



THE INFLUENCE OF BRAND CONSCIOUSNESS ON REPURCHASE INTENTION WITH CUSTOMER LOYALTY AS A MEDIATION VARIABLE IN ISLAMIC BUSINESS PERSPECTIVE (STUDY ON GENERATION Z COLORBOX CUSTOMERS IN BANDAR LAMPUNG)

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Abstract

This study aims to analyze the influence of Brand Consciousness and Repurchase Intention mediated by Customer Loyalty on Generation Z Colorbox customers in Bandar Lampung from the perspective of Islamic Business. This study focused on 96 respondents from Generation Z in Bandar Lampung, selected through purposive sampling techniques. The research method used is a quantitative method with data collection techniques through questionnaires. Data analysis was conducted using a structural equation model approach with the SmartPLS 4 application. The findings showed that the existence of positive and significant influence between the relationship of Brand Consciousness to Repurchase Intention, Brand Consciousness to Customer Loyalty, Customer Loyalty to Repurchase Intention, and Customer Loyalty was able to mediate the relationship between Brand Consciousness and Repurchase Intention. From the perspective of Islamic business, all economic activities must be based on Sharia values such as honesty, justice, responsibility, and not harming others.

Keywords: Brand Consciousness, Customer Loyalty, Repurchase Intention

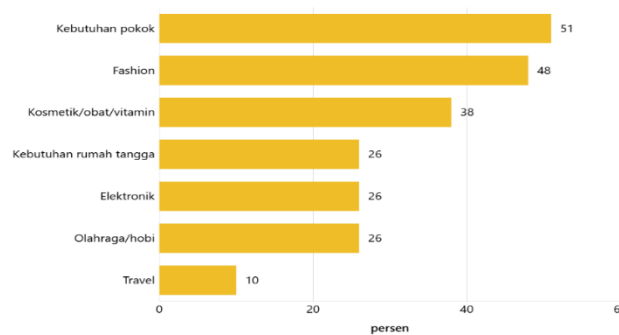


INTRODUCTION

Economic development in the era of globalization is currently growing rapidly. One industry that continues to grow today is the fashion industry. This is evidenced by the growing public awareness of the demands of dressing to meet the lifestyle (Nugraha et al., 2023). Lifestyle can be described through the activities of individuals who like to shop, spend money to buy the latest goods, and how individuals perceive the goods that have been purchased. For example, individuals only use goods that are oriented to a particular brand, and will not use other brands so that individuals feel proud if they use branded goods (Sadewa & Ariani, 2022). Whereas with the aim of social status, for example, someone wants to buy branded products just because they want to look cool among their friends. It reflects a cultural transformation in which clothing is not only seen as a practical tool, but rather as a medium of self-expression and a marker of social status in modern society (Wening & Kusumadewi, 2023)

Globalization has a direct impact on the purchasing behavior of consumers, which is reflected in their purchase intentions. The more people who buy products with global brands, the more countries that produce those products will benefit (Septiani et al., 2024). Compared to other segments, young consumers are seen as a more ideal target segment for foreign brands because they have greater admiration for foreign brands. Young consumers are trend setters and the main consumer group of foreign brands. As they become more and more familiar and show greater acceptance of foreign brands, they tend to be attracted to brands from developed countries, which they consider to be of higher quality. Previous studies have found a number of reasons why consumers in developing countries admire foreign brands. Foreign brands are considered to be of better quality than local ones. Foreign brands are associated with strong functional value, enhanced symbolic benefits, and a source of identity (Sulhaini & Junaidi, 2020). This unfortunate phenomenon is due to the understanding of customers that global brands are of higher quality and represent the symbolism of status, quality, and prestige (Agatha & Afgani, 2021)

Generation Z is a group of consumers who were born between 1997 and 2012 and are currently entering the productive age as native digital consumers who actively utilize social media to form brand awareness and express identity through consumption, especially in fashion. These distinctive traits contribute to self-expression-driven buying behavior. This makes Gen Z a strategic market segment for the fashion industry (Shin et al., 2021)

Figure 1.1 Net Spending Intention Of Gen Z Indonesia By Shopping Category

Sources: Databoks

The high percentage of fashion shopping among Generation Z, which reached 48%, shows that fashion consumption is no longer just a secondary need, but has become an important part of identity formation and self-expression. This generation uses fashion as a means of displaying their personality, lifestyle, and values, both in the real and digital world. In the era of social media that emphasizes visual aspects, clothing and style of dress act as status symbols and tools to gain social recognition. However, a consumption orientation focused on self-image and social trends makes Generation Z's purchasing behavior tend to be impulsive and unsustainable. Social Media reinforces this trend through exposure to global brands such as Zara, Uniqlo, and H&M that are considered more prestigious and trendy. As a result, preference for global brands is increasing, but brand loyalty, especially local brands, is still low. Many consumers buy products just to follow trends without any intention of buying back. This condition shows that the level of repurchase intention among Generation Z is still a major challenge for the local fashion industry.

The Indonesian fashion industry is still facing considerable challenges, one of the most pressing issues is the increasing competition from domestic and international brands (Putra et al., 2024) Many local fashion brands still have a hard time competing with global brands such as H&M, Uniqlo. Key factors contributing to this include, undeveloped promotional strategies and low consumer recognition of local fashion labels (brand awareness) (Alexsander, 2025) In addition, the lifestyle of young consumers affected by global trends makes them prefer products with an international image that are considered more prestigious and quality. As a result, it is difficult for local brands to compete and experience a decrease in re-purchases, so increasing brand awareness and customer loyalty is the key to strengthening the competitiveness of the local fashion industry (Sun et al., 2024)



The results of a survey of 30 respondents showed that most respondents had more confidence in global brands, felt their quality and image were superior, and were even more confident when using them. This perception makes them less likely to make repeat purchases on local brands, thus showing that the image and quality of global brands still strongly influence consumer choices.

Colorbox itself is quite famous among Gen Z because its market segment focuses on teenagers and young women in addition, Colorbox is one of the local fashion brands from Indonesia that focuses on providing products with modern and trendy designs. Competitively, Colorbox is on par with local brands such as 3Second, Nevada, and This is April, which are equally oriented towards global trends with competitive pricing (Putri et al., 2025) However, in the midst of increasing competition in the fashion industry, Colorbox also faces challenges from global brands such as Zara, Uniqlo, and H&M that target the young consumer segment in Indonesia (Syahyuni et al., 2021)

In previous research conducted (Shafaat et al., 2020) and (Chandra et al., 2021) Brand awareness has a significant impact on repurchase intention. However, research conducted (Wibowo et al., 2024) indicates that Brand Consciousness has no significant effect on Repurchase Intention. The research (Yuliana et al., 2025) and (Anggraini & Bintarti, 2023) Brand awareness has a significant effect on Repurchase Intention. the results showed that brand awareness is not always able to increase repurchase intentions, especially in the context of local brands competing with global brands. This confirms the existence of empirical problems, where high levels of brand awareness have not been followed by increased consumer re-purchases.

This study adds a mediation variable that is Customer Loyalty based on the results of previous research conducted (Setiawati & Susanti, 2022) and (Widyatama & Achmad, 2021) shows that brand awareness affects customer loyalty. However, in research conducted (Triana & Cahya, 2025) Brand awareness has no significant effect on customer loyalty. While research (Baisyir, 2021) and (Akbar & Pradiani, 2025) Brand awareness has a significant impact on Customer Loyalty.

Further Research (Frooghi, 2019) and (Agustina & Diatmika, 2025) shows the results of Customer Loyalty has a significant effect on Repurchase Intention. However, in research (Gemilang & Marsasi, 2023) indicates that Customer Loyalty has no significant effect on Repurchase Intention. The research (Widiastuti & Diatmika, 2024) and (Hanifah & Yusrin, 2024) shows the results of Customer Loyalty has a significant effect on Repurchase Intention. The



inconsistency of the results of the study became the basis for this study to re-examine the role of Customer Loyalty in mediating the influence of Brand Consciousness on Repurchase Intention.

The situation is in line with the current market reality, where repurchase intentions towards local brands are still low, especially among the younger generation who prefer global brands because they are considered more prestigious. Therefore, building customer loyalty becomes an important strategy to encourage repeat purchases on local brands.

In the perspective of Islamic business, all economic activities must be based on Sharia values such as honesty (③idq), Justice ('adl), responsibility (amanah), and not harming others (lā ḍarar wa Lā ḍirār). The main purpose of business is not only for profit (profit oriented), but also to achieve the benefit (maslahah) and blessing (barakah) for all parties involved. (Panjaitan & Febrian, 2025) This principle is in line with the word of Allah SWT in surah An-Nahl verse 90:

لَعَلَّكُمْ يَعْظُمُ وَالْبَغْيِ وَالْمُنْكَرِ الْفَحْشَاءِ عَنِ وَيَنْهَى الْقُرْبَى ذِي وَإِتْيَائِي وَالْإِحْسَانِ بِالْعَدْلِ يَأْمُرُ اللَّهُ إِنَّ
تَذَكَّرُونَ ﴿٩٠﴾

“Verily Allah enjoins justice and good deeds, giving to Kindred, and he forbids indecency, iniquity, and enmity. He admonishes you that you may take heed”.

Islamic Business encourages companies to conduct their business with high integrity, provide fair and honest service, and pay attention to social responsibility in order to build trust and customer satisfaction.

The purpose of this study was to examine the effect of Brand Consciousness Terhadap Repurchase Intention on Colorbox customers in Bandar Lampung. In addition, this study evaluates the role of Customer Loyalty as a mediating variable relationship between Brand Consciousness to Repurchase Intention. The researcher also examines this research from the perspective of Islamic Business.

LITERATURE REVIEW

Theory Of Planned Behavior

The theory of planned behavior (TPB) was developed by Icek Ajzen (1991). Theory of Planned Behavior is a theory of planned behavior carried out by Ajzen to show human behavior more specifically. This theory is used to understand, predict and change human behavior. According to TPB, there are three interest-forming factors. These factors are attitudes towards behavior, subjective norms, and behavioral control. (Sutoyo & Qammaddin, 2023)

**Brand Consciousness**

Brand awareness is the orientation of consumers to look for products from well-known and often advertised brands. through the brand, consumers want to express their personal characteristics and preferences. some consumers tend to make the brand as a symbol of self-status, they will be more confident and make the brand as a self-identity to be presented to others (Saivana & Wilujeng, 2024)

Repurchase Intention

Repurchase Intention is basically customer behavior where customers respond positively to what has been given by a company and are interested in making a return visit or re-consume the company's products (Ardianto et al., 2021) Customers tend to make repeat purchases in the future, when they feel satisfied and believe in the product or service offered in accordance with the wishes and expectations, customers actively like and have a positive attitude towards a product in the form of goods or services, based on past experience (Rokyal Aini Safitri et al., 2022) High repurchase intent indicates that the consumer is satisfied with the experience and feels comfortable interacting with the brand or company (Rosilawati & Supaijo, 2024)

Customer Loyalty

Customer Loyalty is a pleasant attitude towards a product that is represented in consistent purchases of products with the same brand all the time, loyal consumers will not only use products with the same brand in the future, but loyal consumers will recommend products that have been consumed to others (Ayuwardani et al., 2021) customer loyalty is a form of customer loyalty to a product that has been felt the benefits (Sari & Sanjaya, 2022) In maintaining customer loyalty, businesses that can be done by the company include by maintaining good relationships with customers, as well as providing rewards to customers who have been loyal to consume their products.(Berliana & Zulestiana, 2020)

Initial Hypotheses

H1: *Brand Consciousness* positive and significant effect on *Repurchase Intention*

H2: *Brand Consciousness* positive and significant effect on *Customer Loyalty*

H3: *Customer Loyalty* positive and significant effect on *Repurchase Intention*

H4: *Customer Loyalty* mediating influence *Brand Consciousness* Against *Repurchase Intention*



RESEARCH METHOD

Based on the background of this article, the author uses quantitative research methods, quantitative approach is a research method based on a systematic approach, by utilizing numerical data to answer research questions and analyze social phenomena that are the object of research study (Waruwu et al., 2025). This research is descriptive which aims to describe systematically, factually, the relationship between brand awareness, repurchase intention, and customer loyalty Colorbox in Bandar Lampung. Thus, the use of quantitative approaches and descriptive properties in this study are complementary, as both are used to explain and analyze phenomena based on measured empirical data.(Rizqina & Wahyuningtyas, 2024)

Research data sources used by researchers come from two sources, namely primary data and secondary data. Primary Data is data obtained directly from the object under study. According to Sugiyono, primary sources are sources that directly provide data to researchers. Meanwhile, secondary data is a source of information that does not directly provide data to researchers, such as document data, scientific articles, data reports (Sugiharto & Darmasetiadi, 2025) Sampling techniques in this study using Purposive Sampling, which is where researchers deliberately select respondents based on certain criteria or characteristics that are considered relevant to the purpose of the study. This technique was chosen based on considerations because there is no accurate data on the number of Colorbox subscribers so that it can be said that the number of members of the population is unknown. Due to the number of populations that are unknown, the researchers used the Lemeshow formula in calculating the number of samples needed.

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Description :

n = number of samples

z = Z score at 95% confidence = 1.96

p = maximum estimated 50% = 0.5

d = Alpha (0.10)or sampling error = 10%

through the above formula it can be calculated the number of samples to be used:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$
$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2}$$



$$n = \frac{3,8416 \times 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,1^2}$$

$$n = 96,04 = 96 \text{ respondents}$$

Based on the calculations above, the number of samples to be used as many as 96 respondents.

Variables in this study consists of three kinds, the independent variable (independent variable) is X = Brand Consciousness, dependent variable (dependent variable) is Y = Repurchase Intention and mediation variable is M = Customer Loyalty. The research instrument used G-form questionnaire distributed through social media with the technique used in this study is likert scale (1,2,3,4,5). The Software used is SmartPLS 4 with SEM (Structural equation model) data analysis method.

RESULTS AND DISCUSSION

Respondents in this study were 96. Data were collected through the dissemination of questionnaires. From the questionnaire collected obtained the following general picture.

Table 3.1 Characteristics of Respondents

No	Characteristics	Frequency	Percentage %
1	Gender		
	Men	7	7,3%
	Girls	89	92,7%
2	Age		
	13-17 year	4	4,2%
	18-23 year	84	87,5%
	24-28 year	8	8,3%
3	domiciled in Bandar Lampung		
	Yes	96	100%
	No		
4	Purchase Intensity		
	1 time	26	27,1%
	2-3 time	41	42,7%
	>3 time	29	30,2%

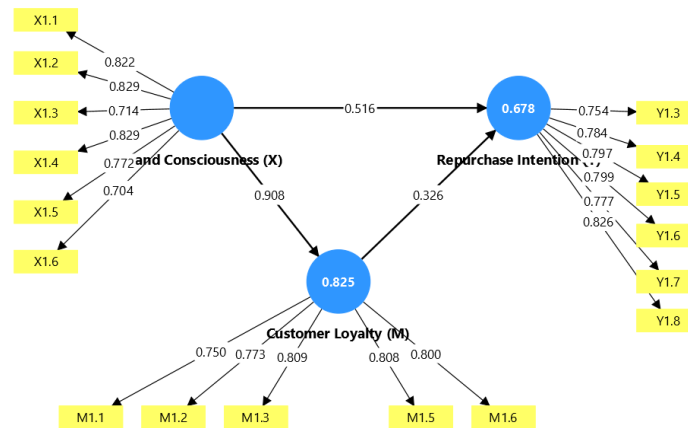
Source: Data Processed By Researchers (2025)

Based on the characteristics of the sample, the majority of respondents aged 18-23 years and dominated by women as much as 92.7%. All respondents are domiciled in Bandar Lampung as much as 100% with the most purchase intensity 2-3 times with a total of 42.7%.

Validity Test

Validity test aims to assess the validity of the questionnaire in measuring research variables. A questionnaire is considered valid if its questions or statements can express what it wants to measure accurately. In this study using outer loading > 0.70. The results of validity testing for this study can be seen from the results of convergent validity testing and discriminant validity testing results.

Figure 3.2 Validity Test Results



Source: Data Processed by Researchers (2025)

Feasibility test of this instrument using SmartPLS 4 software. In this study using outer loading > 0.70. Based on the results of the first model, there are results of outer loading < 0.70 or Invalid. To get good data processing results that is done by eliminating invalid data.

After eliminating the invalid data, the outer loading table display of the above research model is as follows:

Table 3.2 Validity Test Results

Indicators	Variable			Description
	X	Y	M	
X1.1	0.822			Valid
X1.2	0.829			Valid
X1.3	0.714			Valid
X1.4	0.829			Valid
X1.5	0.772			Valid
X1.6	0.704			Valid
Y1.3		0.754		Valid
Y1.4		0.784		Valid
Y1.5		0.797		Valid
Y1.6		0.799		Valid



Y1.7	0.777	Valid
Y1.8	0.826	Valid
M1.1	0.750	Valid
M1.2	0.773	Valid
M1.3	0.809	Valid
M1.5	0.808	Valid
M1.6	0.800	Valid

Source: Data Processed by Researchers (2025)

Based on the table, all statement items in this study have met the criteria of validity, indicated by the outer loading value >0.70 so that it is declared valid and feasible to use in all test models.

Reliability Test

Reliability test is used to determine how much accuracy and precision of the gauge used in this study. If cronbach alpha > 0.70 can be concluded that the reliability of a data has been sufficient, and the Average Variance Extracted (AVE) can be said to be valid if the value of AVE > 0.50.

Table 3.3 Reliability Test Results

Variable	Cronbach Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)	Description
Brand	0.870	0.874	0.903	0.609	Reliabel
Consciousness					
Repurchase Intention	0.880	0.886	0.909	0.624	Reliabel
Customer Loyalty	0.849	0.856	0.891	0.621	Reliabel

Source: Data Processed by Researchers (2025)

Based on the table above it can be seen that each variable has more than Cronbach's Alpha > 0.70 so it can be concluded that all variables Brand Consciousness, Customer Loyalty and Repurchase Intention can be said to be reliable.

T-Test (Hypothesis)

Aims to determine the effect of the independent variable to the dependent variable. The relationship of the influence of the independent variable to the dependent is based on the statistical value $T > T$ table 1.660 and P Value < 0.05.



Table 3.4 Hypothesis Test Results

Hypothesis	Influence	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T Statistic (O/STDEV)	P Values	Description
H1	X-> Y	0.516	0.528	0.156	3.299	0.001	Description
H2	X-> M	0.908	0.910	0.016	56.488	0.000	Description
H3	M-> Y	0.326	0.317	0.161	2.021	0.043	Description

Source: Data Processed By Researchers (2025)

Based on the data T test results in Table 4, the results can be seen:

1. H1 is accepted, because the statistical value of $T > T$ table or $3,299 > 1,660$ and the value of p value is $0.001 (<0.05)$ which means Brand Consciousness has a positive and significant effect on Repurchase Intention.
2. H2 is accepted, because the value of statistical $T > T$ table or $56,488 > 1,660$ and the value of p value is $0,000 (<0.05)$ which means that Brand Consciousness has a positive and significant effect on Customer Loyalty.
3. H2 is accepted, because the statistical value of $T > T$ table or $2,021 > 1,660$ and the value of p value is $0.043 (<0.05)$ which means Customer Loyalty has a positive and significant effect on Repurchase Intention.

Mediation Test

The mediation test is the influence exerted by one variable on another through one or more intermediate or mediating variables, which helps to understand the mechanisms of relationships between variables. it can be said to be significant if the calculation results t-statistic > t-table 1.660 and p-value < sig. 0,05.

Table 3.5 Mediation Test Results

Hypothesis	Influence	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistic (OSTDEV)	P Values	Description
H4	X->M->Y	0.296	0.287	0.145	2.041	0.041	Significant

Source: Data Processed by Researchers (2025)

Based on the table above, the results of hypothesis testing on variable X has a positive and significant effect on Y through Customer Loyalty as a mediation variable. The test results on Customer Loyalty showed the original sample (O) 0.296 from this result it can be said that the variable X is positively significant effect on Y mediated by Customer Loyalty. T-value statistic $2.041 > 1.660$ and P-value $0.041 < 0.05$. This proves that Customer Loyalty mediates



the relationship of X to Y partially. So, it can be concluded that H4 in this study is accepted.

Coefficient Of Determination Test

To see the strength of the model in explaining the dependent variable (Y) caused by the independent variable (X). If R2 is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. Conversely, if R2 is smaller, then the percentage change of the independent variable (X) is lower. The following table shows the coefficient of determination test results in this study:

Table 3.6 Coefficient of Determination Test Results

Matrix	R-Square	R-Square Adjusted
Customer Loyalty	0.825	0.823
Repurchase Intention	0.678	0.671

Source: Data Processed by Researchers (2025)

It can be seen that the value of the coefficient of determination or R Square of Customer Loyalty of 0.823 these results indicate that the Brand Consciousness variable is able to provide an explanation of Customer Loyalty of 82.3% while the remaining 17.7% can be explained by other variables outside this study. And the value of the coefficient of determination or R Square of Repurchase Intention of 0.671. The results show that the variable Brand Consciousness is able to provide an explanation of the Repurchase Intention of 67.1%, while the remaining 32.9% can be explained by other variables outside this study.

Influence Brand Consciousness Against Repurchase Intention

Based on the results of data analysis using SmartPLS, the first hypothesis (H1) which shows that Brand Consciousness has a positive and significant effect on Repurchase Intention. This is indicated by the original sample value of 0.516, t-satistic value of 3.299 >1.660, and p-values of 0.001 <0.05, thus H1 is accepted. This finding shows positive results because someone with high Brand awareness tends to have a good view of brands that provide satisfactory experiences, so they are more confident in making repeat purchases. In Generation Z, interest in brands that reflect the character, lifestyle, and modern image makes Brand Consciousness high towards brands such as Colorbox increasingly encourage them to buy again.

Customers with high brand awareness tend to have a positive attitude towards repurchases because they judge the brand to be of good quality and have a good image. The higher the brand awareness, the stronger the positive attitude of consumers towards repurchase behavior. Within the framework of TPB,



attitude towards behavior explains that a positive attitude towards the brand encourages the formation of the intention to make a repurchase.

The results are in line with research (Yuliana et al., 2025); (Aquinia et al., 2021) which states that Brand Consciousness has a positive and significant effect on Repurchase Intention. This confirms that a high level of Brand Consciousness contributes significantly to an increase in customer repurchases, which in turn has positive implications for the growth of product sales volumes on an ongoing basis.

Influence Brand Consciousness Against Customer Loyalty

The results of the second hypothesis test (H2) showed that Brand Consciousness has a positive and significant effect on Customer Loyalty. This is evidenced by looking at the original sample value of 0.908, t-statistic value of 56.488 > 1.660 and p value of 0.000 < 0.05 which means it is known that Brand Consciousness has a positive and significant effect on Customer Loyalty so that H2 is accepted. that is, the higher a person's awareness of a brand, the greater their tendency to remain loyal, because a person with high Brand Consciousness judges a brand not only by function, but also by its image, reputation, and symbolic value.

In Theory of Planned Behavior (TPB) a person with a high level of Brand Consciousness usually shows a positive perception of the brand, because they view the brand as a representation of superior quality, self-identity that matches the image they want to display. As a result, a person with high brand awareness will be more likely to show strong loyalty to the brand, whether in the form of repeat purchases or recommendations to others.

The results are in line with research (Andjarwati & Chusniartiningsih, 2018); (Baisyir, 2021) which states that Brand Consciousness has a positive and significant effect on Customer Loyalty.

Influence Customer Loyalty Against Repurchase Intention

The results of the second hypothesis testing (H3) showed that Customer Loyalty has a positive and significant effect on Repurchase Intention. This is evidenced by looking at the original sample value of 0.326, t-statistic value of 2.021 > 1.660 and p value of 0.043 < 0.05 which means it is known that Customer Loyalty has a positive and significant effect on Repurchase Intention so that H3 is accepted. which means that the greater the customer loyalty to the experience they get, the higher the Repurchase Intention.

This confirms that the higher the level of customer loyalty to a brand, the greater their intention to carry out Repurchase intentions. Loyal customers tend



to have trust, satisfaction, and emotional attachment to the brand, so they not only make repeat purchases but also become promoters of the brand to others. Thus, Customer Loyalty acts as a driver for the formation of Repurchase Intention because customers who already believe and are satisfied will continue to choose the same brand in the future.

Based on The Theory of Planned Behavior (TPB), customer loyalty plays an important role in forming repurchase intentions. Customers who have high loyalty tend to have a positive attitude towards the brand due to previous experience and satisfaction, thus reinforcing the intention to repurchase. In addition, social support from the surrounding environment (subjective norms) can strengthen the customer's commitment to staying true to the same brand. On the other hand, when customers feel easy and confident to make purchases (perceived behavioral control), such loyalty further increases their tendency to make repeat purchases.

This is in line with research (Fadhil Fitroh Setiawan & Unik Dwi Lestari, 2025); (Frooghi, 2019) that customer loyalty has a positive and significant effect on repurchase intention.

Customer Loyalty Mediating Influence Brand Consciousness Against Repurchase Intention

The results of the fourth hypothesis test (H4) showed that Customer Loyalty partially mediates the relationship between Brand Consciousness to Repurchase Intention so that H4 is accepted. This is evidenced by looking at the original sample value of 0.296, t-statistic value of 2.041 > 1.660 and p value of 0.041 < 0.05 based on this, high brand awareness is able to encourage someone to make a re-purchase, but the effect becomes stronger when consumers also feel loyal to the brand. Loyalty formed from positive experiences and trust makes customers more confident to choose the brand again. Thus, Customer Loyalty does help strengthen this relationship, but it is not the only path, so the mediating effect is called partial, because the influence of Brand Consciousness persists both through Customer Loyalty and directly.

In Theory of Planned Behavior (TPB) a person with a high Brand Consciousness usually already has a positive attitude towards a brand because they recognize its quality, image, and reputation. This positive attitude makes them still have a tendency to make repeat purchases, so the direct influence of Brand Consciousness on Repurchase Intention remains significant. However, when Customer Loyalty is present, it reinforces the customer's attitude and belief that re-selecting the brand is the right decision. Loyalty makes consumers '



positive experiences, trust, and sense of attachment stronger, so repurchase intentions increase more than just brand awareness.

The results are in line with research (Widyatama & Achmad, 2021) that consumers who have a high level of brand awareness will form loyalty, which ultimately strengthens purchasing decisions. Loyalty creates emotional attachments and preferences that make consumers make repeat purchases.

Islamic Business Views on Repurchase Intention Influenced By Brand Consciousness and Customer Loyalty

In the view of Islamic business, all economic activity must be based on Sharia values such as honesty (③idq), Justice ('adl), responsibility (amanah), and not harming others (lā ḍarar wa Lā ḍirār). The main purpose of business is not only for profit (profit oriented), but also to achieve the benefit (maslahah) and blessing (barakah) for all parties involved.

Repurchase intentions that are influenced by Brand Consciousness and Customer Loyalty must be based on honesty, fairness, and blessings. Brand awareness should encourage consumers to choose products that are halal, quality, and useful, not because of prestige. When a manufacturer is trustworthy and ethical, it will grow customer loyalty based on trust and pleasure, thus encouraging repeat purchases that are in accordance with the halalan thayyiban principle and bring blessings.

This is in line with the word of Allah SWT in QS. Al-Araf 85 as follows :

وَالَّذِينَ آمَنُوا مِنْ أَهْلِ مَدْيَنَ فَاتَّبَعُوهُ سَعْيًا قَالَتْ يَا أَيُّهَا الْمَدْيَنِيُّ قَدْ جَاءَكُمْ رَسُولٌ مِنْ رَبِّكُمْ فَارْتَدُّوا أَلْسِنَتِكُمْ وَأَعْيُنُكُمْ وَأَلْسِنَتُكُمْ لَا تَبْخَسُوا
النَّاسَ أَشْيَاءَهُمْ وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا ذَلِكَ خَيْرٌ لَكُمْ إِنْ كُنْتُمْ مُؤْمِنِينَ ﴿٨٥﴾

“To the people of Madyan we sent their brother Shu'aib. He said, “O my people, worship Allah. You have no God but he. A clear proof has come to you from your Lord. So give full measure and weight, and do not harm others in the least. Do not make mischief in the land after its repair. That is better for you, if you believe.” (QS. Al-Araf 85)

This verse teaches that humans behave honestly, fairly, and responsibly in trade and do not harm others. God commands people to perfect the measure and the scales, which means maintaining integrity and honesty in every transaction. In the modern context, the content of this paragraph reflects the importance of business ethics, such as maintaining consumer confidence and delivering quality products. If applied, this value can foster positive brand awareness, build customer loyalty, and encourage repurchase intention because consumers believe in honesty and manufacturer responsibility.

CONCLUSION



This study aims to analyze the influence of Brand Consciousness on Repurchase Intention on Colorbox customers in Bandar Lampung. In addition, this study evaluates the role of Customer Loyalty as a mediating variable relationship between Brand Consciousness to Repurchase Intention. Based on the results of data processing using Smart PLS, it is known that Brand Consciousness has a significant effect on Repurchase Intention, when consumers have a high level of brand Consciousness, they tend to choose products that are known and trusted. In addition, Brand awareness is also proven to have a positive and significant effect on Customer Loyalty. that is, consumers with high brand awareness will be more likely to show strong loyalty to the brand, whether in the form of repeat purchases or recommendations to others. Customer Loyalty has a positive and significant effect on repurchase Intention, thus, Customer Loyalty acts as the main driver for the formation of Repurchase Intention because customers who already believe and are satisfied will continue to choose the same brand in the future.

Furthermore, Customer Loyalty mediates the relationship of Brand awareness to Repurchase Intention, meaning that high brand awareness not only drives repurchase intentions directly, but also indirectly through increased customer loyalty. In other words, the higher the level of consumer awareness of the brand, the stronger loyalty is formed, and ultimately increases the tendency of consumers to make repeat purchases. Thus, the relationship between variables in this study provides a clear picture that the strengthening of Brand Consciousness and Customer Loyalty is very influential on re-purchase commitment.

The implications of these findings indicate that increasing Brand awareness and strengthening Customer Loyalty are important strategies to increase Repurchase intentions of Colorbox customers. Colorbox can build more intense interactions with customers through social media to strengthen brand awareness while maintaining customer loyalty. For further research, it is recommended to add other variables such as Brand Trust, Customer Satisfaction. and expand the research area in order to obtain more comprehensive results.

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