

The Effect of Brand Trust, Brand Image, Self-Brand Congruence, and Customer Experience on Repurchase Intention at Miniso Retail Stores in Mataram City

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ABSTRACT

This study aims to analyze the effect of Brand Trust, Brand Image, Self-Brand Congruity, and Customer Experience on Repurchase Intention at Miniso retail stores in Mataram City. This research employed a quantitative method with a causal-associative approach. The population in this study consisted of consumers who had previously made purchases at Miniso retail stores. A total of 100 respondents were selected as the sample. The sampling technique used was non-probability sampling with a purposive sampling method. Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 25 through multiple linear regression analysis and hypothesis testing. The results of this study indicate that the Brand Image variable does not have a significant effect on Repurchase Intention. Meanwhile, the variables of Brand Trust, Self-Brand Congruity, and Customer Experience have a significant effect on Repurchase Intention at Miniso retail stores in Mataram City.

Keywords: *Brand Trust, Brand Image, Self-Brand Congruity, Customer Experience, Repurchase Intention.*

1. INTRODUCTION

The increasingly competitive retail industry in Indonesia is driving companies to focus not only on acquiring new customers but also on retaining existing ones by increasing repurchase intention. According to Sudirman et al. (2022), repurchase intention refers to consumers' desire to make repeat purchases based on their previous experiences with a brand or company. From the perspective of the Stimulus-Organism-Response (S-O-R) theory proposed by Mehrabian and Russell (1974), various stimuli provided by a company influence consumers' psychological state and generate specific behavioral responses, including the decision to make a repeat purchase. Several factors considered to play a role in shaping repurchase intention include brand trust, brand image, self-brand congruity, and **customer experience**. Brand trust describes consumers' confidence in a brand's ability to meet their expectations (Azzahra & Astriani, 2023), while brand image relates to the perceptions and associations formed in consumers' minds regarding a brand (Keller, 1993). Additionally, the alignment between a consumer's self-image and the brand's image (self-brand congruity) can enhance emotional attachment and consumer loyalty (Sirgy, 1986). Meanwhile, positive experiences consumers gain while interacting with the brand across various touchpoints also contribute to driving repurchase (Lemon & Verhoef, 2016).

As a global retailer specializing in lifestyle products, Miniso has successfully captured the attention of Indonesian consumers through its modern store concept, minimalist product design, high quality, and affordable prices. However, data from the Top Brand Index (TBI) in the accessories store category shows that Miniso still ranks below its main competitors, Stroberi and Naughty. Miniso's TBI score was recorded at 4.5% in 2021, 5.9% in 2022, dropping to 3.4% in 2023, then rising to 16.4% in 2024, and slightly declining to 15.2% in 2025. Despite this increase, the results still lag behind those of competing brands, indicating challenges in building brand preference and consumer repurchase intent. A similar phenomenon was also observed among Miniso consumers in Mataram City. Preliminary interviews with 10 visitors revealed that only 60% of respondents expressed an intention to repurchase, while the remaining 40% stated they do not always repurchase and tend to buy specific products only when they are trending or on sale. This situation indicates that interest in a product does not necessarily translate into a consistent desire to repurchase. Therefore, this study aims to analyze the influence of brand trust, brand image, self-brand congruity, and customer experience on repurchase intention among Miniso consumers in Mataram City

2. RESEARCH METHODS

This study employs a quantitative research design using an associative method. Quantitative research is defined as research aimed at identifying the influence or relationship between one variable and another (Sugiyono, 2017). Quantitative research is a type of research that produces findings obtained using statistical procedures or other means of quantification (Sujarweni, 2014:39).

The study population comprised all consumers who had ever purchased products at Miniso retail stores in Mataram City. The sample size was 100 people. Sampling was conducted using non-probability sampling techniques. According to Ferdinand (2014), non-probability sampling is a sampling technique that does not give every member of the population an equal chance of being selected as a sample member. The approach used was purposive sampling, with the criteria being that participants must be at least 17 years old and have purchased products at Miniso retail stores in Mataram City within the past year.

The primary instrument was a questionnaire based on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) comprising 15 statements. The research procedure began with the development of the instrument based on the indicators of each variable, testing the validity and reliability through a pilot test on 30 non-sample respondents, distributing the questionnaire online/offline via Google Forms and campus visits, collecting data from respondents (data verification, data selection, and SPSS entry), conducting validity and reliability tests, performing normality tests, testing classical assumptions (multicollinearity and heteroscedasticity), hypothesis testing and model suitability (t-test, F-test, and coefficient of determination), and interpreting the results.

3. RESULTS AND DISCUSSION

3.1. Validity Test

Table 1. Validity Test Results

Indicator	Calculated r	Table r	P(Sig.)	Notes
Brand Trust (X1)				
X1.1	0.808	0.361	0.000	VALID
X1.2	0.892	0.361	0.000	VALID
X1.3	0.927	0.361	0.000	VALID
Brand Image (X2)				
X2.1	0.720	0.361	0.000	VALID
X2.2	0.727	0.361	0.000	VALID
X2.3	0.883	0.361	0.000	VALID
Self-Brand Congruence (X3)				
X3.1	0.902	0.361	0.000	VALID
X3.2	0.953	0.361	0.000	VALID
X3.3	0.976	0.361	0.000	VALID
Customer Experience (X4)				
X4.1	0.659	0.361	0.000	VALID
X4.2	0.858	0.361	0.000	VALID
X4.3	0.879	0.361	0.000	VALID
Repurchase Intention (Y)				
Y.1	0.796	0.361	0.000	VALID
Y.2	0.886	0.361	0.000	VALID
Y.3	0.830	0.361	0.000	VALID

Source: Primary data processed by the researcher, 2026

In the instrument validity test conducted during the pre-test phase with 30 respondents, the table r-value at a significance level of 0.05 using a two-tailed test was 0.361. Based on the calculation results, all statement items had a calculated r-value greater than 0.361 and were therefore deemed valid. According to Dewi & Sudaryanto (2020), a questionnaire can be deemed valid if the calculated r-value is greater than the table r-value.

3.2. Reliability Test

Table 2. Reliability Test Results

Variable	N of items	Cronbach's Alpha	Standard	Description
Brand Trust	3	0.843	0.60	RELIABLE
Brand Image	3	0.669	0.60	RELIABLE
Self-Brand Congruence	3	0.938	0.60	RELIABLE
Customer Experience	3	0.728	0.60	RELIABLE
Repurchase Intention	3	0.787	0.60	RELIABLE

Source: Primary data processed by the researcher, 2026

Based on the results of the reliability test in Table 2 above, it can be seen that all variables in this study have a Cronbach's alpha greater than 0.60; therefore, the research instrument is deemed reliable and suitable for data collection. A questionnaire is considered reliable if the responses provided by respondents demonstrate consistency over time (Ghozali, 2016).

3.3. Normality Test

Table 3. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters a, b	Mean	0.0000000
	Standard Deviation	1.11873545
Most Extreme Differences	Absolute	0.073
	Positive	0.053
	Negative	-0.073
Test Statistic		0.073
Asymptotic Significance (2-tailed)		.200c,
a. The test distribution is normal.		
b. Calculated from the data.		
c. Lilliefors Significance Correction.		
d. This is the lower bound of the true significance		

Source: Primary data processed by the researcher, 2026

Table 3 shows that the significance value is 0.200, which indicates that the significance level is greater than 0.05, meaning that the tested variable is normally distributed.

3.4. Classical Assumption Test

Table 4. Results of the Multicollinearity Test

Coefficientsa			
Model		Collinearity Statistic	
		Tolerance	VIF
1	Brand Trust	0.551	1.814
2	Brand Image	0.465	2.194
3	Self-Brand Congruence	0.450	2.221
4	Customer Experience	0.517	1.934

Source: Primary data processed by the researcher, 2026

Based on Table 4 above, the VIF values for brand trust (1.814), brand image (2.194), self-brand congruity (2.221), and customer experience (1.934) are all below 10, indicating that there is no multicollinearity among the independent variables. Hair et al. (2019) explain that multicollinearity can be detected through the Variance Inflation Factor (VIF) and tolerance values. A high VIF value indicates a strong correlation among the independent variables in the regression model.

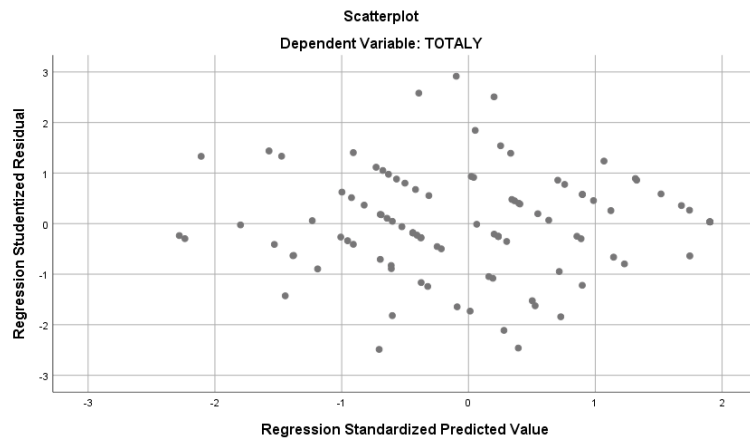


Figure 1. Heteroscedasticity Test Results

Figure 1 above shows that there is no regular pattern of data points and that the data are scattered above, below, or around the number 0. Therefore, it can be concluded that there is no evidence of heteroscedasticity. According to Ghozali (2021), heteroscedasticity does not occur if the points on the scatterplot are randomly scattered above and below the zero mark on the Y-axis and do not form a specific pattern.

3.5. Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.587	1,072		1,481	0.142		
	Brand Image	0.326	0.099	0.261	3.300	0.001	0.551	1.814
	Brand Trust	-0.053	0.089	-0.051	-0.597	0.552	0.465	2.149
	Self-Brand Congruence	0.360	0.063	0.501	5.722	0.000	0.450	2.221
	Customer Experience	0.258	0.093	0.227	2.784	0.006	0.517	1.934

a. Dependent Variable: TOTALY

Source: Primary data processed by the researcher, 2026

Based on Table 5 above, the regression equation can be formulated as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 1.587 + 0.326X_1 + 0.053X_2 + 0.360X_3 + 0.258X_4 + e$$

Based on the results of the multiple linear regression analysis, it was found that the variables Brand Trust (X1), Self-Brand Congruity (X3), and Customer Experience (X4) have a positive influence on Repurchase Intention (X4). Meanwhile, Brand Image (X2) has a negative influence on Repurchase Intention (X4). The variable with the most dominant influence is Self-Brand Congruity (X3) with a contribution of 36.0%, followed by Brand Trust (X1) at 32.6% and Customer Experience (X4) at 25.8%

Based on Table 5, which presents the results of the t-test, and with a critical t-value of 1.984 ($\alpha = 0.05$), it was found that Brand Trust ($t = 3.300$; Sig. = 0.001), Self-Brand Congruity ($t = 5.722$; Sig. = 0.000), and Customer Experience ($t = 2.784$; Sig. = 0.006) have a positive and significant effect on Repurchase Intention because the calculated t-value is greater than the critical t-value and the significance level is less than 0.05. Meanwhile, Brand Image ($t = -0.597$; Sig. = 0.552) does not have a significant effect on Repurchase Intention because the calculated t-value is < the critical t-value and the significance level is > 0.05.

Table 6. Results of the F-Test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	254.285	4	63,571	48,741	.000b
	Residual	123,905	95	1,304		
	Total	378,190	99			
a. Dependent Variable: Yb. Predictors: (Constant), X4, X1, X2, X3						

a. Dependent Variable: Yb. Predictors: (Constant), X4, X1, X2, X3

Source: Primary data processed by the researcher, 2026

Based on Table 6, the F-test results show a calculated F-value of 48.741 with a significance level of 0.000. Meanwhile, the F-table value was obtained from $df_1 = 4$ and $df_2 = 95$ at a significance level of 0.05, which is 2.467. Since the calculated F-value is greater than the F-table value ($48.741 > 2.467$) and the significance value is less than 0.05 ($0.000 < 0.05$). This indicates that the regression model used in this study is suitable for explaining the influence of independent variables on the dependent variable.

Table 7. Results of the Coefficient of Determination Test

Model Summaryb				
Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	.820a	0.672	0.659	1.142

a. Predictors: (Constant), X4, X1, X2, X3b. Dependent Variable: Y

Source: Primary data processed by the researcher, 2026

Table 7 shows that the coefficient of determination (R) is given by the adjusted R^2 Square is 0.659. This means that the ability of the independent variables, namely Brand Trust (X1), Brand Image (X2), Self-Brand Congruity (X3), and Customer Experience (X4), to explain the dependent variable Repurchase Intention (Y) is 65.9%; the remaining 34.1% is explained by other variables not covered in this study.

4. CONCLUSION

Based on the results of the study, the following conclusions can be drawn:

The *Brand Trust* variable has a positive and significant effect on *Repurchase Intention* at Miniso retail stores in Mataram. This indicates that the higher the level of consumer trust in the Miniso brand, the greater the consumers' desire to make repeat purchases.

The *Brand Image* variable does not have a significant effect on *Repurchase Intention* at Miniso retail stores in Mataram City. This indicates that Miniso's brand image has not yet become a primary factor driving consumers to make repeat purchases.

The *Self-Brand Congruity* variable has a positive and significant effect on *Repurchase Intention* at Miniso retail stores in Mataram. This variable is also the most dominant factor influencing consumers' repurchase intention.

The *Customer Experience* variable has a positive and significant effect on *Repurchase Intention* at Miniso retail stores in Mataram City. This indicates that the positive experiences consumers have while shopping at Miniso can increase their desire to repurchase Miniso products in the future.

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