

Exploring the Impact of Brand Identity and Brand Image on Gen Z's Repurchase Intention through Customer Satisfaction in E-Commerce

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Abstract

This research is motivated by the increasing consumption of cosmetic products among Gen Z, especially Wardah brand lip products through e-commerce platforms in Padang City. The main objective of this study is to analyze the effect of brand identity and brand image on customer satisfaction and repurchase intention, and test the role of customer satisfaction as a mediating variable. This research uses a quantitative approach with a causal research type and survey method through distributing questionnaires to 155 female Gen Z respondents who use E-commerce. The data analysis technique was carried out with Structural Equation Modeling (SEM) using SmartPLS 3.0. The results showed that brand identity has no positive and significant effect on customer satisfaction and repurchase intention and brand image has a positive and significant effect on customer satisfaction and repurchase intention. Customer satisfaction is also proven to have a significant influence on repurchase intention and only partially mediates the relationship between brand image and repurchase intention. The conclusion of this study confirms the importance of strengthening brand identity and image to increase customer satisfaction and loyalty. These findings provide strategic implications for the marketing development of local brands such as Wardah in reaching digital native consumers more effectively.

INTRODUCTION

The development of digital technology has changed the way consumers interact with brands, including in the cosmetics sector. Generation Z, born in the digital era, relies heavily on e-commerce to fulfill their daily needs, including beauty products such as lipstick, lip cream, and lip tint. Lip products are now not only used as a complement to appearance, but also as a medium of self-expression that reflects identity and confidence. Wardah, as one of the leading local brands in Indonesia, recorded the largest market share for lip products in e-commerce by 2024. This shows the importance of understanding the factors that influence consumer loyalty, especially in the Gen Z segment of female e-commerce users in Padang City.

Brand image is seen from the benefits and visions and beliefs that are buried in the minds of consumers, as a reflection of the associations that are retained in consumers' memories, the better the brand image, the more influential it will be for consumers to recognize the quality of the product (Anggraini et al., 2024) Research on the relationship between *Marketing 4.0* elements and consumer behavior has provided valuable insights. For example, these studies emphasize the crucial role of brand identity and image in shaping consumer perceptions and influencing

purchasing decisions (Jain et al., 2024). These components not only contribute to establishing a strong brand presence but also serve as important determinants of customer loyalty and repeat purchases (Shams et al., 2024).

Purchase intention which refers to the customer's willingness and tendency to buy a product or service within a certain period of time Dash et al. (2023). By understanding these dynamics, companies can be more effective in designing products that meet market expectations. Similarly, Lee (2020) explains how other factors, including consumer satisfaction, social influence, emotional loyalty, and customer habits, thus directly or indirectly affect repurchase intentions.

Although brand identity and brand image are often associated with customer satisfaction and repurchase intentions, there are still inconsistencies in the results of previous research. For example, some studies state that brand identity does not always have a significant effect on customer satisfaction (Kesumahati & Novianti, 2021), while other studies have found a strong positive effect (Pamungkas & Pramesti, 2021). In addition, the gap between high levels of satisfaction and disproportionate repurchase intentions in the initial pre-survey suggests the need for further exploration of the mediating role of customer satisfaction.

Based on this, this study specifically aims to answer the following questions: (1) Do brand identity and brand image affect customer satisfaction? (2) Do brand identity and brand image affect repurchase intention? (3) Does customer satisfaction mediate the relationship between brand identity and brand image on repurchase intention? This research focuses on female Gen Z users in Padang City who buy Wardah brand lip products through e-commerce.

This research enriches the marketing literature by filling the gap in the study of digital consumer behavior in the local cosmetics industry. Practically, the results of this study can serve as a reference for companies such as PT Paragon Technology and Innovation in designing branding strategies that are aligned with the expectations of young consumers. Emphasizing strong brand identity and brand image elements can help companies build sustainable emotional relationships with consumers, while increasing customer retention through satisfaction that leads to repeat purchase decisions.

METHODS

This research uses a quantitative approach with the aim of testing the causal relationship between brand identity and brand image on customer satisfaction and repurchase intention. This approach was chosen to obtain objective and generalizable results using standardized instruments. The type of research used is a survey, which allows efficient collection of large amounts of data from respondents scattered in the Padang City area.

The object of this research is female Gen Z consumers in Padang City who have purchased and used lip products from the Wardah brand through the e-commerce platform. Respondent criteria were determined purposively, namely women aged 17-29 years who live in Padang City and have purchased Wardah lip products at least once in the last three months. The selection of this group was based on the dominance of Gen Z as active e-commerce users and main consumers of cosmetic products, especially lip products.

Data collection was carried out through distributing questionnaires online using Google Form. The questionnaire was compiled based on indicators that have been tested in previous studies and adapted to the context of Wardah lip products. The measurement scale used was a

five-point Likert scale, ranging from "strongly disagree" to "strongly agree". The sample is part of the population. The sample consists of a number of members selected from the population (Sekaran & Bougie, 2016). A total of 155 respondents who were sampled and met the criteria were successfully collected and analyzed in this study.

Prior to the main analysis, the data were first tested for validity and reliability to ensure that the instruments used were able to measure variables consistently and accurately. This process was carried out through testing the *outer loading*, *AVE*, and *Cronbach's Alpha* values with the help of SmartPLS software.

This technique was chosen because it is able to test the simultaneous relationship between latent variables and is suitable for use in complex research models with a large number of indicators. Statistical analysis processing does not assume a certain distribution for parameter estimation, so no parametric techniques are needed to test parameter significance (Hair et al., 2017). This analysis includes testing the measurement model (*outer model*), structural model (*inner model*), and direct and indirect hypothesis testing, including the mediating role of customer satisfaction.

RESULTS AND DISCUSSION

To assess the validity of the measurement model, the outer loading values of each indicator were examined for the four latent constructs: Brand Identity, Brand Image, Customer Satisfaction, and Repurchase Intention. Outer loadings represent the extent to which each observed item correlates with its underlying construct, with a recommended threshold value of ≥ 0.7 to indicate adequate indicator reliability (Hair et al., 2019). Table 1 presents the outer loading results before any indicators were deleted. The table provides an initial overview of how well each item contributes to the formation of its respective latent variable, and serves as the basis for further refinement of the measurement model in the subsequent analysis stages.

Table 1. Outer Loading Results Before Deleting Indicators

Item	Brand Identity	Brand Image	Customer Satisfaction	Repurchase Intention
BID1	0,738			
BID2	0,712			
BID3	0,730			
BID4	0,769			
BID5	0,802			
BID6	0,718			
BIM1		0,712		
BIM2		0,718		
BIM3		0,774		
BIM4		0,811		
BIM5		0,821		
BIM6		0,806		
BIM7		0,819		
BIM8		0,650		
BIM9		0,586		
BIM10		0,762		

Item	Brand Identity	Brand Image	Customer Satisfaction	Repurchase Intention
CS1			0,758	
CS2			0,866	
CS3			0,866	
CS4			0,868	
CS5			0,832	
CS6			0,793	
CS7			0,668	
RI1				0,830
RI2				0,619
RI3				0,829
RI4				0,787
RI5				0,835
RI6				0,824
RI7				0,809
RI8				0,674

Refers to table 1 it is known that there are several variable indicators that have an outer loading value <0.7 . The data shows that there are 3 variables from the study that have an outer loading value below 0.7 so that they need to be dropped or deleted. For the brand image variable, there are 2 indicators that get an outer loading value below 0.7, the customer satisfaction variable has 1 indicator that has an outer loading value below 0.7, and the repurchase intention variable has 2 indicators that have an outer loading value below 0.7. Apart from paying attention to outer loading, convergent evaluation must also pay attention to Average Variance Extracted (AVE). The following is the AVE value in the model above:

Table 2. Initial Average Variance Extracted (AVE) Results

Construct	Average Variance Extracted (AVE)
Brand Identity	0,556
Brand Image	0,562
Customer Satisfaction	0,656
Repurchase Intention	0,608

From table 2, it can be explained that the AVE value of all variables is more than 0.50. However, it is still necessary to recalculate by gradually removing five indicators from the variable statement with the smallest *outer loading* value.

Table 3. Outer Loading Results After Removing Indicators

Item	Brand Identity	Brand Image	Customer Satisfaction	Repurchase Intention
BID1	0,737			
BID2	0,717			
BID3	0,732			
BID4	0,765			
BID5	0,801			

Item	Brand Identity	Brand Image	Customer Satisfaction	Repurchase Intention
BID6	0,716			
BIM1		0,718		
BIM2		0,740		
BIM3		0,800		
BIM4		0,819		
BIM5		0,841		
BIM6		0,796		
BIM7		0,827		
BIM10		0,758		
CS1			0,789	
CS2			0,883	
CS3			0,888	
CS4			0,872	
CS5			0,834	
CS6			0,770	
RI1				0,829
RI3				0,846
RI4				0,798
RI5				0,842
RI6				0,844
RI7				0,831

Based on table 3 above, it shows that the outer loading results were dropped by eliminating 5 question items. So that the indicators on each variable are valid and can be tested further. The following table 4 displays the *average variance extracted* (AVE) value of each variable in this study:

Table 4. Final Average Variance Extracted (AVE) Results

Constructs	Average Variance Extracted
Brand Identity	0,556
Brand Image	0,622
Customer Satisfaction	0,706
Repurchase Intention	0,692

The average variance extracted (AVE) value must be more than 0.5 (Hair et al., 2017). The table above shows that the AVE value of all variables is more than 0.50. This value indicates that the *convergent validity* standard has been met.

Fornell-Larcker Criterion Test

The Fornell-Larcker Criterion results can also be used to determine discriminant validity testing. This test requires that the correlation of the variable with itself is greater than the correlation of the variable with other variables. The following are the results of discriminant validity testing using the square root of the AVE on the Fornell- Larcker Criterion:

Table 5. Discriminant Validity Test Results Based on Fornell Lacker

Constructs	Brand Identity	Brand Image	Customer Satisfaction	Repurchase Intention
Brand Identity	0,745			
Brand Image	0,755	0,788		
Customer Satisfaction	0,536	0,696	0,840	
Repurchase Intention	0,582	0,760	0,745	0,832

Based on the results of data processing through SmartPLS, it is found that most constructs meet the Fornell-Larcker Criterion criteria. The root AVE value for each of these values is generally higher than the correlation of these constructs to other constructs, which indicates good discriminant validity. However, there is one pair of constructs that does not meet the Fornell-Larcker Criterion, namely between Brand Identity and Brand Image. The correlation value between these two constructs is 0.755, which is higher than the root AVE value of the Brand Identity construct (0.745). This indicates that there is an overlap in perceptions between Brand Identity and Brand Image in the eyes of respondents, which is likely due to the closeness of the two concepts in the context of the Wardah brand. Gen Z as respondents may see Wardah's brand identity and image as a whole, especially due to the consistency of messages and values conveyed by Wardah as a strong halal and local brand. Overall, although there is one indication of weakness in discriminant validity between Brand Identity and Brand Image, the model in general can still be said to meet the criteria for discriminant validity based on the Fornell-Larcker Criterion, and can be used for further analysis in this study.

Table 6. Cronbach's Alpha and Composite Reliability and R-Square

Cosntructs	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	R-Square
Brand Identity	0,840	0,843	0,882	-
Brand Image	0,913	0,915	0,929	-
Customer Satisfaction	0,916	0,919	0,935	0,668
Repurchase Intention	0,911	0,914	0,931	0,484

Table 6 above shows that the composite reliability value of all variables is greater than 0.7. Then the Cronbach's alpha value of brand identity is 0.840, brand image is 0.913, customer satisfaction is 0.916, and repurchase intention is 0.911. This shows that the Cronbach's alpha value of all variables is greater than 0.6, which indicates that the Cronbach's Alpha and Composite Reliability results for each variable show good reliability values. Table 6 also show that the R-Square value for the customer satisfaction variable is 0.484, which means that 48.4% of brand identity and brand image can explain the customer satisfaction of Lip Wardah products through e-commerce on Gen Z in Padang City, while the remaining 51.6% is explained by other variables outside this study.

The R-Square value for repurchase intention is 0.668, which means that 66.8% of brand identity, brand image, and customer satisfaction can explain the repurchase intention of Lip Wardah products through e-commerce on Gen Z in Padang City, while the remaining 33.2% is explained by other variables outside this study.

Hypothesis Testing

To evaluate the proposed research model, hypothesis testing was conducted using structural equation modeling (SEM). This analysis aims to determine the significance and strength of the relationships between latent variables, including the effects of brand identity and brand image on customer satisfaction and repurchase intention, as well as the mediating role of customer satisfaction. The hypothesis testing results are assessed based on the path coefficients, t-statistics, and p-values, with a significance level set at 0.05. Table 7 presents the summary of the hypothesis testing results, indicating whether each proposed relationship is supported or rejected based on empirical evidence.

Table 7. Hypotesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Kesimpulan
BID -> CS	0,025	0,030	0,082	0,298	0,766	Decline
BIM -> CS	0,677	0,679	0,083	8,166	0,000	Accepted
BID -> RI	0,010	0,014	0,084	0,121	0,904	Decline
BIM -> RI	0,459	0,457	0,088	5,198	0,000	Accepted
CS -> RI	0,459	0,420	0,057	7,357	0,000	Accepted
BID -> CS -> RI	0,010	0,013	0,035	0,293	0,770	Decline
BIM -> CS -> RI	0,285	0,286	0,056	5,113	0,000	Accepted

Note : BID : Brand Identity BIM : Brand Image CS : Customer satisfaction RI : Repurchase Intention

The structural model analysis reveals varying results regarding the direct and indirect effects of brand identity and brand image on customer satisfaction and repurchase intention. The relationship between brand identity and customer satisfaction produced a non-significant path coefficient (original sample = 0.025, p-value = 0.766, t-statistic = 0.298), indicating that brand identity does not have a statistically meaningful influence on customer satisfaction. Therefore, the hypothesis proposing this relationship is rejected. Similarly, the direct effect of brand identity on repurchase intention is also not statistically significant (original sample = 0.010, p-value = 0.904, t-statistic = 0.121), which leads to a rejection of the hypothesis. Furthermore, the indirect effect of brand identity on repurchase intention through customer satisfaction was also not significant (original sample = 0.010, p-value = 0.770, t-statistic = 0.293), confirming that brand identity neither directly nor indirectly affects repurchase intention among consumers in this study.

In contrast, brand image shows consistently significant relationships across all tested pathways. The direct influence of brand image on customer satisfaction was strongly significant (original sample = 0.677, p-value = 0.000, t-statistic = 8.166), suggesting that a positive brand image considerably enhances customer satisfaction. The direct impact of brand image on repurchase intention was also statistically significant (original sample = 0.459, p-value = 0.000, t-statistic = 5.198), indicating that brand image plays a vital role in encouraging repeated purchases. Additionally, customer satisfaction was found to significantly influence repurchase intention (original sample = 0.459, p-value = 0.000, t-statistic = 7.357), emphasizing that a satisfying experience is a crucial driver of consumer loyalty. Lastly, the indirect effect of brand image on

repurchase intention through customer satisfaction was statistically significant (original sample = 0.285, p-value = 0.000, t-statistic = 5.113), confirming that customer satisfaction serves as a partial mediator in the relationship between brand image and repurchase behavior. These findings underscore the importance of brand image in shaping both satisfaction and long-term consumer commitment, whereas brand identity appears to have little to no effect in the context of online cosmetic purchases.

To measure how much the mediating variable is able to absorb the previously significant direct effect of the model without mediation. VAF is calculated using the formula:

$$VAF = \frac{\text{Indirect effect}}{\text{Direct Effect} + \text{Indirect effect}}$$

$$VAF = \frac{0,677 \times 0,420}{0,459 + (0,677 \times 0,420)}$$

$$VAF = \frac{0,284}{0,459 + 0,284} = \frac{0,284}{0,743} = 0,382$$

DISCUSSION

In this study, it was found that brand identity does not have a significant influence on customer satisfaction on Wardah brand lip products purchased through e-commerce by Gen Z in Padang City. This shows that although Wardah has built a strong brand identity as a halal, local, and religious value-oriented brand and natural beauty, this identity does not necessarily translate directly into the real experience of consumers when using the product. Gen Z as digital natives prioritize the rational and functional aspects of a product, such as performance, quality, and other user reviews, over the symbolism or values communicated by the brand. This finding is in line with Kesumahati & Novianti's (2021) study which states that brand identity does not always have an influence on customer satisfaction, especially if the actual experience of the product does not match expectations. However, this result contradicts research conducted by Hossain (2024) and Dash et al. (2021), which emphasize that a strong brand identity that is aligned with consumers' emotional preferences can create high satisfaction.

Unlike brand identity, brand image is proven to have a significant influence on customer satisfaction. Wardah is able to build a consistent image as a modern, safe, and relevant brand to the Gen Z lifestyle. A strong brand image creates positive perceptions and trust from consumers, thus increasing their satisfaction with the product. Kotler & Keller (2016) expelaine a strong brand image forms positive consumer expectations which then have an impact on the level of satisfaction. This is also reinforced by Komalasari & Khatimah (2022), who state that consumers feel satisfied when the brand image matches their personal values. This finding is also supported by research from Tahir et al. (2024) and Dash et al. (2021), which state that brand image plays an important role in shaping value perceptions and creating pleasant emotional experiences for customers.

Furthermore, brand identity is also not proven to have a significant effect on repurchase intention. This shows that Gen Z consumers in Padang City, especially in the context of e-commerce purchases, tend not to form loyalty based on brand identity. They focus more

on rational aspects such as price, reviews, and discounts. Gen Z is known to have very explorative consumption behavior and is quickly influenced by trends and influencers, so preferences for a brand can easily shift. This result is not in line with the findings of Hossain (2024) and Pamungkas & Pramesti (2021) which state that brand identity can encourage repeat purchases, but supports the view that long-term preferences are difficult to form if brand identity is not supported by satisfying real experiences.

In contrast, brand image again shows a significant influence on repurchase intention. The positive image attached to Wardah as a modern and minimalist brand, and relevant to the value of simplicity favored by Gen Z, is a factor driving consumers to make repeat purchases. Prakosa & Imronudin (2023) state that when the brand image is in line with consumer self-identity, the tendency to repurchase increases. This finding is also supported by Cahyani (2022) and Dash et al. (2021, 2023), which state that a strong brand image is able to foster trust and ultimately increase loyalty and repurchase intentions.

The customer satisfaction factor has also proven to play an important role in driving repurchase intention. Customers who are satisfied with the experience of using the product tend to show the intention to make repeat purchases. This is in line with the findings of Hossain (2024) and Akter et al. (2024), who emphasize that satisfaction is not only an indicator of the success of a product, but also the foundation of customer loyalty. Ginting et al. (2023) even mentioned that satisfaction is a major determinant in the formation of repurchase intentions. This suggests that creating a satisfying experience is a key strategy in retaining customers, especially in highly competitive markets such as e-commerce.

In terms of the mediation relationship, this study found that customer satisfaction does not mediate the relationship between brand identity and repurchase intention. This indicates that Wardah's brand identity, although symbolically strong, is not enough to form satisfaction that impacts repurchase decisions. Consumers' decision to repurchase is more influenced by pragmatic and rational considerations than the brand identity they associate with the product. This finding is different from the structural model proposed by Dash et al. (2021), which states that strengthening brand identity can increase satisfaction, and in turn increase repurchase intentions. In this context, Wardah's approach needs to focus on creating post-purchase added value and building deeper emotional relationships with consumers.

In contrast, customer satisfaction proved to be a partial mediator in the relationship between brand image and repurchase intention. This means that brand image not only affects directly, but also through customer satisfaction formed from positive experiences with the brand. These results indicate that consumer perceptions of brands influenced by visual communication, reputation, and product quality create satisfaction that drives loyalty. Research by Kesumahati & Novianti (2021) and Dash et al. (2021) support these findings, emphasizing that customer satisfaction plays a key role in linking brand image with repurchase intentions.

CONCLUSION

This study concludes that brand identity does not have a significant influence on customer satisfaction **or** repurchase intention among Gen Z consumers in Padang City who purchase

Wardah lip products through e-commerce platforms. This finding indicates that symbolic attributes such as religiosity, local authenticity, and halal orientation embedded in Wardah's brand identity do not sufficiently translate into satisfying user experiences or sustained consumer loyalty within this digitally native demographic. In contrast, brand image demonstrates a significant impact on both customer satisfaction and repurchase intention. Wardah's consistent image as a modern, safe, and lifestyle-relevant brand aligns well with the preferences of Gen Z consumers, thereby generating positive perceptions that enhance satisfaction and drive repeat purchases. Furthermore, customer satisfaction plays a crucial role in fostering repurchase intentions; however, it does not mediate the relationship between brand identity and repurchase intention, but rather partially mediates the relationship between brand image and repurchase behavior.

RECOMMENDATIONS AND FUTURE RESEARCH

Future research is encouraged to further investigate the cognitive and emotional dimensions of Gen Z consumer behavior, possibly by incorporating additional variables such as customer experience, brand trust, and the influence of digital opinion leaders. Employing a mixed-methods approach could provide more nuanced insights into online purchasing behavior. From a policy perspective, cosmetic brands—especially local halal-based companies like Wardah—should prioritize the strengthening of brand image that resonates with Gen Z values, while simultaneously ensuring a consistent and satisfying post-purchase experience. Moreover, stakeholders and policymakers are advised to support the development of the halal cosmetic industry through digital literacy programs, brand globalization initiatives, and innovation incubators, enabling local brands to compete effectively in the rapidly evolving digital marketplace.

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