



## The Impact of Brand Image and Brand Awareness on Repurchase Intention Through Customer Satisfaction

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### ABSTRACT

This study aims to investigate the connection between positive brand image, brand awareness, and repurchase intent via the moderating role of customer satisfaction. People who use halal cosmetics in Indonesia, such as Wardah, Emina, and Make Over, are included in this study's population. The sample size is determined to be 100 respondents according to Lemeshow's computation. To analyze the data, we utilized SPSS 25.00, path analysis, the Sobel test, descriptive and associative analyses, and other methods. The results showed that brand image and brand awareness have a positive and significant effect on customer satisfaction. In addition, brand image, brand awareness, and customer satisfaction also have a positive and significant effect on repurchase intentions. Brand image and brand awareness also have a positive and significant effect on repurchase intentions through customer satisfaction as an intervening variable.

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## INTRODUCTION

The current industrial era has brought major changes in the growing industrial world. The emergence of intense competition makes entrepreneurs compete to face competition and achieve competitive advantage. Companies must understand customer behavior in the market and offer quality products and good service to customers. Halal cosmetics are an option for Muslims who want to pamper themselves without violating Sharia law. The existence of a halal label on the product is an easy way to find out whether the product is halal or not. The halal status of a product depends not only on the source of raw materials but also the way it is made, except in emergencies where there are no active ingredients or additives that can be used as substitutes (Pristianty & Murfarrihah, 2020).

With a steady increase, the number of cosmetics firms in Indonesia is projected to reach 1,010 in 2023, up from 913 in 2022 (<https://indonesia.go.id>). Care and beauty products are one of the most dominant categories in Indonesian e-commerce by 2022, contributing 49% of total e-commerce sales. This shows the high consumer demand for cosmetic products, which directly impacts the performance of each industry.

The results of a survey compiled by ZAP and Markplus (2022), of 9,010 Indonesian women aged between 12 and 66 years, found that there are various factors that influence decisions in choosing cosmetics, one of which is the presence of a halal label on the product. Wardah Cosmetics, Emina Cosmetics, Make Over, Sariayu, Rollover Reaction, Mineral Botanica, BLP Beauty, Viva Cosmetics, Inez Cosmetics, Esqa Cosmetics, Hanasui, Goban Cosmetics, and many more Indonesian enterprises have registered with MUI and obtained halal certification. For consumers in Indonesia who place a premium on halal products, the availability of these brands demonstrates the sector's commitment to meeting demand. Here is the data on the most popular cosmetics in Indonesia in 2022:

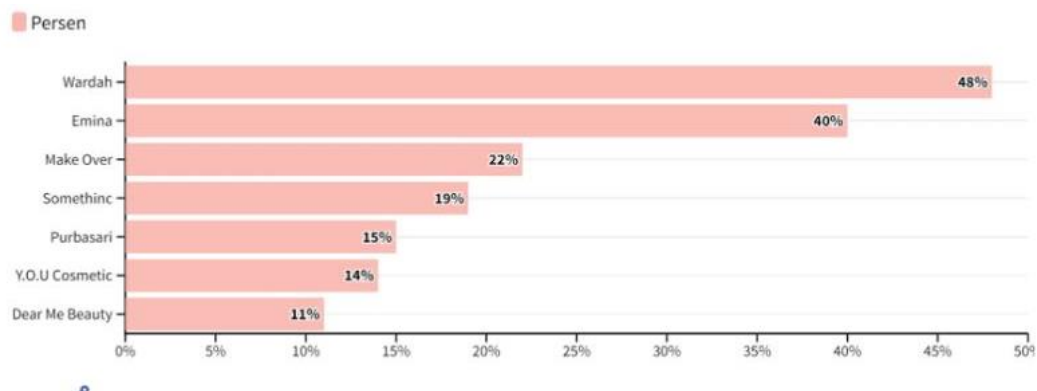


Figure 1.1 Most popular cosmetics in Indonesia 2022

Source: GoodStats 2022

Based on Figure 1.1, the results of research conducted by Populix in 2022 show that Wardah, Emina, and Make Over managed to occupy the category as the most popular cosmetic brands in Indonesia with the highest average result of 48% and the lowest 11%. Wardah is one of the local cosmetic brands known for its halal status and is definitely trustworthy.

The brand was established in 1995 under PT Paragon Technology and Innovation. In 1999, Wardah was recognized by the World Halal Council as the pioneer of halal cosmetic brands in Indonesia. Emina, which is also part of PT Paragon, was launched in 2015. The brand is aimed at the younger generation with a cheerful and modern theme. Emina products are lightweight and safe for teenage skin, making it a favorite choice among young people who are just starting to use cosmetics. Make Over is one of the makeup brands introduced by PT Paragon Technology and Innovation in 2010 with the slogan "Beauty beyond the rules", Make Over targets more creative and energetic buyers. The brand provides high-quality cosmetic products intended for professional use, while providing options for customers to try out various bold and different makeup styles. The following is a table of the differences between the three brands:

**Table 1 Differences between Wardah, Emina, and Make Over Halal Cosmetic Brands**

Aspect	Wardah	Emina	Make Over
Brand image	A simple and natural cosmetic brand.	A youthful and creative brand.	Professional, premium, and glamorous brand for artistic makeup..
Market Target	Women of all ages, focusing on simplicity.	Teenagers and young adults, focused on a playful and fun style.	Young and adult professionals, focused on a bold and elegant impression.
Product characteristics	Products focused on simplicity, natural	Lightweight, youthful products with playful and attractive designs.	Products with high coverage

Source: Author's Analysis, 2024

These three brands show a diversity of approaches in creating cosmetic products that suit the needs of various markets in Indonesia. Each brand has its own strategy in building identity and attracting customer attention, both through product innovation, the values carried, and the marketing approach used. Repurchase intention is a customer's interest in repurchasing the same product or service in the future after having bought it before. This interest arises when customers are satisfied with previous experiences, both related to products, services, and benefits obtained. (Kotler & Keller, 2016) repurchase intention is customer interest and action to repurchase a product because they are satisfied with the product in the past.

Customers develop an impression of a brand based on their interactions with the brand, their experiences with the brand, and the information they have gathered about the brand. In marketing, brand image is crucial because it determines how consumers perceive a company, its products, and its users (Keller & Swaminathan, 2020). Customers' and potential purchasers' capacity to recall and identify a brand as belonging to a particular product category is known as brand awareness. Recall, recognition, purchasing decision, and consumption are some of the measures of brand awareness (Firmansyah, 2019). Customer happiness, which may lead to repurchase intention, is strongly influenced by consumers perceptions of and familiarity with a brand.

Customer satisfaction is an important element that drives brand loyalty and recommendations. Customer satisfaction is a feeling that arises after someone compares the product or service received with the expectations they had before. When the company's performance is satisfactory, customers will feel happy, otherwise if the performance disappoints customers will feel dissatisfied. Customer satisfaction is a key performance indicator for businesses since satisfied consumers are more inclined to remain loyal and buy from them again. According to (Indrasari, 2019), customer satisfaction is the level of emotional fulfillment that a person feels after comparing the product's performance or perceived results with their expectations. The pre-survey measured repurchase intention, customer happiness, brand image, and brand awareness among 30 respondents in Bogor City who use halal cosmetic goods including Wardah, Emina, and Make Over.

The result of the pre-survey found that 46% of the respondents stated that they had a positive repurchase intention while the other 54% had a negative repurchase intention. The pre-survey results show that efforts to increase repurchase intention made by Wardah, Emina, and Make Over have not been fully optimized. Some customers rarely recommend the brand to others based on their experience, and tend not to always choose the product over other brands.

The pre-survey results found that 47% of the respondents stated that they had positive customer satisfaction while the other 53% had negative customer satisfaction. The presurvey results show that some customers are quite satisfied with the performance of Wardah, Emina, and Make Over products, thus influencing customers' intention to repurchase. However, there are still customers who do not recommend these products to family, friends or others.

The pre-survey results found that 48% of respondents stated that they had a positive brand image while 52% had a negative brand image. The pre-survey result found that the efforts to build brand image made by Wardah, Emina and Make Over have not been fully maximized because there are some customers who feel that these cosmetic brands do not fully reflect characteristics such as product reliability.

The results of the pre-survey found that 48% of respondents stated that they had positive brand awareness while 52% had negative brand awareness. The pre-survey result found that the efforts to build brand awareness made by Wardah, Emina, and Make Over have not been fully optimized. Some customers feel that the brand has not fully become the first choice that comes to mind when considering cosmetic products and do not include the brand in the first-choice shopping list when buying cosmetic products.

An essential factor in customers' decision-making process is the theory of customer behavior, which is the subject of this study. Consumers' actions in selecting, purchasing, using, and eventually discarding products and services to fulfill desires and requirements are known as customer behavior. According to Kotler and Armstrong (2018), customer behavior refers to studies that examine how people and businesses choose, acquire, use, and eventually let go of products, services, concepts, or experiences in order to fulfill their desires and

requirements. Cultural, societal, and individual influences are all included by (Kotler & Armstrong, 2018) as potential determinants of consumer behavior.

The present study addresses a knowledge vacuum by building on a number of earlier studies. Customer satisfaction may mediate the influence of brand image on repurchase intention, according to studies conducted by (Prasetyo & Wibowo, 2023) and (Okta Mirandi, 2023). Customer satisfaction, according to (Damaryanti et al., 2022), does not mediate the relationship between brand image and repurchase intention. Customer satisfaction acts as a mediator between brand awareness and repurchase intention, as shown by (Atmaka & Triwahyu, 2024) and (Setyorini et al., 2022).

## **LITERATURE REVIEW**

### **Brand Image on Customer Satisfaction**

Brand image has a significant impact on customers' perceptions of a product. According to Keller & Swaminathan (2020), brand image is the customers' response to a brand based on the good and bad aspects of the brand that are remembered by customers. According to Santana (2019), customers will feel satisfied if the product they purchased is a well-known brand that is liked by many people. According to Indrasari (2019), customer satisfaction is the level of feeling someone has after comparing the performance of a product or the results they perceive with their expectations. In the research conducted by Hernikasari et al. (2022), Tahir et al. (2024), Abbas et al. (2021), and Ilmy (2020), it is shown that brand image has a positive influence on customer satisfaction.

H1 : Brand image has a positive and significant impact on customer satisfaction.

### **Brand Awareness on Customer Satisfaction**

The positive relationship between brand awareness and customer satisfaction has been proven through various studies conducted. Brand awareness is the awareness of a brand, which is the ability of customers or potential buyers to recall or recognize that a brand is part of a particular category of products (Firmansyah, 2019). When these expectations are met or exceeded, customers experience satisfaction. According to Indrasari (2019), customer satisfaction is the level of a person's feelings after comparing the performance of a product or the results perceived with their expectations. In the research conducted by Ilyas et al. (2020), Sutedjo & Sari (2020), and Hidayat & Mardiyana (2024), as well as Asas & Maulana (2024), it was shown that brand awareness has a positive impact on customer satisfaction.

H2 : Brand awareness has a positive and significant impact on customer satisfaction.

### **Brand Image on Repurchase Intention**

Brand image has a significant function in influencing the desire to engage in repurchase intention. According to Safitri (2023), customer assessment of a product is not only viewed from the brand image factor, but customer attitudes towards the product also play an important role in decisions regarding repurchase intention. According to Kotler and Keller (2019), repurchase intention is the interest and action of customers in buying a product again because they feel satisfied with that product in the past. In research conducted by Adi &

Soebiantoro (2023), and Suherman et al. (2021), it is shown that brand image affects repurchase intention.

H3 : Brand image has a positive and significant impact on repurchase intention.

#### **Brand Awareness on Repurchase Intention**

Brand awareness has a positive influence in driving repurchase intention. When customers recognize and remember a brand well, they are more likely to choose that brand when they need the same product or service. According to Ribek et al. (2024), brand awareness can create a deep emotional connection between customers and the company regarding a specific brand, which can enhance the desire to engage in repurchase intention. According to Kotler and Keller (2016), high brand awareness helps customers make decisions, builds trust, and creates an emotional relationship with the brand, making customers more loyal and likely to purchase the product again. Research conducted by Teng & Huang (2022), Pranata & Permana (2021), Ali (2019), and Sjahrudin (2019) shows that brand awareness influences repurchase intention.

H4 : Brand awareness has a positive and significant effect on repurchase intention.

#### **Customer Satisfaction on Repurchase Intention**

Customer satisfaction has a significant impact on repurchase intention. According to Kotler and Keller (2019), repurchase intention is the interest and action of customers to buy a product again because they feel satisfied with that product in the past. Satisfaction increases trust and loyalty, which ultimately enhances the intention to continue purchasing from the same brand. According to Kotler and Keller (2016), high satisfaction encourages customers to be more loyal, which increases the likelihood of repurchase intention. This theory is also supported by Herzberg (2020), who emphasizes the importance of intrinsic and extrinsic satisfaction factors in shaping customer loyalty. Research conducted by Insyra & Dwiridotjahjono (2022) and Tufahati et al. (2021) shows that customer satisfaction influences repurchase intention.

H5: Customer satisfaction has a positive impact on repurchase intention.

#### **Brand Image on Repurchase Intention through Customer Satisfaction**

Brand image is an important element in increasing repurchase intention. According to Kotler and Keller (2016), a strong brand image can contribute to shaping perceptions that differentiate the product from competitors, thus attracting customers' emotional interest and improving customer satisfaction. The level of satisfaction clearly affects the decision to repurchase. According to Kotler and Keller (2019), repurchase intention is the interest and action of customers to buy a product again because they were satisfied with the product in the past. This satisfaction certainly influences the repurchase intention. Research conducted by Mirandi & Rimiyati (2023) and Prasetyo & Wibowo (2023) shows that brand image affects repurchase intention through customer satisfaction.

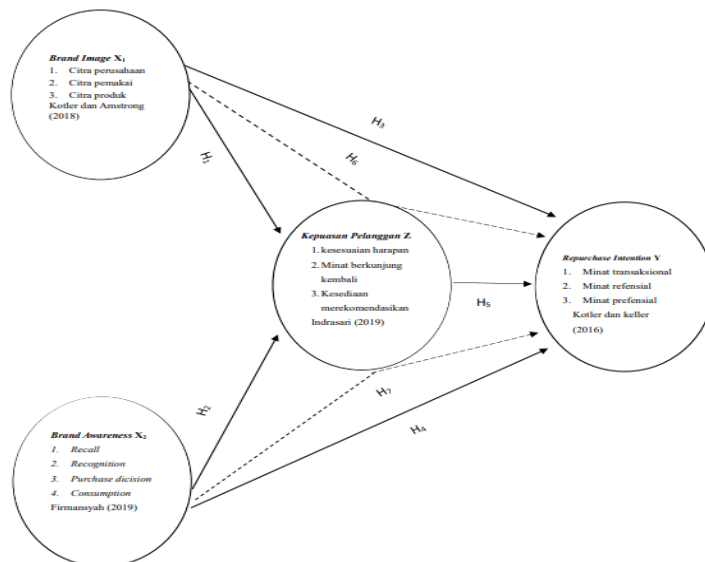
H6 : Brand image has a positive and significant influence on repurchase intention through customer satisfaction.

## Brand Awareness on Repurchase Intention Through Customer Satisfaction

Brand awareness significantly influences repurchase intention, especially when customer satisfaction acts as a mediating variable. According to Firmansyah (2019), brand awareness is the ability of customers or potential buyers to remember and recognize that a brand is part of a certain category. Strong brand awareness can increase customer trust in the brand, which in turn encourages purchasing decisions. Satisfied customers are more likely to have repurchase intention because they feel that the products or services received have met or even exceeded their expectations (Kotler and Keller 2016). In the research conducted by Atmaka & Triwahyu (2024) and Setyorini et al. (2022), it was shown that brand awareness influences repurchase intention through customer satisfaction.

H7 : Brand awareness has a positive and significant influence on repurchase intention through customer satisfaction.

### Theoretical Framework



Picture 2. Research Framework

## METHODOLOGY

Statistical examination of data obtained using research instruments is the goal of this research strategy, which employs positivist-based quantitative approaches (Sugiyono, 2022). Customers of Wardah, Emina, and Make Over cosmetics are the subjects of this descriptive and associative study. Quantitative information is collected from both primary and secondary sources. Brand image and brand awareness are the exogenous factors examined in this research. The three variables that make up the study are endogenous (purchase intention) and intervening (customer satisfaction). Cosmetics users Wardah, Emina, and Make Over made up the study population, and the researchers used a non-probability selection strategy based on a purposive sampling methodology to choose a sample (Sugiyono, 2022). The number of samples was determined using the Lemeshow method, and a maximum of 100 respondents were obtained.

## RESEARCH RESULT

Assuming the collected data is consistent with what happens on the item under study, the validity test will provide valid research results (Sugiyono, 2022). Data processing results that are more than or equal to 0.3 are considered valid in the validity test; data processing outcomes that are less than 0.3 are considered invalid. The consistency with which a research instrument produces results is evaluated via reliability testing. Reliability is defined by (Sugiyono, 2022) as the ability of an instrument to consistently provide the same findings when used to measure the same item. According to the reliability test standards, it is deemed trustworthy if the Cronbach Alpha value is more than 0.6; unreliable if it is less than 0.6. Regression analysis models rely on a number of fundamental assumptions that determine their applicability. Among the conventional assumption tests used in this study are those for heteroscedasticity, multicollinearity, and normalcy.

**Table 2. Multiple Regression First Equation**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 <sup>a</sup>	.537	.528	2.11171
a. Predictors: (Constant), <i>Brand awareness</i> , <i>Brand image</i>				
b. Dependent Variable: <i>Kepuasan Pelanggan</i>				

**Table 3 Multiple Regression Second Equation**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 <sup>a</sup>	.608	.596	2.21549
a. Predictors: (Constant), <i>Customer Satisfaction</i> , <i>Brand image</i> , <i>Brand awareness</i>				
b. Dependent Variable: <i>Repurchase intention</i>				

A high association between brand image and customer happiness is shown by a correlation of 0.733 in the first equation, as shown in table 1.2. An R<sup>2</sup> (R square) score of 0.537, or 53.7%, shows that consumer happiness is significantly related to brand image, brand awareness, and brand perception. According to the findings, brand image and brand awareness variables make up 53.7% of the overall, while other factors explain 46.3% of the variation in customer satisfaction.

A high association to repurchase intention is shown by the correlation value of 0.780 between brand image, brand awareness, and customer satisfaction (table 1.3, second equation). On the other hand, other variables account for 39.2% of the variation in repurchase intention, with brand image, brand awareness, and customer satisfaction each accounting for 60.8% of the variation (R<sup>2</sup>, R squared, = 0.608).

**Table 4 Test Results of The First Equation**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.624	1.554		5.551	.000		
	<i>Brand image</i>	.276	.095	.311	2.903	.005	.415	2.411
	<i>Brand awareness</i>	.293	.067	.467	4.353	.000	.415	2.411

a. Dependent Variable: Customer Satisfaction

**Table 5 Test Result of The Second Equation**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.701	1.871		1.443	.152		
	<i>Brand image</i>	.274	.104	.272	2.633	.010	.382	2.621
	<i>Brand Awareness</i>	.177	.077	.249	2.293	.024	.347	2.882
	<i>Customer Satisfaction</i>	.393	.107	.347	3.688	.000	.463	2.161

a. Dependent Variable: *Repurchase intention*

**Table 6 Recapitulation of t-Test Results**

No	Hypothesis	Statistical Test	Conclusion
1.	There is a positive and significant effect of brand image on customer satisfaction	2,903 > 1,660 0,005 > 0,050	Positive and significant effect
2.	There is a positive and significant effect of brand awareness on customer satisfaction	4,353 > 1,660 0,000 > 0,050	Positive and significant effect
3.	There is a positive and significant influence of brand image on repurchase intention.	2,633 > 1,660 0, 010 > 0,050	Positive and significant effect
4.	There is a positive and significant effect of brand awareness on repurchase intention	2,293 > 1,660 0,024 > 0,050	Positive and significant effect

5.	There is a positive and significant effect of customer satisfaction on repurchase intention.	3,688 > 1,660 0,000 > 0,050	Positive and significant effect
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**Results of The t-Test**

Based on table 1.4, The brand image variable has a  $t_{count}$  value of 2.903, while the  $t_{table}$  value at the significance level  $\alpha = 0.05$  with a degree of freedom of  $100-2-1 = 97$  is 1.660. Because the  $t_{count}$  is greater than the  $t_{table}$  ( $2.903 > 1.660$ ) and the significance value of 0.005 is smaller than 0.050, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

Based on table 1.4, The brand awareness variable has a  $t_{count}$  value of 4.353, while the  $t_{table}$  value at the significance level  $\alpha = 0.05$  with a degree of freedom of  $100-2-1 = 97$  is 1.660. Because the  $t_{count}$  is greater than the  $t_{table}$  ( $4.353 > 1.660$ ) and the significance value of 0.000 is smaller than 0.050, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

Based on table 1.5, The brand image variable has a  $t_{count}$  value of 2.633, while the  $t_{table}$  value at the significance level  $\alpha = 0.05$  and 97 degrees of freedom is 1.660. Because the  $t_{count}$  is greater than the  $t_{table}$  ( $2.633 > 1.660$ ) and the significance value is  $0.010 < 0.050$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

Based on table 1.5, The brand awareness variable has a  $t_{count}$  value of 2.293 and a  $t_{table}$  value for  $\alpha = 0.05$  with a degree of freedom of  $100-2-1 = 97$  of 1.660. because the  $t_{count}$  is greater than the  $t_{table}$  ( $2.293 > 1.660$ ) and the significance value is  $0.024 < 0.050$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

The customer satisfaction variable has a  $t_{count}$  value of 3.688 and a  $t_{table}$  value for  $\alpha = 0.05$  with a degree of freedom of  $100-2-1 = 97$  of 1.660. Because the  $t_{count}$  is greater than the  $t_{table}$  ( $3.688 > 1.660$ ) and the significance value is  $0.000 < 0.050$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

**Table 7 Path Analysis Test Results**

Variabel		Path Coefficient Value		
Independent	Dependent	Direct	Indirect	Total
Brand image ( $X_1$ )	Customer Satisfaction ( $Z$ )	0,311		
Brand awareness ( $X_2$ )	Customer Satisfaction ( $Z$ )	0,467		
Brand image ( $X_1$ )	Repurchase intention ( $Y$ )	0,272	0,107	0,379
Brand awareness ( $X_2$ )	Repurchase intention ( $Y$ )	0,249	0,162	0,411
Customer Satisfaction ( $Z$ )	Repurchase intention ( $Y$ )	0,347		

Repurchase intention is influenced by brand image in two ways: directly, via customer satisfaction, and indirectly, through perceptions of the brand itself. With a direct value of 0.272 (or 27.2%) and an indirect impact of 0.107 (or 10.7%), this becomes clear. Concurrently, the total impact of brand image on customer satisfaction is 0.379, or 37.9%.

Repurchase intention is affected by brand awareness in two ways: directly, via consumer satisfaction, and indirectly, through other channels. The net impact is 0.162 or 16.2%, and the direct value is 0.249 or 24.9%, therefore it's clear. Brand visibility via happy customers has a total impact of 0.411, or 41.1%.

Sobel Test Results

**Table 8 Sobel Test Recapitulation**

No	Hipotesis	Statistical Test	Conclusion
1.	There is a positive and significant effect of brand image on repurchase intentions through customer satisfaction.	$2,27 > 1,96$	Positive and significant effect
2.	There is a positive and significant effect of brand awareness on repurchase intentions through customer satisfaction.	$2,81 > 1,96$	Positive and significant effect

Based on table 1.7, it can be seen that the calculated  $Z_{count}$  is 2.27. The  $Z_{count}$  is greater than the  $Z_{table}$  value ( $2.27 > 1.96$ ), which proves that customer satisfaction is able to mediate the brand image towards repurchase intention.

Based on table 1.7, it can be seen that the calculated  $Z_{count}$  is 2.81. The calculated  $Z_{count}$  is greater than the  $Z_{table}$  value ( $2.81 > 1.96$ ), proving that customer satisfaction is able to mediate the brand awareness towards repurchase intention.

## DISCUSSION

### *The Influence of Brand Image on Customer Satisfaction*

The results of statistical testing indicate that brand image has a positive and significant effect on customer satisfaction, with a  $t_{count}$  value of 2.903 exceeding the  $t_{table}$  value of 1.660, leading to the rejection of  $H_0$  and acceptance of  $H_a$ . A total of 47% of respondents agreed with the product image indicator, indicating that halal cosmetic consumers are attracted to the brand's quality and commitment to using safe, halal-certified ingredients. Additionally, 43% of respondents agreed with the corporate image indicator, suggesting strong trust in the brand's reputation and consistency in delivering high-quality products. In-depth interviews with halal cosmetic users in Bogor further confirm that a strong brand image fosters trust, comfort, and satisfaction among customers. A positive brand image reinforces consumer confidence in the brand's reliability and product safety. These findings align with consumer behavior theories by (Kotler & Armstrong, 2018) and (Keller & Swaminathan, 2020), which highlight that customers are more likely to be satisfied when they perceive a brand positively. This is also consistent with previous research by (Santana, 2019), (Hernikasari et al., 2022), (Tahir et al., 2024), (Abbas et al., 2021), and (Ilmy, 2020), all of which affirm that brand image has a partial yet significant impact on customer satisfaction

### ***The Influence of Brand Awareness on Customer Satisfaction***

Statistical analysis results indicate that brand awareness has a positive and significant effect on customer satisfaction, as evidenced by a  $t_{\text{count}}$  value of 4.353, which is greater than the  $t_{\text{table}}$  value of 1.660, leading to the rejection of  $H_0$  and the acceptance of  $H_a$ . A total of 48% of respondents agreed with the *recall* indicator, and 47% agreed with the *recognition* indicator, suggesting effective branding strategies that enhance consumers' ability to recognize the brand through advertisements, logos, and packaging. This familiarity contributes to a sense of trust and confidence in the product. In-depth interviews with users of halal cosmetics in Bogor further support that high levels of brand awareness foster a sense of security and increase customer satisfaction. These findings align with consumer behavior theories by (Kotler & Armstrong, 2018) and (Firmansyah, 2019), which highlight brand awareness as a key factor in purchasing decisions. Moreover, the results are consistent with previous studies (Ilyas et al., 2020) (Sutedjo & Sari, 2023) (Hidayat & Mardiyana, 2024) (Asas & Maulana, 2024), which found that brand awareness partially and significantly influences customer satisfaction.

### ***The Influence of Brand Image on Repurchase Intention***

The statistical analysis revealed that brand image has a positive and significant influence on repurchase intention, as indicated by the  $t_{\text{count}}$  value of 2.633, which exceeds the  $t_{\text{table}}$  value of 1.660. This result confirms the rejection of  $H_0$  and acceptance of  $H_a$ . A total of 47% of respondents agreed with the product image indicator, showing strong interest in the quality and safety of halal cosmetic products. Additionally, 43% agreed with the corporate image indicator, reflecting high trust in the brand's reputation, which fosters customer loyalty. In-depth interviews with halal cosmetic users in Bogor further supported these findings, where respondents stated that a strong brand image instills confidence in product quality and encourages repeat purchases. Consumers tend to remain loyal to brands that are perceived as high quality, reputable, and positively reviewed. These results are consistent with consumer behavior theory by (Kotler & Armstrong, 2018), which explains how perception shapes purchasing decisions. According to (Keller & Swaminathan, 2020), brand image reflects customer responses based on how they perceive the brand, while (Safitri, 2023) highlights that customer attitudes also significantly affect repurchase decisions. Furthermore, (Kotler & Keller, 2016) define repurchase intention as the customer's desire and decision to buy a product again due to prior satisfaction. This study aligns with previous research by (Adi et al., 2023) and (Suherman et al., 2021), which confirms that brand image partially and significantly affects repurchase intention.

### ***The Influence of Brand Awareness on Repurchase Intention***

The statistical analysis revealed that brand awareness has a positive and significant effect on repurchase intention, as indicated by a  $t_{\text{count}}$  value of 2.293 exceeding the  $t_{\text{table}}$  value of 1.660, leading to the rejection of  $H_0$  and acceptance of  $H_a$ . A total of 48% of respondents agreed with the recall indicator, suggesting that halal cosmetic brands are widely recognized and preferred due to their market prominence. Additionally, 47% agreed with the recognition indicator, demonstrating that consumers can easily identify the brand through its logo and

packaging, reflecting the success of branding strategies. In-depth interviews with halal cosmetic consumers in Bogor further supported these findings; customers expressed greater trust and confidence in repurchasing products from familiar brands frequently encountered through promotions or recommendations. High brand awareness strengthens consumer trust and increases the likelihood of repeat purchases. This is in line with consumer behavior theory by (Kotler & Armstrong, 2018), and (Kotler & Keller, 2016), which asserts that strong brand awareness assists in decision-making, builds trust, and fosters emotional attachment to the brand. These results are consistent with prior studies by (Ribek et al., 2024), (Teng & Huang, 2022) and (Pranata & Permana, 2021), all of which found that brand awareness has a partial positive and significant impact on repurchase intention.

#### ***The Influence of Customer Satisfaction on Repurchase Intention***

The results of the statistical analysis indicate that customer satisfaction has a positive and significant effect on repurchase intention, as shown by the  $t_{\text{count}}$  value of 3.688, which is greater than the  $t_{\text{table}}$  value of 1.660. Therefore,  $H_0$  is rejected and  $H_a$  is accepted. This is supported by 46% of respondents who agreed that they intend to repurchase halal cosmetic products, and 43% who stated that the products met their expectations and were worth recommending. Customer satisfaction is reflected in the alignment between expectations and actual product experience, as well as trust in the product's quality and safety. These findings are reinforced by in-depth interviews, which revealed that positive experiences, product effectiveness, and brand reputation significantly contribute to customer loyalty. The higher the level of customer satisfaction, the greater the tendency to repurchase. This result aligns with consumer behavior theory by (Kotler & Armstrong, 2018), and is further supported by the perspectives of (Indrasari, 2019) and (Kotler & Keller, 2016), as well as previous studies by (Insyra & Dwiridotjahjono, 2022) and (Tufahati et al., 2021).

#### ***The Influence of Brand Image on Repurchase Intention through Customer Satisfaction***

Based on the Sobel test, the calculated  $Z_{\text{count}}$  value of 2.27, which is greater than the critical  $Z_{\text{table}}$  of 1.96, leading to the rejection of  $H_0$  and acceptance of  $H_a$ . This indicates that customer satisfaction significantly mediates the relationship between brand image and repurchase intention. The results reveal that the indirect effect of brand image on repurchase intention through customer satisfaction is stronger than the direct effect. Customers with a positive perception of the brand image tend to experience higher satisfaction and are more likely to repurchase halal cosmetic products in Bogor City. Therefore, enhancing brand image alongside strategies to improve customer satisfaction such as product innovation, superior service, and effective brand communication is crucial for strengthening repurchase intention. These findings align with previous studies by (Okta Mirandi, 2023) and (Prasetyo & Wibowo, 2023), confirming that customer satisfaction is a significant mediator between brand image and repurchase intention.

### ***The Influence of Brand Awareness on Repurchase Intention Through Customer Satisfaction***

Based on the Sobel test results, the calculated  $Z_{\text{count}}$  value of 2.81, which is greater than the critical  $Z_{\text{table}}$  of 1.96, leading to the rejection of  $H_0$  and acceptance of  $H_a$ . This indicates that customer satisfaction significantly mediates the relationship between brand awareness and repurchase intention. The test results show an indirect effect of brand awareness on repurchase intention through customer satisfaction, confirming the presence of mediation. Brand awareness plays a crucial role in repurchase intention, especially when customer satisfaction acts as the mediating variable. Customers with high brand awareness tend to more quickly recognize, recall, and trust halal cosmetic products, which ultimately increases their intention to repurchase. The positive influence of brand awareness strengthens when customers feel satisfied with the product's quality, benefits, and market availability. Customer satisfaction is a key factor that enhances the relationship between brand awareness and repurchase intention, demonstrating that the higher the brand awareness, the greater the trust and loyalty customers have toward the product. Therefore, efforts to increase brand awareness through effective marketing strategies such as online promotions and customer testimonials should be accompanied by improvements in customer satisfaction to foster loyalty and encourage repurchase intentions for halal cosmetic products in Bogor City. These findings are consistent with research conducted by (Atmaka & Triwahyu, 2024) and (Setyorini et al., 2022), which show that brand awareness influences repurchase intention through customer satisfaction.

### **CONCLUSIONS AND RECOMMENDATIONS**

The findings of this study indicate that consumers intention to repurchase is significantly influenced by their perception of the brand and their familiarity with it. These results are consistent with the objectives outlined earlier in the study, which aimed to examine the relationships among customer satisfaction, brand image, brand awareness, and repurchase intention. The key findings can be summarized as follows: 1.) Brand image has a positive and statistically significant effect on customer satisfaction. 2.) Brand awareness also shows a positive and significant influence on customer satisfaction. 3.) Brand image positively and significantly affects consumers repurchase intention. 4.) Brand awareness contributes positively and significantly affects consumers repurchase intention. 5.) Customer satisfaction has a favorable and significant impact on repurchase intention. 6.) Brand image has a positive and significant effect on repurchase intention, mediated by customer satisfaction. 7.) Brand awareness has a positive and significant effect on repurchase intention, mediated by customer satisfaction. Furthermore, the analysis reveals that customer satisfaction serves as a mediating variable that enhances the effect of both brand image and brand awareness on repurchase intention. This suggests that when consumers perceive a brand positively and are highly aware of its presence, their satisfaction levels tend to increase, which in turn encourages them to make repeat purchases.

Wardah, Emina, and Make Over are halal cosmetic brands circulating in Bogor City. The findings of this study offer valuable insights that can support these brands in enhancing their marketing strategies, particularly by improving customer satisfaction and encouraging repurchase intentions through stronger brand image and increased brand awareness. This information can help companies not only develop products and services that better align with consumer needs and preferences, but also boost customer satisfaction, foster loyalty, and increase the likelihood of repeat purchases.

#### ADVANCED RESEARCH

For future research, it is recommended to broaden the scope of study by incorporating different academic disciplines, exploring other geographical regions, examining various types of companies, or introducing additional variables such as brand trust, customer loyalty, or perceived value. These efforts can provide a more comprehensive understanding of the factors influencing repurchase intention in the context of halal cosmetic products.

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