase decisions.

This study empirically examines how perceived nostalgia and perceived value influence post-purchase intention, with brand trust as a mediating variable. The focus of the study is directed at Gen Z users of Levi's products on the TikTok platform, considering that this group has a high level of involvement in the digital fashion world and is an important target for modern marketing strategies. The findings of this study are expected to provide practical and theoretical contributions in developing value- and emotion-based marketing strategies to strengthen customer loyalty in the competitive digital era.

METHODS

This type of research is quantitative research with an explanatory approach. The main objective is to test the causal relationship between the variables Perceived Nostalgia (X1), Perceived Value (X2), Brand Trust (Z), and Post Purchase Intention (Y). The research was conducted on Gen Z users who had purchased Levi's products through the TikTok platform.

The number of samples used in this study was 95 respondents. The sample was selected using a purposive sampling technique, with the criteria of respondents aged 18–25 years, active TikTok users, following the @levisstoreid account, and having purchased Levi's products via TikTok.

The instrument used was a Google Form-based questionnaire, which was distributed online. Measurements were made using a 5-point Likert scale. Indicators for each variable refer to previous studies: Holbrook & Schindler (1991) for Perceived Nostalgia, Zeithaml (1988) for Perceived Value, Lau & Lee (1999) for Brand Trust, and Hellier et al. (2003) for Post Purchase Intention.

Data analysis techniques were carried out with the help of SPSS version 25. The analysis stages include instrument validity and reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity, and linearity), path analysis, and hypothesis testing. The final results are interpreted based on the path coefficient (β) value, significance value, and Adjusted R Square value to see the strength of the influence between variables.

RESULTS AND DISCUSSION

A. Research Results

Respondent Characteristics

The study involved 95 Gen Z respondents aged 18–25 who had purchased Levi's products via TikTok. 80% of the respondents were female and 20% were male. All respondents had experience purchasing Levi's at least once.

Table 1. Description of Respondents Based on Age

No.	Gen Z age (18-25 years)	Respondent Frequency	Percentage
1.	Yes	95	100%
2.	No	-	-
	Total	95	100%

Source: Primary Data (2025)

Table 2. Description of Respondents Based on Gender

No.	Gender	Respondent Frequency	Percentage
1.	Woman	76	80%
2.	Man	19	20%
	Total	**95**	**100%**

Source: Primary Data (2025)

Table 3. Description of Respondents Based on Income/Pocket Money

No.	Income	Respondent Frequency	Percentage
1.	Rp. 1,000,000 - Rp. 2,000,000	**35**	**37%**
2.	Rp. 2,000,000 - Rp. 3,000,000	**26**	**27%**
3.	Rp. 3,000,000 - Rp. 4,000,000	**17**	**18%**
4.	> Rp. 5,000,000	**17**	**18%**
	Total	**95**	**100%**

Source: Primary Data (2025)

Table 3. Respondent Description Based on Levi's Product Purchases

No.	Purchased Levi's 1-2 times/more	Amount	Percentage
1.	**Yes**	**95**	**100%**
2.	**No**	**-**	**-**
	Total	**95**	**100%**

Source: Primary Data (2025)

Descriptive Statistical Analysis Results

According to Ghozali (2018), descriptive statistics are used to present or describe a data set through indicators such as mean value, standard deviation, variance, maximum and minimum values, total number, range, kurtosis, and skewness (distribution slope).

Table 4. Distribution of Respondents' Answers to the Perceived Nostalgia Variable

Item	STS		TS		N		S		SS		Mean %
	F	%	F	%	F	%	F	%	F	%	
X1.1	0	0.0	5	5.3	11	11.6	57	60.0	22	23.2	4.01
X1.2	0	0.0	1	1.1	8	8.4	57	60.0	29	30.5	4.20
X1.3	0	0.0	17	17.9	18	18.9	34	35.8	26	27.4	3.73
X1.4	0	0.0	5	5.3	11	11.6	51	53.7	28	29.5	4.07
X1.5	0	0.0	2	2.1	8	8.4	41	43.2	44	46.3	4.34
Total											20.35
Grand Mean											4.07

Source: Primary Data (2025)

Table 5. Distribution of Respondents' Answers to the Perceived Value Variable

Item	STS		TS		N		S		SS		Mean %
	F	%	F	%	F	%	F	%	F	%	
X2.1	0	0.0	1	1.1	6	6.3	41	43.2	47	49.5	4.41
X2.2	0	0.0	0	0.0	11	11.6	50	52.6	34	35.8	4.24
X2.3	0	0.0	1	1.1	7	7.4	55	57.9	32	33.7	4.24
X2.4	2	2.1	3	3.2	12	12.6	38	40.0	40	42.1	4.34
Total											17.23
Grand Mean											4.31

Source: Primary Data (2025)

Table 6. Distribution of Respondents' Answers to the Brand Trust Variable

Item	STS		TS		N		S		SS		Mean %
	F	%	F	%	F	%	F	%	F	%	
Z.1	0	0.0	2	2.1	4	4.2	53	55.8	36	37.9	4.29
Z.2	0	0.0	1	1.1	19	20.0	47	49.5	28	29.5	4.07
Z.3	0	0.0	0	0.0	5	5.3	51	53.7	39	41.1	4.36
Z.4	0	0.0	1	1.1	3	3.2	56	58.9	35	36.8	4.31
Z.5	1	1.1	0	0.0	7	7.4	52	54.7	35	36.8	4.26
Total											21.29
Grand Mean											4.26

Source: Primary Data (2025)

Table 7. Distribution of Respondents' Answers to the Post Purchase Intention Variable

Item	STS		TS		N		S		SS		Mean %
	F	%	F	%	F	%	F	%	F	%	
Y.1	0	0.0	2	2.1	11	11.6	54	56.8	28	29.5	4.14
Y.2	0	0.0	4	4.2	10	10.5	44	46.3	37	38.9	4.20
Y.3	1	1.1	10	10.5	22	23.2	35	36.8	27	28.4	3.80
Y.4	0	0.0	6	6.3	17	17.9	41	43.2	31	32.6	4.02
Y.5	1	1.1	12	12.6	18	18.9	37	38.9	27	28.4	4.08
Total											20.24
Grand Mean											4.05

Path Analysis

Table 10. Path Analysis of Models 1&2

Variables	Path Coefficient (beta)	t-count	p-value	Information
Perceived Nostalgia	0.428	4,866	0,000	Significant
Perceived Value	0.350	3,984	0,000	Significant
R Square	0.448			
Variables	**Path Coefficient (beta)**	**t-count**	**p-value**	**Information**
Perceived Nostalgia	0.395	4,061	0,000	Significant

Perceived Value	0.398	4,239	0,000	Significant
Brand Trust	0.006	0.058	0.954	Not Significant
R Square	0.469			

Source: Primary Data (2025)

Table 11. T-Test Results

Variables	t	Sig.	Information
Perceived Nostalgia	4,061	0,000	Significant
Perceived Value	4,239	0,000	Significant
Brand Trust	0.058	0.954	Not Significant

Source: Primary Data (2025)

Table 12. Results of Determinant Coefficients of Models 1&2

Model Summaryb		
Model	**R**	**Adjusted R Square**
1	0.448a	0.436

Model Summaryb		
Model	**R**	**Adjusted R Square**
2	0.469a	0.451

B. Discussion

The Influence of Perceived Nostalgia (X1) on Brand Trust (Z)

The results of the analysis show that Perceived Nostalgia has a significant effect on Brand Trust, with a path coefficient value of 0.428 and a significance of 0.000. With an Adjusted R^2 value of 0.436, this shows that nostalgia felt by consumers can explain 43.6% of the variation in their trust in the Levi's brand. Therefore, the first hypothesis (H1) is accepted.

This finding supports the theory of Holak and Havlena (1998), which states that nostalgia is a form of positive emotion towards the past that can strengthen emotional attachment to a brand. In addition, Pascal et al. (2002) added that nostalgic elements can build emotional relationships that have a direct impact on increasing brand trust.

More specifically, the average results of respondents' answers show that indicator X1.5 ("Levi's feels familiar because of the influence of people closest to you") has the highest mean value (4.34). This confirms that the impression of familiarity from the social environment also influences the perception of nostalgia. Meanwhile, indicator Z3 ("Levi's is comfortable and safe to use") is the most trusted aspect by customers with the highest mean value in Brand Trust of 4.36.

However, indicator X1.3 ("emotional attachment") has the lowest mean (3.73), indicating that not all respondents have a deep emotional closeness to Levi's. On the brand trust side, indicator Z2 ("brand communication on social media") has the lowest mean value (4.07), indicating that there are still some respondents who are not fully convinced of Levi's communication on digital platforms.

Demographically, the majority of respondents were female (80%), aged 18–25 years (Gen Z), a group that is active on TikTok and is the main target of Levi's marketing. In addition, the majority of respondents have an income of IDR 1,000,000–IDR 2,000,000 and work as private employees or digital business actors, which makes it easier for them to access Levi's through promotions in the marketplace.

This finding is reinforced by the research results of Hidayati et al. (2021) which also concluded that perceived nostalgia has a significant influence on brand trust, especially in the context of products with historical value such as Levi's.

The Influence of Perceived Value (X2) on Brand Trust (Z)

The results of the path analysis show that Perceived Value has a significant influence on Brand Trust, with a coefficient value of 0.350, a t value of 4.239, and a significance level of 0.000 (<0.05). Thus, the second hypothesis (H2) is accepted. The Adjusted R^2 value of 0.436 indicates that Perceived Value, together with Perceived Nostalgia, is able to explain 43.6% of the variation in Brand Trust.

This finding is in accordance with the definition proposed by Zeithaml (1988), which states that perceived value is the customer's perception of the benefits received compared to the sacrifices made. When customers feel that the benefits of a product are equal to or exceed the price paid, then trust in the brand will increase (Sweeney & Soutar, 2001).

The strongest indicator in this variable is X2.1 (Functional Value – quality/durability) with the highest mean value of 4.41, indicating that the quality and durability of Levi's products are highly appreciated by consumers. The highest indicator in the Brand Trust variable remains at Z3 (4.36), namely the belief that Levi's provides comfort and safety.

However, indicators X2.2 and X2.3 recorded the lowest mean (4.24), indicating that not all respondents were satisfied with the price-quality ratio of Levi's products which were considered premium. A similar thing was also seen in indicator Z2 (4.07), indicating that there were still doubts among some consumers about Levi's brand communication on social media.

Demographic factors support this result, where the majority of respondents are female (80%) and are in the 18–25 age group (Gen Z). In addition to being active in purchasing fashion products, this group is also price sensitive and very active on platforms such as TikTok. Although Levi's is known as a premium brand, more affordable prices on online platforms and discounts are a special attraction for respondents who have an income of IDR 1,000,000–IDR 2,000,000.

This finding is reinforced by the research results of Pratiwi et al. (2021), which states that perceived value has a significant effect on brand trust, especially for brands that have a strong image but still provide functional and emotional value felt by consumers.

The Influence of Perceived Nostalgia (X1) on Post Purchase Intention (Y)

The results of the study indicate that Perceived Nostalgia has a significant influence on Post Purchase Intention, with a path coefficient value of 0.395, a t value of 4.061, and a significance value of 0.000 (<0.05). Thus, the fourth hypothesis (H4) is accepted. The Adjusted R^2 value of 0.451 indicates that the variables Perceived Nostalgia, Perceived Value, and Brand Trust are simultaneously able to explain 45.1% of the variation in Post Purchase Intention.

These results reinforce the opinion of Muehling and Pascal (2011) who stated that nostalgia marketing can arouse positive emotions towards the past, which then encourages repeat purchasing behavior. Customers who have a sentimental relationship with a brand tend to maintain loyalty and actively share their positive experiences.

Descriptive data supports this finding. Indicator X1.5 (sense of familiarity) has the highest mean of 4.34, indicating that many respondents feel Levi's is familiar due to the influence of people close to them. On the other hand, indicator Y2 (tendency to recommend the brand) on Post Purchase Intention recorded the highest mean of 4.20, indicating that customers who have a positive experience are encouraged to spread it.

However, the X1.3 indicator (emotional attachment) has the lowest mean of 3.73, indicating that not all consumers have a deep emotional bond with Levi's. Meanwhile, the Y3 indicator (actively sharing opinions) also has the lowest mean of 3.80, indicating that some respondents are not necessarily actively talking about Levi's in their daily lives.

Demographic factors also support this result. Most respondents are female (80%) and Gen Z aged 18–25, who are highly responsive to emotional and nostalgic content on social media such as TikTok. In addition, most have an income of IDR 1,000,000–IDR 2,000,000 and work as private employees or digital entrepreneurs, which makes them familiar with social media-based purchasing experiences.

These results are in line with previous research by Nathadiharja et al. (2024), which also found that Perceived Nostalgia has a significant effect on Post Purchase Intention, especially in the younger generation who have strong emotional preferences and digital experiences towards brands.

The Influence of Perceived Value (X2) on Post Purchase Intention (Y)

The results of the study indicate that Perceived Value has a significant effect on Post Purchase Intention, with a path coefficient value of 0.398, a t value of 4.239, and a significance of 0.000 (<0.05). Thus, the third hypothesis (H3) is accepted. The Adjusted R^2 value of 0.451 indicates that Perceived Nostalgia, Perceived Value, and Brand Trust together are able to explain 45.1% of the variability of Post Purchase Intention.

This finding supports the theory of Zeithaml (1988) and Sweeney & Soutar (2001), which states that customer perceptions of a product's value—whether functionally, emotionally, socially, or economically—play an important role in determining purchasing decisions and post-transaction loyalty.

Empirically, the X2.1 indicator (Functional Value – quality and durability) has the highest mean of 4.41, indicating that customers consider the quality of Levi's products as the most important aspect. While in the Post Purchase Intention variable, the Y2 indicator (tendency to spread positive experiences) has the highest mean of 4.20, reflecting that satisfied respondents tend to recommend Levi's products to others.

However, the mean values of X2.2 and X2.3 (4.24 each) indicate that not all respondents are satisfied with the price-quality ratio of Levi's products. Similarly, the Y3 indicator recorded the lowest mean of 3.80, which means that some respondents do not actively share their opinions about Levi's in everyday conversations.

Demographic factors also support these results. The majority of respondents are Gen Z (aged 15–25 years), female (80%), and have an income between IDR 1,000,000–IDR 2,000,000. They are active on digital platforms such as TikTok and are accustomed to buying fashion products through marketplaces, especially when there are promotions. The high level of technology adoption and proximity to global brands such as Levi's also support the emergence of repeat purchase intentions after transactions.

These results are reinforced by research by Vardani (2023), which also found that perceived value has a positive and significant effect on post-purchase intention, especially in the context of branded products with strong functional and emotional values.

The Influence of Brand Trust (Z) on Post Purchase Intention (Y)

The results of the analysis show that Brand Trust does not have a significant effect on Post Purchase Intention, with a path coefficient value of 0.006, a t value of 0.058, and a significance level of 0.954 (> 0.05). Thus, the fifth hypothesis (H5) is rejected. This means that the level of trust in the Levi's brand does not directly encourage consumer intentions to make repeat purchases.

This finding contradicts the theory of Chaudhuri and Holbrook (2001), which states that customers who have high trust in a brand tend to be more loyal and have greater repurchase intentions. However, in the context of this study, the results show that trust in Levi's is not strong enough to influence post-transaction purchasing decisions, especially on the TikTok platform.

Although the Z3 indicator (product comfort and safety) has the highest mean of 4.36, and Y2 (desire to spread positive experiences) is also high with a mean of 4.20, the Z2 indicator (trust in brand communication on social media) shows the lowest value of 4.07. This indicates that although customers believe in the quality of Levi's products, they do not fully believe in brand messages conveyed through social media such as TikTok. This condition can weaken the effect of Brand Trust on Post Purchase Intention.

Respondent demographics also play a role. The majority are Gen Z women aged 15–25 years with an income of IDR 1,000,000–IDR 2,000,000. They are accustomed to interacting with

brands through digital media, but are also more selective about content that is considered "trustworthy". This shows that less convincing brand communication on social media can be a factor inhibiting the formation of repurchase intentions, even though the product is of good quality.

This result is in line with research by Chandra, Adiwijaya, and Jaolis (2023), which also found that Brand Trust has no significant effect on Post Purchase Intention, especially in a digital context where customers are more sensitive to emotional experiences and value, rather than simply brand reputation or reliability.

CONCLUSION

Perceived Nostalgia has a positive and significant effect on Brand Trust, which shows that the higher the nostalgia customers feel towards Levi's, the greater their trust in the brand.

Perceived Value also has a positive and significant influence on Brand Trust, which means that the higher the perceived value in terms of quality, benefits, and price, the greater the trust in Levi's.

Perceived Nostalgia has a direct positive and significant effect on Post Purchase Intention, indicating that past emotional experiences can encourage customers to make repeat purchases.

Perceived Value has a positive and significant effect on Post Purchase Intention, proving that high perceived value can increase customers' tendency to repurchase Levi's products.

Brand Trust does not have a significant effect on Post Purchase Intention, which indicates that the level of trust in the brand is not strong enough to motivate repeat purchases, especially in the context of Gen Z TikTok users.

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