

The influence of brand image, price, foreign branding, brand ambassador, family, and peer group on repurchase decisions in the fashion industry

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Abstract

The industrial sector has heightened competitiveness as the economy progresses, especially among companies producing similar products. These conditions require companies to adapt to changes in both the social and cultural landscape. This study aims to determine the impact of brand image, price, foreign branding, brand ambassadors, family, and peers on repurchase decisions and to identify which variables wield the most influence among brand image, price, foreign branding, and brand ambassadors. Sampling was conducted using non-probability methods employing purposive sampling techniques, yielding 245 respondents who purchased Geoff Max products at least twice a year. Based on the test, the brand image positively affected repurchase decisions, while price exhibited a negative effect. Similarly, foreign branding showed a negative effect, whereas brand ambassadors, family, and peers all displayed positive effects on repurchase decisions. Other test results show that brand image, price, foreign branding, brand ambassador, family, and peer group collectively positively affect repurchase decisions.

Keywords: Brand image, Foreign branding, Brand ambassador, Peer group, Repurchase decisions

Abstrak

Seiring dengan berkembangnya perekonomian, terjadi peningkatan daya saing dunia usaha di sektor industri, khususnya antara perusahaan yang memproduksi produk sejenis. Kondisi tersebut mengharuskan perusahaan untuk beradaptasi terhadap perubahan baik dalam lanskap sosial maupun budaya. Tujuan dari penelitian ini adalah untuk mengetahui apakah citra merek, harga, foreign branding, brand ambassador, keluarga, dan teman sebaya berpengaruh terhadap keputusan pembelian ulang, serta untuk mengetahui variabel mana yang memiliki pengaruh antara citra merek, harga, foreign branding, brand ambassador, keluarga, dan teman sebaya. Sampling dilakukan dengan metode non-probability menggunakan teknik purposive sampling. Jumlah sampel yang diperoleh adalah 245 responden yang pernah membeli produk Geoff Max minimal 2 kali setahun. Berdasarkan pengujian, citra merek menunjukkan pengaruh positif terhadap keputusan pembelian ulang, sedangkan harga menunjukkan pengaruh negatif. Demikian pula, foreign branding menunjukkan pengaruh negatif, sementara brand ambassador, keluarga, dan teman sebaya semuanya menunjukkan pengaruh positif terhadap keputusan pembelian ulang. Hasil uji lainnya menunjukkan bahwa citra merek, harga, foreign branding, brand ambassador, keluarga, dan teman sebaya secara bersama-sama memberikan pengaruh positif terhadap keputusan pembelian ulang.

Kata kunci: Brand image, Foreign branding, Brand ambassador, Teman sebaya, Keputusan pembelian ulang

How to cite: Firmansah, H. G., & Jatmiko, J. (2024). The influence of brand image, price, foreign branding, brand ambassador, family, and peer group on repurchase decisions in the fashion industry. *Journal of Management and Digital Business*, 4(2), 338–353. <https://doi.org/10.53088/jmdb.v4i2.982>



1. Introduction

As the economy develops, there is an increase in competitiveness in the business world, especially among companies producing similar products in the industrial sector. This situation implies that companies must be capable of responding to developments and changes in both social and cultural aspects. Assessing competitors' tactics is crucial to determine the extent of changes and progress they bring. By demonstrating exclusivity and superiority and enhancing the creativity and innovation of their products to attract consumers, these products become easily memorable in the minds of consumers and the current market (Sari & Nuvriasari, 2018). In the current era, the fashion industry in Indonesia is evolving alongside increasingly sophisticated technology, enhancing public knowledge about fashion. Fashion has become essential for everyone, almost a necessity. Many people have associated their daily activities with fashion, which has become an inseparable part of daily life in terms of appearance (Suh, 2020).

Fashion also reflects an individual's image. Today, fashion serves not only as a body cover but also as a means of communication to convey one's identity (Daffa & Kusumahadi, 2023). The development of fashion, especially in the footwear sector, which poised to grow from USD 386.73 billion in 2023 to USD 549.97 billion by 2031. This encourages customers to be more careful in selecting shoes. Besides being used to enhance appearance, shoes also function as a mirror of social and economic status. In this regard, shoe brands have a significant influence on repurchase decisions, as they can indicate an individual's popularity.

Among several industries in the fashion sector, particularly shoes, is the company Geoff Max, founded in 2013 by two friends, Yusuf Ramdhani and Fauzan Efwanda. In Indonesia, shoes became the first choice, especially in the city of Bandung, where local shoes were widely discussed. When an opportunity arose, a strong decision was made to start a shoe company. Geoff Max is a local shoe brand that has grown and competed well with other brands in both local and international markets. The name Geoff Max is derived from the legendary English skateboarder Geoff Rowley. Geoff Max was chosen because this brand provides fashion products, one of which focuses on footwear. Geoff Max is also a local brand whose sales segment targets young people, this can be seen on their various social media platforms.

Brand image fundamentally results from consumers' views and perceptions of a particular brand based on considerations and comparisons with similar products (Gensler et al., 2015; Mitra & Jenamani, 2020). Developing a strong brand image is a way to introduce consumers to a product so that the brand image sticks in consumers' minds and influences their behavior when making purchasing decisions (Sintiya & Suzanto, 2023). The brand image formed in consumers' minds can create trust in the offered products. The generated trust is closely related to the price offered by the company to the consumers, thereby creating trust when consumers use the product.

Price is also one of the most determining factors in the final decision to purchase a product because the price is a consideration for consumers in choosing a product. According to Firmansyah (2019), price is an amount of money charged for a product or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service. The suitability of the price with the product quality must be balanced so that the offered products can be accepted by consumers. In addition to brand image and price, foreign branding and brand ambassadors also influence repurchase decisions (Antaka & Iklima, 2021).

According to Armstrong (2017), foreign branding can be defined as a name, sign, design, term, or symbol, which together constitute a distinguishing feature of the product sold, making it easily recognizable and creating differences between products sold from one seller to another. The strategy of using foreign brands makes products seem to come from abroad in the eyes of consumers, thus increasing the value of the product. Products with foreign language brands can influence consumers' repurchase decisions. Using the language of the country of origin gives the impression that the product is made in that country, so the image produced by the product is also associated with its country of origin (Purba & Saraswati, 2022).

Brand ambassadors also influence repurchase decisions. An ideal brand ambassador for a brand is someone who has attractive appeal, brilliance and talent, physical attractiveness, and a positive public image. Therefore, popular celebrities with a good social image have many fans who can be targeted as the next market. Many manufacturers choose to use celebrities as brand ambassadors to attract consumer interest as a form of sales promotion. To attract consumer interest, brand ambassadors require several popular attributes (Kristian et al., 2021).

In addition to brand image, price, and foreign branding, brand ambassadors, family, and peer groups contribute to repeat purchase decisions. Families can provide advice to influence those who are considering purchasing the product because they have already used it. They can usually influence something through suggestions. The advice they provide usually includes not only the positive effects that can be obtained after using the cosmetics they have used before but also negative aspects of a product they have used or tried before, so someone can consider it when deciding to repurchase a product, and peer groups also influence repeat purchase decisions. Peer groups consist of individuals who have similarities in terms of age and maturity level.

Within peer groups, there will be communication about various topics, one of which is related to the products they use by sharing reviews about their experiences. If the received reviews are positive, it will increase the individual's desire to make a purchase decision, and vice versa, if the received reviews are negative, it will make the individual reconsider making a purchase decision (Ashari & Sudarwanto, 2022).

Previous research findings, it is shown that adopting a brand image has a positive effect on repeat purchases (Kustianti, 2019), on the other hand, this differs from the results of research conducted by Fatmalawati & Andriana (2021) that brand image negatively affects repeat purchase decisions. In previous research results, the

adoption of price has a positive effect on repeat purchase decisions (Ilat et al., 2018), on the other hand, research results regarding the price variable negatively affect repeat purchase decisions. The research results from Wariki et al. (2015) adopting foreign branding has a positive effect on repeat purchase decisions (Kebkole, 2018), on the other hand, this differs from the research by Furqon & Abdurrahman (2022) that foreign branding does not affect repeat purchase decisions. The subsequent research results reveal that brand ambassadors have a positive effect on repeat purchase decisions (Putra et al., 2014), but on the other hand, brand ambassadors have a negative effect on repeat purchase decisions.

Based on the differences in previous research results, this research is very worthy of further investigation. The novelty in this research compared to previous research is adding foreign branding, brand ambassador, family, and peer group variables to repeat purchase decisions. The purpose of this study is to determine whether brand image, price, foreign branding, brand ambassador, family, and peer group influence repurchase decisions and to identify which variables among brand image, price, foreign branding, brand ambassador, family, and peer group have the most dominant influence on repurchase decisions.

2. Literature Review

The Effect of Brand Image on Repurchase Decisions

Brand image from the manufacturer's point of view, brand image is the most important factor in the repurchase decision process because the product is a source of reference information about the advantages and disadvantages of a product. A negative image of a product can affect consumers and cause them to stop buying the product. Poor imaging of a type and brand of product will make producers less confident so consumers eventually cancel buying the product. This is supported by research Marisa & Rowena (2019) If a brand has a positive image in the minds of consumers, then consumers will be more likely to make purchasing actions easily recalled by customers. according to research Dimiyati et al. (2022) variable brand image has a positive and significant effect on repeat purchase decisions, consumers consider brand image when making purchases. customers can use a brand image to identify something, evaluate its quality, and reduce purchase risk. Other factors to consider include low price, ease of purchase, and attractive design. The reason for the emergence of brand image, the relationship between the influence of brand image and repurchase decisions is again proposed in the hypothesis (H1), namely: brand image has a positive effect on repurchase decisions

The Influence of Price on Repurchase Decisions

Prices allow consumers to decide whether to receive the highest utility or use value they require based on their purchasing power. When the maximum utility required is in line with people's purchasing power, customers can make decisions about the distribution of their purchase funds across different types of goods and services. The customer compares the prices of several available payment methods and then decides on the preferred use of funds. This is especially useful in situations where it is difficult

for buyers to objectively evaluate product elements and benefits. This is supported by research by Marisa & Rowena (2019) stated that the price variable has a positive effect on repeat purchase decisions and the results of research by Nuryani et al. (2022) Nuryani et al. (2022) by providing research results showing that price has a significant positive effect on repeat purchase decisions, the value of an item received by consumers becomes greater, it will lead to maximum repeat purchase decisions. Consumers sensitive to price differences will find out about price differences before making a purchase decision. They are very sensitive to small changes in price before deciding on the next purchase. To test the effect of price on purchasing decisions the hypothesis (H3) is proposed: price has a positive effect on repurchase decisions

The Effect of Foreign Branding on Repurchasing Decisions

Foreign language brands arouse consumer curiosity and have all the benefits of being in a language commonly spoken in developed countries, thus increasing awareness of product quality. Products from foreign brands are perceived to be of higher quality than other brands, with little information provided, research confirms this, according to Kebkole (2018) found a positive and significant effect of foreign branding on repeat purchase decisions and research from Ergin et al. (2014) said Products with mention of foreign brands create more positive attitudes and understanding of producers than domestic products. There are several reasons why consumers prefer foreign brands because they trust their quality, reliability, functionality, and reputation. The use of foreign branding strategies benefits businesses and customers' take Decisions to make repeat purchase decisions this research is also in line with Research Yunus (2018) With the results revealing that foreign brand language has a positive effect on repeat purchase decisions and the variable that has the most influence on purchasing decisions. To test the effect of foreign branding on purchasing decisions, the hypothesis (H3) is proposed: foreign branding has a positive effect on repurchase decisions

The Influence of Family on Repurchase Decisions

Especially among the younger generation and students, is strongly influenced by aspirational characters when deciding on choosing a particular product. Budi & Khuzaini (2020) In the application of brand ambassadors, it is hoped that consumers can get attention so that it can generate a desire to use a good or service. Research results from Rilla & Soesanto (2017) Brand ambassadors show products and brands to increase repurchase interest and drive sales. Companies can create a marketing promotion strategy for these products or services to customers directly so that the products or services owned by the company can be well received by consumers, and the goods or services owned by the company are acceptable. To test the effect of brand ambassadors on repeat purchase decisions, the hypothesis (H4) is proposed: brand ambassador relationship has a positive effect on repurchase decisions

The Influence of Family on Repurchase Decisions

Marketers are interested in families because they strongly influence repeat purchase decisions. Family members influence each other in purchasing decisions for products and services (Sumarwan, 2011). Similarly, in line with the research of Afriansyah et al.

(2021) which states that family has a positive and significant influence on online purchasing decisions. Family members can provide influence in the form of advice when someone is considering buying a product. As a general rule, family members give their opinions about products, they usually give us advice on how a product tastes and how satisfied we are with it. Allows families to make repeat purchase decisions (Deborah et al., 2014), This is in line with research by Aisyah (2017) that family has a positive effect on purchasing decisions. to test the effect of family on repeat purchase decisions, the hypothesis (H5) is proposed: family relationships have a positive effect on repurchase decisions

The Influence of Peers on Repurchase Decisions

Peers are considered influential in customer repurchase decisions. In conducting communication, individuals make their peer's benchmark behavior as a benchmark, appropriate or inappropriate, based on their personal needs, but rather the desires of their peers. Maghvira & Nio (2019), this is in line with (Ashari & Sudarwanto, 2022) that peers have a positive effect on repeat purchase decisions. opinions from peers can provide increased confidence in a thought for making a purchase decision. Previous research that supports Aisyah (2017) with the results of the study stating that peers have a direct influence on repeat purchase decisions. to test the effect of family on repeat purchase decisions, the hypothesis (H6) is proposed: Peer relationships have a positive effect on repurchase decisions

The Influence of Brand Image, Price, Foreign Branding, Brand Ambassador, Family, Peer on Repurchase Decisions

The brand image relates to attitudes related to consumer opinions and desires for a brand. Customers with a positive brand image are more likely to buy a brand, facing an increasingly challenging market environment, it is necessary to develop a competitive strategy by offering to provide a wide selection of products by fulfilling various desires and needs of consumers, as well as ensuring that these products sell well in the market, as well as the price of product consumer purchasing decisions for various reasons. Several economic considerations show that a competitive or low price is a driver of sales effectiveness, this is by the results of the study by Kustianti (2019) that brand image and price have a positive effect on repurchase decisions.

Furthermore, foreign branding and brand ambassadors can be used by consumers in their products. This phenomenon provides a new angle for marketers in choosing product brands and can be associated with products from countries that are known to carry a good perception in the minds of consumers, and the role of brand ambassadors is, to convince consumers that: This is when naming on a foreign brand is placed on a product. This is by research by Maulana (2023) that foreign branding and brand ambassadors have a positive effect on repeat purchase decisions.

Furthermore, peers and family colleagues may trust individuals with the same opinions and information. In peer groups, indirectly the behavioral changes that occur in friends who have the same behavior can be a form of adaptation to their friendship

group. Polarization in friendship also affects individuals. Individuals have a greater influence on repurchase decisions (Ashari & Sudarwanto, 2022).

Repeat purchase decisions on other family members because they change their decisions more quickly due to the influence of their peers and the role of family members who have experience as consumers of these products. This can be seen in the diverse roles of the family, this is in line with the research findings of Fitriyah (2013) that the influence of peers and family has a positive effect on repurchase decisions.

3. Research Method

This study uses a 1-4 Likert scale (1=Strongly Disagree, 4=Strongly Agree) with positive statements. It measures several variables based on the following sources: brand image (Tingkir, 2014) with 6 questions, price ((Prilano et al., 2020) with 6 questions, foreign branding (Aruan et al., 2021) with 8 questions, the brand ambassador (Putri et al., 2022) with 9 questions, family (Ghonyah & Ani, 2013) with 8 questions, a peer group (Tirtarahardja & Sulo, 2005) with 6 questions, and a repurchase decision (Osak & Pasharibu, 2020) with 8 questions.

The population consists of Geoff Max product buyers. The sample size is 245 respondents, based on a minimum of 5 times the number of statements (49). The purposive sampling method targets Jabodetabek residents aged 17-40 who have bought Geoff Max shoes at least twice in a year.

Multiple Linear Regression is used for analysis, with validity and reliability tested using SPSS. The Kaiser-Mayer-Olkin (KMO) measure should exceed 0.5, and reliability is checked with Cronbach's alpha (>0.6). Normality is tested with Kolmogorov-Smirnov ($KS > 0.05$), heteroscedasticity is assessed to ensure consistent residual variance, and multicollinearity is checked using Variance Inflation Factor ($VIF < 10$). The F-test and t-test determine the overall and individual impacts of variables (significance < 0.05 and t-table > 1.695). The R^2 coefficient reflects how well independent variables explain the variation in the dependent variable.

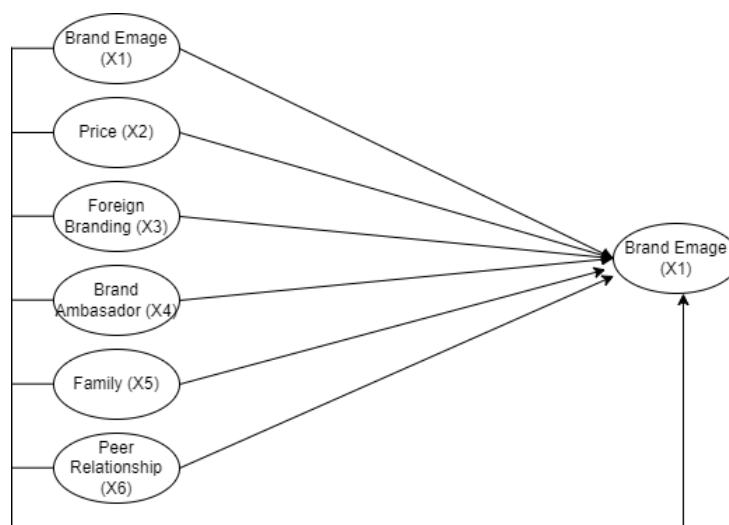


Figure 1. Research Framework

Based on the diagram provided above, there are several independent variables ($X_1, X_2, X_3, X_4, X_5, X_6$) that affect the dependent variable (Y). Each independent variable has a hypothesis assumed to have a positive influence on the repurchase decision (Y). The mathematical equation for this model can be written in the form of a linear regression as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon$$

4. Results and Discussion

4.1. Results

The results of this study, with the distribution of online questionnaires using Google Forms, gathered 245 (100%) respondents who met the criteria.

Table 1. Respondents who meet the criteria

Demographics	Classification	Number	Percentage	
People in the Jabodetabek area aged 17-40 years make repeat purchases of Geoff Max products at least 2 times in 1 year	Ya	245	100%	
	Purchase Geoff max products	2 times	86	35%
	3 times	96	39%	
	4 times	57	23%	
Gender	>4 times	6	2%	
	Man	188	77%	
	Woman	57	23%	

The results of the pre-test of this research, by conducting validity and reliability tests CFA on the questionnaire using 35 respondents, with a total of 49 questionnaire items. All CFA tests indicate that all indicator variables of brand image, price, foreign branding, brand ambassador, family, and peer group yield KMO values > 0.50 and Anti-Image Correlation > 0.50 , thus deemed valid. In the reliability test, all indicator variables yield Cronbach's Alpha values > 0.6 , hence considered reliable.

Table 2. Pre-Test CFA Results

Variable	Indicator	MSA	KMO&	Cronbach alpha
Brand Image	X1.1	0.532	0.656	0.742
	X1.2	0.599		
	X1.3	0.637		
	X1.4	0.662		
	X1.5	0.878		
	X1.6	0.850		
Price	X2.1	0.780	0.718	0.759
	X2.2	0.855		
	X2.3	0.758		
	X2.4	0.787		
	X2.5	0.662		
	X2.6	0.616		

Foreign Branding	X3.1	0.781	0.786	0.863
	X3.2	0.705		
	X3.3	0.773		
	X3.4	0.774		
	X3.5	0.697		
	X3.6	0.884		
	X3.7	0.778		
	X3.8	0.845		
Brand Ambassador	X4.1	0.696	0.798	0.853
	X4.2	0.700		
	X4.3	0.864		
	X4.4	0.833		
	X4.5	0.830		
	X4.6	0.857		
	X4.7	0.870		
	X4.8	0.944		
	X4.9	0.868		
Family	X5.1	0.765	0.774	0.852
	X5.2	0.856		
	X5.3	0.680		
	X5.4	0.819		
	X5.5	0.741		
	X5.6	0.821		
Peer group	X6.1	0.685	0.714	0.838
	X6.2	0.733		
	X6.3	0.743		
	X6.4	0.598		
	X6.5	0.715		
	X6.6	0.839		
Repurchase decision	Y1.1	0.676	0.694	0.842
	Y1.2	0.668		
	Y1.3	0.770		
	Y1.4	0.772		
	Y1.5	0.636		
	Y1.6	0.615		
	Y1.7	0.704		
	Y1.8	0.788		

Validity Test

This study conducted validity testing using the Kaiser-Meyer-Olkin (KMO) measure, where the obtained value must be greater than 0.5.

Table 3. Kaiser-Mayer-Olkin (KMO) Validity Test

Variable	Kaiser-Mayer-Olkin (KMO)
Brand image	0.739
Price	0.782
Foreign branding	0.833
Brand Ambassador	0.812
Family	0.796
Peer group	0.754
Repurchase decision	0.783

Based on the validity test of all variables, it can be said that they are good because each variable has a value above $0.7 > 0.5$, which is the requirement according to the Kaiser-Meyer-Olkin (KMO) criterion. Therefore, it can be concluded that the validity test is valid and can proceed to the next process.

Reliability and Normality Test

The reliability test used Cronbach's alpha value. The higher the Cronbach's alpha value, the better the indicators measure the variable. The Cronbach's alpha value must be above 0.6 to be considered good. Based on the validity test, all variables exceed 0.7. Similarly, the normality test also shows that each variable has a value above 0.05, which meets the Kolmogorov-Smirnov criterion. Therefore, it can be concluded that the normality test is valid and can proceed to the next process. Therefore, it can be concluded that the reliability and normality test is valid and can proceed to the next process.

Heteroscedasticity Test

The heteroscedasticity test used the Glejser test. In the heteroscedasticity test using the Glejser test, the value must be above 0.05 to be considered good.

Table 4. Heteroscedasticity Test

Variable	Heteroscedasticity (sig. value)
Brand image	0.902
Price	0.199
Foreign branding	0.998
Brand Ambassador	0.496
Family	0.984
Peer group	0.837
Repurchase decision	0.911

Based on the heteroscedasticity test for each independent variable using the Glejser test, the values are as follows: brand image variable is 0.199, price variable is 0.998, foreign branding variable is 0.496, brand ambassador variable is 0.984, family variable is 0.837, and peer variable is 0.911. Therefore, it can be concluded that the independent variables are significant and there is no symptom of heteroscedasticity.

Multicollinearity Test

The multicollinearity test used the Variance Inflation Factor (VIF). In the multicollinearity test using the Variance Inflation Factor (VIF), the VIF value must be less than 10.

Table 5. Multicollinearity Test

Variable	(VIF Value)
Brand image	1.349
Price	1.574
Foreign branding	1.897
Brand Ambassador	2.696
Family	2.214
Peer group	1.300

Dependent variable: Repurchase decisions

Referring to the table above, from t they are good because each variable has a value less than 10, which meets the VIF criterion. Therefore, it can be concluded that the multicollinearity test is valid and can proceed to the next process.

T-Test

The t-test is used to assess all variables. In the t-test, the variables must have a result of less than 0.05 for the test to be considered significant.

Table 6. T-Test

Model	B	Std. Error	t	Sig.
(Constant)	6.837	1.111	6.157	0.000
X1	0.248	0.044	5.597	0.000
X2	-0.379	0.036	10.460	0.000
X3	-0.100	0.042	2.379	0.018
X4	0.357	0.050	7.186	0.000
X5	0.178	0.059	3.020	0.003
X6	0.556	0.043	13.050	0.000

The table of t-test results shows the following findings: The brand image variable, with a p-value of 0.000 and a t-value of 5.597, has a significant positive effect on the repurchase decision, leading to the acceptance of the hypothesis. Conversely, the price variable, with a p-value of 0.000 and a t-value of 10.460, has a significant negative effect, so the hypothesis is rejected. Similarly, the foreign branding variable has a p-value of 0.018 and a t-value of 2.379, indicating a significant negative effect, resulting in the rejection of the hypothesis. The brand ambassador variable shows a significant positive effect with a p-value of 0.000 and a t-value of 7.186, leading to the acceptance of the hypothesis. The family variable, with a p-value of 0.003 and a t-value of 3.020, also has a significant positive effect, so the hypothesis is accepted. Lastly, the peer variable, having a p-value of 0.000 and a t-value of 13.050, demonstrates a significant positive effect, resulting in the acceptance of the hypothesis.

Coefficient of Determination R² and F-Test

The coefficient of determination R², the ability of all independent variables to explain the variation in the dependent variable is assessed. The coefficient of determination has a value ranging from 0 to 1.

Table 7. Coefficient of Determination R²

R	R Square	Adjusted R Square	Sig
0.842 ^a	0.709	0.701	0.000 ^b

a. Predictors: (Constant), X1, X2, X3, X4, X5, X6

b. Dependent Variable: Y

Based on the table above, the R Square value is 0.709, which means that 70.9% of the variability in the dependent variable can be explained by the independent variables, while the remaining 29.1% is explained by other variables not included in the regression model.

The F-test aims to determine the effect of the independent variables. If the significance value is less than 0.05, it indicates that the independent variables have a

simultaneous effect on the dependent variable. Referring to the table above, from the F-test using the variables brand image, price, foreign branding, brand ambassador, family, and peer group on repurchase decision, it is found that the value is less than 0.05. Therefore, it can be concluded that the F-test results are positive and significant.

4.2 Discussion

Brand Image: The research findings indicate that brand image has a positive effect on repurchase decisions. This can be explained by the fact that a good brand image of a product is a determining factor in repurchase decisions. Since consumers perceive Geoff Max shoes as having a good reputation, the brand image of Geoff Max shoes will certainly enhance the decision to repurchase them. This finding aligns with the studies by Pratami (2020) and Kustianti (2019), which states that brand image positively influences repurchase decisions.

Price: The price variable has a negative effect on repurchase decisions. This can be explained by the fact that the prices offered for Geoff Max shoes are too high, leading to a decrease in product demand. Despite the discount making Geoff Max shoes cheaper, the majority of buyers, who are students, seek products more affordable than the discounted prices. This finding supports the research by Wariki et al. (2015) but contradicts the findings of Ilat et al. (2018), which states that price positively affects repurchase decisions.

Foreign Branding: The foreign branding variable has a negative effect on repurchase decisions. This can be explained by the fact that foreign branding does not influence the decision to repurchase Geoff Max shoes, as the meaning conveyed by the Geoff Max brand does not reflect the product's essence, making it difficult for consumers to understand. This finding supports the research by Furqon & Abdurrahman (2022) but contradicts Kebkole (2018), which states that foreign branding positively influences repurchase decisions.

Brand Ambassador: The brand ambassador variable has a positive effect on repurchase decisions. This is evidenced by the endorsement of Ariel Noah, who has extensive experience in advertising various other products online, making him adept at conveying the message contained in the advertisement. Ariel Noah's (Nazriel Ilham) popularity also contributes to this effect. This finding aligns with the studies by Budi & Khuzaini (2020) and Rilla & Soesanto (2017), which states that brand ambassadors positively influence repurchase decisions.

Family: The family variable has a positive effect on repurchase decisions. This is evidenced by the influence of family members who benefit from wearing Geoff Max's shoes. Family members can provide insights into the advantages of the product to consumers considering repurchasing. This finding is consistent with the studies by Afriansyah et al. (2021) and Aisyah (2017), which states that family positively influences repurchase decisions.

Peer Group The peer group variable has a positive effect on repurchase decisions. This is proven by recommendations from peers, which help in deciding to repurchase

Geoff Max shoes due to shared information and experiences. This finding aligns with the studies by Ashari & Sudarwanto (2022) and Aisyah (2017), which state that peers significantly influence repurchase decisions.

Overall, the study concludes that brand image, price, foreign branding, brand ambassador, family, and peer group all impact repurchase decisions. Specifically, a strong brand image and affordable pricing contribute positively to repurchase behavior. Therefore, the company should focus on enhancing its brand image and adjusting product pricing to improve consumer satisfaction. Additionally, effective foreign branding and popular brand ambassadors boost consumer trust and influence repurchase decisions. Finally, family and peer group interactions are crucial in guiding repurchase behavior, as they provide valuable insights and recommendations. These findings are consistent with the research of Kustianti (2019), Kuengo et al. (2022), Osak & Pasharibu (2020), Fitriyah (2013), and Aisyah (2017).

5. Conclusion

Based on the research findings and discussions brand image positively influences repurchase decisions, while price and foreign branding have a negative impact on repurchase decisions. Conversely, brand ambassador, family, and peer group variables all positively affect repurchase decisions. Moreover, the combined influence of brand image, price, foreign branding, brand ambassador, family, and peer group on repurchase decisions is also positive. These findings highlight the importance of maintaining a strong brand image and utilizing effective brand ambassadors, while also considering the significant roles that family and peer recommendations play in encouraging repurchase decisions.

The study shows that brand image and price significantly affect repurchase decisions. Companies should focus on maintaining a strong brand image and consider adjusting their pricing strategies to be more affordable, especially for price-sensitive groups like students. The limited impact of foreign branding suggests that companies need to ensure their branding effectively represents the product and connects with consumers. Brand ambassadors play a crucial role in encouraging repeat purchases, so choosing well-known and trusted figures for endorsements is beneficial. Family and peer recommendations also greatly influence repurchase decisions, so leveraging these social networks can help boost sales.

For future research, it would be useful to explore which specific elements of brand image have the most impact on repurchase decisions and to test various pricing strategies to see what works best for different consumer groups. Investigating why foreign branding has limited influence could provide insights into improving branding strategies. Research could also examine how different types of brand ambassadors affect consumer behavior and look into the role of family and peer recommendations in more depth. Longitudinal studies could track how consumer attitudes and repurchase behavior change over time to offer a deeper understanding of these dynamics.

Acknowledgments

The author would like to express gratitude to Dr. Drs. Sugiyanto, MM, and Andri Kusmayadi, ST., MSM, for their support, which enabled the author to complete this article successfully.

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