The Role of Brand Equity, Brand Trust and Customer Satisfaction in Re-Buy Intent

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Abstract- *The purpose of this study is to determine the effect of brand equity, brand trust, and consumer satisfaction on the return intention of Sumbawa hypermilk consumers (example of ultramilk consumers in Sumbawa City). This research is quantitative. Questionnaires were used to collect data for this study. In the sampling method, a sample with a low probability is used. The SPSS 25 analysis tool was used for multiple linear regression analysis. According to this study, 1. brand equity has a positive effect on repurchase intentions, 2. brand trust has a positive effect on repurchase intentions, and 3. consumer satisfaction has a positive effect on repurchase intentions.*

Indexed Terms- *Brand Equity, Brand Trust, Consumer Satisfaction, Repeat Intention.*

I. INTRODUCTION

Conditions of increasingly competitive competition with increasing consumer demands make the task of marketers increasingly difficult, they not only want quality products at low prices, but now they also want products that can increase their satisfaction (Ali et al., 2018). Cow's milk is a food product that has many benefits. Cow's milk contains various nutrients needed by the human body (Mutammima et al. 2018). The content of macro and micro elements in milk is useful for increasing the mineral composition. UHT stands for Ultra High Temperature. Milk that is processed at high temperatures so that pathogenic bacteria are killed and milk becomes sterile again. Heating at high temperatures can indeed change the composition and content of UHT milk. With different brands, The quality and price of milk are increasingly diverse, consumers are faced with various brands and prices of milk. For many companies, brands and everything they represent are important assets, as well as a foundation for excellence and a source of future income. A strong brand will help the company, among others, in maintaining product identity within the company. PT.Ultrajaya Tbk is a producer of ultra high temperature (UHT) milk with a large market share of 46% and is ahead of a number of competitors in the UHT milk industry, including Frisian Flag which is in second position with market share. by 19%, Indomilk 16%, Real Good 5%, Milo 5%, Clevo 4% and Diamond 1%. PT Ultrajaya Tbk is the market leader in UHT ready-to-drink milk. Consumption of liquid milk in Indonesia reaches 13.91 liters per capita, relatively low compared to other ASEAN countries, namely Malaysia 54.11 liters per capita, Thailand 34.04 liters per capita, Philippines 14.56 liters per capita. The UHT segment is the largest liquid milk segment (industrial world 2022). Ultrajaya Tbk is a producer of ultra-high temperature (UHT) milk with a large market share of 46% and is ahead of a number of competitors in the UHT dairy industry including Frisian Flag in second place with a market share of 19%, Indomilk 16.%, Very Good 5%, Milo 5%, Clevo 4% and Diamond 1%. PT Ultrajaya Tbk is the market leader in UHT ready-to-drink milk. Consumption of liquid milk in Indonesia reaches 13.91 liters per capita, relatively low compared to other ASEAN countries, namely: Malaysia - 54.11 liters per capita, Thailand - 34.04 liters per capita, Philippines - 14.56 liters per capita. The UHT segment is the largest liquid milk segment (industrial world 2022). Ultrajaya Tbk is a producer of ultra-high temperature (UHT) milk with a large market share of 46% and is ahead of a number of competitors in the UHT dairy industry including Frisian Flag in second place with a market share of 19%, Indomilk 16.%, Very Good 5%, Milo 5%, Clevo 4% and Diamond 1%. PT Ultrajaya Tbk is the market leader in UHT ready-to-drink milk. Consumption of liquid milk in Indonesia reaches 13.91 liters per capita, which is relatively low compared to other ASEAN countries, namely Malaysia (54.11 liters per capita), Thailand (34.04 liters per capita) and the Philippines (14.56 liters per capita).). The UHT segment is the largest liquid milk segment (industrial world 2022). PT

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The level of consumption of cow's milk in Indonesia is still relatively low, but has gradually increased in recent years. Along with technological developments, the development of milk is now increasingly rapid, so that many milk producers produce milk with different flavors and properties.at different prices. Companies can take advantage of these business opportunities by innovating to continue to compete with other companies. PT Ultra Milk Industry Tbk with its Ultra Milk brand must be able to compete with new products launched by competitors so that Ultra Milk products can continue to exist in modern and traditional retail. One thing that is supported and needs to be done is to retain existing customers and keep working with clients of other companies.

According to Kotler and Keller (2018) brand equity is the added value to products and services, which is reflected in the way consumers think, feel, and act towards brands, as well as in the price, market share and profitability that brands provide to companies. Brand equity arises from consumer confidence in a brand relative to other brands. And that is why the brand is very important for the company, because it can add value to the company among competitors, besides that innovation can add value to the product.

According to Sari dan Widowati (2018) Brand trust is the willingness of consumers to trust a brand with all the risks because there is an expectation in the minds of consumers that the brand will give positive results to consumers which will lead to brand satisfaction. Strong brand trust in a product can motivate consumers to like the product and influence the repurchase of the product.

According to Kotler and Keller (2012), quoted from a book on marketing management, customer satisfaction is a person's feelings of pleasure or frustration that occur after comparing the desired results or product results with those expected. Good quality will make consumers feel satisfied and make them want to buy again, but if the quality of goods according to consumers is not good and consumers are not satisfied then consumers will feel disappointed.

Repurchase intention is the tendency of consumer behavior towards a product or service to make repeated purchases over a certain period of time andbehave and have a positive attitude towards products or services, based on experiences that have been done in the past (Suryana and Dasuki, 2007). 2018). Ultra Milk is included in the index of the best brands or the best brands of consumer choice, which increases from year to year, the trend of customers who are satisfied with the product, make repeat purchases or have purchased the product and its parts before. the behavioral component in relation to the consumption of products/services and the stage of the consumer's tendency to act before the purchase decision is actually made. Based on these reasons, it is necessary to conduct research on "The Role of Brand Equity, Brand Trust and Consumer Satisfaction on Intention to Purchase UHT Milk Products in Sumbawa City" needs to be done.

II. RESEARCH METHODS

The research used in this study is an associative quantitative research type, namely research that is based more on data that can be calculated to produce an estimate (Sugiyono, 2018). While the association study is a study to examine the relationship/influence of independent variables on the dependent variable.

According to Sugiyono (2018), the concept of research variables is everything that is determined by a researcher to be studied in order to obtain information about it and then draw conclusions. This study uses two variables, namely the independent variable and the dependent variable. The definition of each of these variables is explained as follows.

Population is a generalization of objects or subjects with certain qualities and characteristics determined by the researcher, after which conclusions are drawn (Sugiyono, 2018). The population in this study were consumers of UHT milk in the city of Sumbawa.

According to Sugiyono (2018), the sample is part of the number and characteristics of the population. In this study, a large population was taken, so the population size was not known with certainty. Sampling using improbability sampling. According to Sugiyono (2018), the notion of improbable sampling is the sampling method in this study using improbability sampling with a purposive sampling method based on certain considerations. The criteria set out in this study:

1. Sumbawa community respondents.
2. Respondents aged 18 years and over were considered to understand and able to answer the questionnaire objectively.
3. Respondents who often buy Ultra Milk products twice or more per month.

According to Rao Purba (2010), in determining the sample, if the population is large and the number is unknown, then the number of samples to be used in this study is 100 respondents to facilitate the calculation. Based on this number, it can be concluded that 100 consumers of UHT milk participated in this study.

Data was obtained from questionnaire data collection and processed using SPSS 25. Personal questionnaire data collection according to Indriantoro & Supomo (2018) is the use of a questionnaire method that is presented and collected directly by researchers and direct contact with respondents. The form of a questionnaire is given to respondents so that respondents indicate the central theme of the researcher.

Primary data is research data obtained directly from the original source or the first party (not through an intermediary). The research instrument according to Sugiyono (2018) is a tool used to measure observable natural and social phenomena. The instrument of this research is statement items that are compiled based on measurements of research variables, then in more detail the statement items are sorted into questionnaires which are distributed to respondents to obtain responses related to the things studied. . The measurement scale used in this study is a Likert scale. According to Sugiyono (2018), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups of individuals towards social phenomena.

a) Strongly disagree rating 1
b) Disagreements are worth 2 points
c) Agree with rating 3
d) Strongly agree, rating 4

III. RESULTS AND DISCUSSION

instrumental test
The analytical method used in this study:

Table 1. Validity Test Results

Variable	question	r-score	r-table	Information
Brand Equity (X1)	EM1	0.660	0.361	Legitimate
	EM2	0.830	0.361	Legitimate
	EM3	0.669	0.361	Legitimate
	EM4	0.899	0.361	Legitimate

	EM5	0.606	0.361	Legitimate
	EM6	0.606	0.361	Legitimate
	EM7	0.640	0.361	Legitimate
	EM8	0.934	0.361	Legitimate
Brand Trust (X2)	km1	0.717	0.361	Legitimate
	km2	0.861	0.361	Legitimate
	km3	0.795	0.361	Legitimate
	km4	0.652	0.361	Legitimate
	km5	0.693	0.361	Legitimate
	km6	0.867	0.361	Legitimate
Customer Satisfaction (X3)	KK1	0.562	0.361	Legitimate
	KK2	0.842	0.361	Legitimate
	KK3	0.827	0.361	Legitimate
	kk4	0.817	0.361	Legitimate
	KK5	0.846	0.361	Legitimate

Source: SPSS 25.0 Data Management Results.

Reliability test is a questionnaire measurement test which is an indicator of a variable or construct. A questionnaire is considered reliable and reliable if a person's response to the question is consistent or stable over time (Ghozali, 2018). The reliability test in this study was carried out with a single shot (single measurement). Here the measurement is carried out only once, then the results are compared with other questions or the correlation between the answers to the questions is measured. A construct or variable is said to be reliable if it has a Cronbach Alpha > 0.60 Nunnally (Ghozali, 2018).

Table. 2 Reliability test results

Variable	alpha factor	Significance level	Information
Brand value	0.877	0.60	*Reliable*
Brand trust	0.853	0.60	*Reliable*
Consumer Satisfaction	0.861	0.60	*Reliable*
Intention to ransom	0.740	0.60	*Reliable*

Source: data processing, 2022

A good linear regression model if it meets the classic guess test. Therefore, it is very important to test the classical assumptions before performing a regression analysis. Classical assumption test before regression analysis. Classical hypothesis testing in this study consisted of normality test, multicollinearity test, and heteroscedasticity test.

Table. 3. Normality test results
Kolmogorov-Smirnov test one sample

		Non-standard residue
H		100
Normal parameters	remember	.0000000
	standard deviation	2.34047178
The most extreme difference	Absolute	102
	Positive	039
	negative	102
Kolmogorov-Smirnov Z.		1.018
without symptoms. white fish. (2 tails)		252

Source: data processing, 2022

Based on the results of the normality test above, it is known that Z Kolmogrov-Smirnov 1.018 > 5% and the asymptomatic signal (2-tailed) 0.252, which means it is greater than 0.05, it can be concluded that the data in this study is normally distributed.

Table. 4. Multicollinearity test results

Variable	Tolerance	VIF	Information
Brand value	0.05	0.664	No multicollinearity
Brand trust	0.05	0.708	No multicollinearity
Consumer Satisfaction	0.05	0.646	No multicollinearity

Source: data processing, 2022

The table shows that the importance of brand equity (X1) is 0.664 > 0.05, the significance of brand trust (X2) is 0.708 > 0.05, and the importance of consumer decisions (X3) is 0.646 > 0.05. Thus, it can be concluded that from the three independent variables in this study there is no evidence of heteroscedasticity or the occurrence of homoscedasticity.

Table. 5. Heteroscedasticity test results

Model	Non-standard opportunities		Standard odds	T	white fish.
	B	standard error	Beta		
one (Constant)	0.258	1598		162	0.872
Brand value	0.028	0.068	0.053	0.436	0.664
Brand trust	0.021	0.057	0.046	0.375	0.708
Consumer Satisfaction	0.042	0.092	0.061	.460	0.646

Source: data processing, 2022

The table shows that the importance of brand equity (X1) is 0.664 > 0.05, the significance of brand trust (X2) is 0.708 > 0.05, and the importance of consumer decisions (X3) is 0.646 > 0.05. Thus, it can be concluded that from the three independent variables in this study there is no evidence of heteroscedasticity or the occurrence of homoscedasticity.

Multiple linear regression analysis was used to determine the effect of brand equity (X1), brand trust (X2), customer satisfaction (X3) on repurchase intention (Y). The equations used in this study are as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + .. + e$$

Table. 6. Results of multiple linear regression analysis

Model	Non-standard opportunities		Standard odds	T	white fish.
	B	standard error	Beta		
one (Constant)	8734	2364		6.438	.000
Brand value	0.519	0.099	0.257	2.203	0.030
Brand trust	0.585	0.085	.120	1996	0.015
Consumer Satisfaction	0.452	0.136	0.358	2.818	006

Source: processed data for 2022

Based on these results, it can be obtained multiple regression equations as follows:

Y= 8.734+ 0.519X1+ 0.585X2+ 0.452X3+ e

The regression coefficient is a number that indicates the magnitude of the influence of each independent variable on the dependent variable. The magnitude of the influence of each of these variables can be explained as follows:

1. The constant value of 8.734 indicates that when the value of the independent variables, namely brand equity, brand trust, and customer satisfaction is assumed to be constant or constant, the value (Y) of repurchase intention becomes 8.734.
2. The regression coefficient value of the brand equity variable is 0.519 and has a positive value of 0.519 which indicates that if the value of brand equity (X1) increases by one unit, while the other explanatory variables are assumed to be constant, then the value of brand equity will increase by 0.519.

3. The regression coefficient value of the brand trust variable (X2) is positive, namely 0.585 which indicates that if the brand trust value (X2) increases by one unit, while the other independent variables are considered constant, then the trust value in the brand will increase by 0.585

4. The regression coefficient value of the customer satisfaction variable (X3) is positive, namely 0.452 which indicates that if the value of customer satisfaction (X3) increases by one unit, while the other independent variables are assumed to be constant, the brand trust value will increase by 0.452.

This test was conducted to determine the effect of each independent variable on the dependent variable. The trick is to compare the t-score statistic with the t-table statistic at a significant value of (a) 5%. Each independent variable is said to have a significance value of t-count > t-table or probability <5%. If the t-count > t-table or significant value <0.05, then there is a significant effect between the independent variables on the dependent variable. On the other hand, if t-count < t-table or significance value > 0.05, then there is no significant effect of the independent variable on the dependent variable.

Table. 7 partial test results (t-test)

Model		T	white fish.
one	(Constant)	6.438	.000
	Brand value	2.203	0.030
	Brand trust	1996	0.015
	Consumer Satisfaction	2.818	006

Source: processed data for 2022

Based on Table 7, the results of the t-test calculation using the SPSS 25 for Windows program can be seen in the table above. The table shows that the effect of the independent variable on the dependent is as follows:

1. It can be seen that the value of the brand equity variable is 2.203, where t-score > t-table (2.203 > 1.984), with a significance value of 0.030 which is smaller than 0.05. Ha is then accepted and H0 is rejected, so it can be concluded that brand

equity has a significant effect on repurchase intention.

2. It can be seen that the value of the brand trust variable is 1996, where t-score > t-table (1996 > 1984), with a significance value of 0.015 which is smaller than 0.05. Ha is then accepted and H0 is rejected, so it can be concluded that brand trust has a significant effect on repurchase intention.

3. The customer satisfaction variable can be seen that the t-score of the customer satisfaction variable is 2.818, where t-score > t-table (2.818 > 1.984), with a significance value of 0.006 less than 0.05. Then Ha is accepted and H0 is rejected, so it can be concluded that customer satisfaction has a significant effect on repurchase intention.

4. The coefficient of determination (R2) is intended to determine how much the ability of the independent variable to explain the dependent variable. The value of the coefficient of determination is between zero and one. A small value of R2 means that the possibility of the dependent variable is very limited. A value close to one means that the independent variable provides almost all the information needed to predict changes in the dependent variable.

Table. 8 Coefficient of determination of test results
Model Summary

Model	R	R-squared	R. customized square	Standard Estimation error
one	.975	.765	.737	1.376

Source: processed data for 2022

In the table above, you can see that the Adjusted R-squared value is 0.737. These results indicate that the effect of brand equity, brand trust, and consumer satisfaction on repurchase intention is 76.5%, while the remaining 23.5% is influenced by factors other than the variables used in this study.

The results of the first hypothesis research indicate that the brand equity variable has a positive effect on the repurchase intention of Ultra Milk consumers in the city of Sumbawa. Brand equity is the totality of assets and brand trust associated with certain brands, names and/or symbols that can increase or decrease the value of a product or service for both

marketers/companies and customers. These results are in accordance with the research of Sigegar (2022), which states that brand equity has a positive effect on repurchase intentions. The value of brand equity in a company can increase the success of marketing programs in attracting new customers or reaching old customers.

The results of the second hypothesis research indicate that the brand trust variable has a positive effect on the repurchase intention of Utra Milk consumers in the city of Sumbawa. Brand trust is the assumption or expectation that a brand can be relied on to be generous and responsive to one's needs.

These results are consistent with the research of Gede Ranathi (2018) which states that brand trust has a positive effect on repurchase intentions. When a product can provide a sense of security or make consumers feel satisfied, brand trust will be higher and direct consumer repurchase intentions will be higher. The results of the third hypothesis research indicate that the customer satisfaction variable has a positive effect. repurchase intention from Ultra Milk consumers in Sumbawa city. Based on the results of the study, we can see that consumer satisfaction has a positive effect on repurchase intentions. Customer satisfaction is the extent to which a product feels in accordance with what the customer expects.

These results are in accordance with Devi's research which states that consumer satisfaction has an effect on repurchase intentions. As explained by Umar (2019), consumer satisfaction is the level of consumer feelings after comparing what they get with their expectations. The consumer, if he is satisfied with the value of the product or service, is likely to be a buyer for a long time.

IV. CONCLUSION

Based on the analysis and discussion of the research results, the following conclusions can be drawn:
1. Brand equity has a positive impact on consumers' repurchase intention of Ultra Milk. In this case, it shows that the existence of brand equity in the product will affect the repurchase intention.
2. Brand trust has a positive effect on the repurchase intention of Ultra Milk consumers in Sumbawa.

These results indicate that when a product can provide a sense of security or make consumers feel satisfied, brand trust will be higher and consumers' direct repurchase intentions will be higher.
3. Consumer satisfaction has a positive effect on the purchase intention of Ultra Milk by consumers in the city of Sumbawa. These results indicate that overall customer satisfaction (in terms of product and service satisfaction, namely the expression of customer satisfaction or dissatisfaction with the fact that customers receive good service and quality products from the company, will lead to repurchase intentions of Ultra Milk products).

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