

(Research) Article

The Effect of Brand Image and Brand Trust on Repurchase Intention of Rexona Products in Surabaya

Nabila Mahlida^{1*}, Ugy Soebiantoro²¹⁻² Faculty of Manajemen, Universitas Pembangunan Nasional Veteran Jawa Timur, Jl. Rungkut Madya, Gn.

Anyar, Kec. Gn. Anyar, Surabaya, Jawa Timur, Indonesia, 60294

*Corresponding Author: nmahlida14@gmail.com

Abstract: This study is prompted by the reduction in the Rexona brand index in 2024, which coincided with several program-related mistakes that generated consumer dissatisfaction and led to a noticeable erosion of both brand image and brand trust. Such circumstances highlight the vulnerability of even well-established brands when faced with consumer discontent, as missteps in marketing campaigns or product related initiatives can have a lasting impact on how consumers perceive and evaluate a brand. For companies operating in highly competitive industries, these issues raise serious concerns, since negative brand perceptions and diminished trust are likely to undermine consumer loyalty, weaken brand equity, and reduce the likelihood of long-term purchasing behavior. Against this backdrop, the present research seeks to examine more deeply how brand image and brand trust contribute to shaping consumers repurchase intention for Rexona products in Surabaya, a city that represents a dynamic and diverse consumer market. To achieve this objective, the study adopted a quantitative research approach, applying the Partial Least Squares (PLS) method for statistical analysis. Data were obtained through purposive sampling, involving 110 respondents who were identified as active and consistent user of Rexona products within the city of Surabaya. The findings of the research reveal that brand image shows a beneficial effect on repurchase intention, while brand trust demonstrates a significant role in enhancing consumer willingness to engage in repeat purchases. These results emphasize that the synergy between a strong brand image and sustained consumer trust acts as a fundamental determinant for maintaining repurchase intention, particularly within highly competitive market environments.

Keywords: Brand Image; Brand Trust; Consumer Loyalty; Competitive Market; Repurchase Intention

Received: July 30, 2025;
Revised: August 19, 2025;
Accepted: September 12, 2025;
Published: September 25, 2025;
Curr. Ver.: September 25, 2025



Copyright: © 2025 by the authors.
Submitted for possible open
access publication under the
terms and conditions of the
Creative Commons Attribution
(CC BY SA) license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

1. Introduction

The personal care industry in Indonesia has become increasingly competitive as consumer awareness of hygiene and appearance continues to rise. According to data released by the BPOM, the number of cosmetic business operators grew by 20.6 percent, from 819 in 2021 to 913 in 2022 (Waluyo, 2024). Similarly, Statista reported that the largest market segment of the national cosmetics industry lies in the care sector, particularly skincare and personal care, representing a market size of USD 3.16 billion in 2022. Within this segment, deodorants represent an important category, projected to experience revenue growth of 36.41 percent between 2025 and 2030, reaching a total of USD 231.2 million (Department Riset Statista, 2025). The rapid market growth has intensified competition, with various brands striving to build strong brand image and consumer trust in order to retain loyalty.

Rexona, as a market leader, has consistently received the “TOP” brand recognition for five consecutive years through the Top Brand Awards survey, conducted three times annually across 15 major cities in Indonesia, including Surabaya a city known for its dynamic and promising consumer market. However, despite its leadership, Rexona experienced a significant decline in its brand index in 2024, with a drop of 10.5 percent in the women’s deodorant category and 15.3 percent in the men’s deodorant category (Topbrand Award, n.d.). This decline aligns with findings from Compas, which tracked deodorant sales on major

online marketplace such as Shopee, Tokopedia, Blibli, Lazada and TikTok Shop. The survey revealed that Rexona ranked only sixth, accounting for 4,5 percent of total deodorant sales (Databoks, 2024).

Unilever's annual report further explains that changes in consumer behavior, coupled with price instability, customer stock reductions, and shifting priorities, contributed to declining sales in the fourth quarter of 2024 (PT Unilever Indonesia Tbk, 2024). Moreover, the brand's downturn was partially triggered by mismanagement in promotional programs, which led to consumer dissatisfaction. A preliminary survey found that 74 percent of respondents believed this incident damaged Rexona's brand image, while 68 percent reported a decline in their trust toward the brand. According to Sumara & Salim (2020), strong consumer trust in a brand serves as a key factor in sustaining the relationship between customers and the providers of products or services. Such a phenomenon presents strategic challenges, as weakened brand perception and reduced trust may significantly affect consumers repurchase intentions.

This study also addresses gaps in prior research, which shows mixed outcomes addressing how brand image and brand trust are associated with repurchase intention. For instance, Mutiah & Marliani (2024) found that brand image contributes positively and significantly to repurchase intention for Mustika Ratu face masks in Bandung, while Damaryanti et al. (2022) concluded that the influence of brand image was found to be insignificant. Similarly, Astuti & Abdurrahman (2022) reported that brand trust positively influenced repurchase intention, whereas Mutiah & Marliani (2024) argued otherwise.

The research is unique in that its focus on brand crisis as the core phenomenon, taking Rexona as a case study. Previous studies often explored the general relationship between brand image, brand trust and repurchase intention without connecting them to a crisis context. Therefore, this study endeavors to overcome this gap by providing new insight into consumer behavior in the aftermath of the brand crises. Based on the background, phenomenon, and research gap identified, the objective of this research is conducted to assess the influence of brand image and brand trust on repurchase intention of Rexona products in Surabaya.

2. Literature Review

Marketing

As stated by Kotler et al. (2022), define marketing as a social process in which individuals and groups fulfill their needs and wants by producing, offering, and voluntarily exchanging valuable goods and service with others. The American Marketing Association (AMA), as cited in Kotler et al. (2022), marketing is described as both an organizational function and a series of processes aimed at creating, communicating, and providing value to consumers while managing relationships that generate benefits for the company and its stakeholders. At its core, marketing revolves around the existence of needs and wants, the presence of products, and the act of exchange. The process begins with needs and wants, where needs represent fundamental requirements that must be fulfilled, while wants reflect unlimited desires shaped by culture and individual personality. Sofiyantu & Riofita (2024) define marketing as comprising a social dimension, which emphasizes the exchange of value, and a managerial dimension, which frames it as the art of selling products through effective strategies.

Consumer Behavior

According to Kotler et al. (2022), consumer behavior can be understood as the discipline that investigates how people and organization decide, obtain, and use goods or service to satisfy their necessities and preferences. The concept of consumer behavior emphasizes that marketers should adopt a customer oriented approach, rather than simply focusing on selling what the company produces. When deciding to purchase a product, consumers typically consider various factors beforehand, such as price, quality, functionally, and usefulness. This process of thinking, evaluating, and questioning a product before making a purchase is an essential aspect of consumer behavior. At its core, the study of consumer behavior focuses on how individuals make decisions to allocate their available resources in order to consume goods or services.

Brand Image

Brand image is explained as the range of perceptions and beliefs that consumers hold, illustrated by the associations within their recollection (Kotler et al., 2022). A strong brand image can provide a significant advantage for a company, particularly in creating a competitive edge. When a company delivers high quality products that meet customer expectations,

consumers are inclined to establish a positive perception toward the brand. Conversely, if the products fail to align with what customers expect, their perception of the brand will inevitably turn negative (Dewi et al., 2022).

According to Mavilinda & Susanti (2022), there are three indicators that can be used to measure a brand's image:

- a. Favorability of Brand Association
This refers to the key factors in shaping brand image, as it convinces consumers that the attributes and benefits offered by a brand are capable of fulfilling their needs and desires. This, in turn, fosters a positive attitude toward the brand.
- b. Strengthness of Brand Association
This refers to the information that is stored in consumers' memory and how such information is processed by sensory data in the brain, ultimately becoming an integral part of the brand image.
- c. Uniqueness of Brand Association
Emphasizes that a brand must be distinctive and appealing, allowing the product to possess unique characteristics that are difficult for competitors to replicate. By positioning the brand around experiences or benefits, it strengthens its image and creates lasting differentiation in market.

Brand Trust

Brand trust represents the degree to which consumers believe that a brand can be relied upon to consistently meet their expectations (Harjadi & Fatmasari, 2025). According to Prawira & Setiawan (2021), consumers are inclined to develop trust in a brand when the products it offers are able to fulfill their expectations. Trust itself is built upon several specific beliefs: integrity, which reflects honesty and the ability of the trusted party to fulfill commitments; benevolence, which refers to the concern and willingness to act in the best interest of those who place their trust; competency, which relates to the ability to deliver on the needs of those who rely on them; and predictability, which reflects the consistency of the trusted party's behavior (Pandiangan & Atmogo, 2021).

According to Watulingas et al. (2022), brand trust can be assessed through four fundamental indicators:

- a. Trust
Illustrates the degree to which consumers believe in a product or service through the reputation of this brand.
- b. Reliability
Represents consumers' perceived dependability of a product or service, where they rely on it and feel emotionally connected to the brand.
- c. Honesty
Represents consumers' belief that the brand upholds honesty and integrity in its promises and actions.
- d. Safety
Indicates the degree of security and assurance consumers associate with a brand's products or services.

Purchase Intention

Repurchase intention refers to consumer behavior in purchasing products or services repeatedly over a period of time, where consumers have consistently shown satisfaction and active preference for the product or service (Mursid & Palupiningtyas, 2022). According to Hardiana & Kayadoe (2022), repurchase intentions are a behavior shaped by past experiences, particularly prior consumption that directly influences the likelihood of consuming the same product again in the future. Similarly, Anum & Badau (2023), define repurchase intention as the act of purchasing repeatedly, carried out more than once.

According to Lestari & Novitaningtyas (2021), repurchase intention may be identified through multiple measurement indicators:

- a. Transactional Intention
Reflects the consumer's willingness or desire to maintain purchase continuity transactions of product or service from a particular brand or company.
- b. Explorative Intention
Refers to the consumer's interest in continuously exploring and engaging with products or services offered by a specific brand or company.

- c. Preferential Intention
Indicates the consumer's tendency or preference to choose products or services from one particular brand or company over alternative options.
- d. Referential Intention
Captures the influence of external factors, such as recommendations from others or the experiences of fellow consumers, that shape a consumer's decision to make repeat purchases.

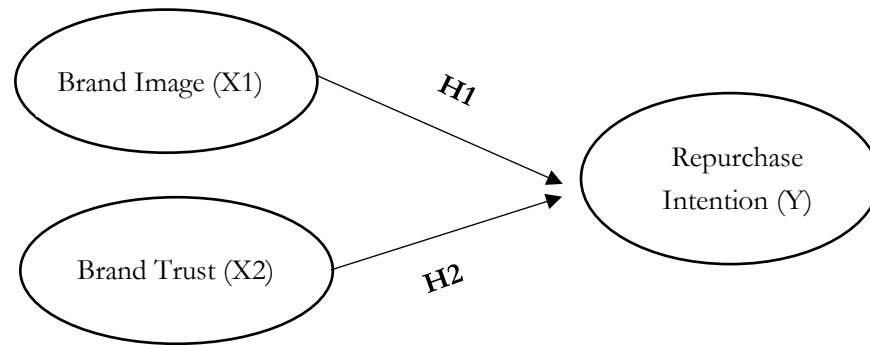


Figure 1. Hypothesis

H1 : Brand Image has a positive effect on Repurchase Intention

H2 : Brand Trust has a positive effect on Repurchase Intention

3. Materials and Method

This research adopts a quantitative research design with the use of non-probability sampling, which means that not all individuals within the population possess equal opportunities to be selected as sample participants (Suryani et al., 2023). Specifically, the research applies purposive sampling, a method in which respondents are chosen based on particular considerations relevant to the study. Data collection was carried out by means of an online survey employing questionnaires distributed to 110 respondents who met the following criteria: a minimum age of 17 years, residing in Surabaya, and having purchased and used Rexona at least once within the past six months. The data were then analyzed using SEM-PLS method supported by SmartPLS 3.0 software to test the relationships among latent variables.

4. Results and Discussion

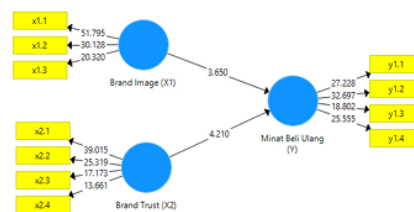


Figure 2. Output PLS

Outer Model

Also called the measurement model, the outer model illustrates how latent variables and their indicators or manifest variables are connected. It is used to assess the validity of the constructs and the reliability of the instruments employed in the research.

Table 1. Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0,846	0,907	0,765
Brand Trust	0,846	0,895	0,682
Purchase Intention	0,868	0,910	0,717

Table 1 illustrates that the outer loading in this study demonstrates indicator validity, which is measured by the Average Variance Extracted (AVE). AVE indicates the proportion of variance explained by latent variable from its indicators. An AVE value exceeds 0.5, it demonstrates adequate convergent validity for the construct (Kuswandi & Tantra, 2024). The test results show that the AVE for brand image is 0.765, for brand trust is 0.682, and for repurchase intention is 0.717. Since all variables have AVE values greater than 0,5, they can be considered to demonstrate good validity overall. Composite reliability, on the other hand, reflects the extent to which a measurement instrument can be regarded as reliable. Construct reliability is assessed through composite reliability and cronbach's alpha, with a score higher than 0.7 indicates that the indicators align reliably with their latent variables. According to the results, the composite reliability values for brand image, brand trust and repurchase intention are 0.907, 0.895, and 0.910, respectively. These result confirm that all constructs in this study are reliable.

Inner Model

The assessment of the inner model was conducted by analyzing the R-square value, which serves as a measure of the model's goodness-of-fit. Inner model assessment is based on R-square statistics derived from the relationship between latent constructs. The R-square demonstrates the explanatory power of independent variables over the variance in dependent variables.

Table 2. R-Square

Variable	R-Square
Repurchase Intention	0,500

Table 3 presents the R-square value obtained is 5.00 this suggests that model has the ability to explain 50% of the variation in repurchase intention, which is influenced by the independent variables, namely brand image and brand trust. The residual variance 50% is explained by other variables outside the scope of this research, beyond brand image and brand trust.

Path Coefficients

The purpose of t-tests is to assess the validity of the proposed hypotheses, deciding whether they are accepted or rejected. In this research, these tests were implemented through the bootstrapping process in SmartPLS.

Table 3. Path Coefficients

Direct Effect	Original Sample	T-Statistics	P-Value
X1 -> Y	0,365	2,766	0,006
X2 -> Y	0,378	3,030	0,003

Table 4 shows that the brand image variable has a positive and statistically significant effect on repurchase intention. This conclusion is supported by a path coefficient of 0.365, a t-statistic of 2.766 above the critical threshold of 1.96 and a p-value of 0.006, which is well below the 0.05 level of significance. Therefore, the first hypothesis, which states that brand image influences repurchase intention, is accepted. This finding implies that the stronger consumers' perception of a brand, the greater their tendency to repurchase.

The second path indicates that brand trust also has a positive and significant impact on repurchase intention. Statistical evidence is reflected in a path coefficient of 0.378, a t-statistic of 3.030 well above the 1.96 threshold and a p-value of 0.003, far below the 0.05 significance level. Thus, the second hypothesis, which proposes that brand trust affects repurchase intention, is accepted. These results suggest that when consumers place strong trust in a brand, their likelihood of making repeat purchases increases accordingly.

Brand Image and Repurchase Intention

The findings from data analysis using PLS, it was found that brand image has a strong and positive influence on repurchase intention for Rexona products in Surabaya. This indicates that the stronger the brand image, the higher the likelihood of consumers engaging in repeat purchases. Therefore, it can be concluded that the effect of brand image on repurchase intention for Rexona products is accepted. These results are in agreement with the study of Murniasih & Telagawathi (2023), which demonstrated that brand image significantly affects repurchase intention. Brand image serves as a reference point for

consumers when evaluating a product, especially in situations where they lack in depth knowledge about it. In this context, a strong brand image can motivate consumers to repurchase the product. The results are further supported by the research of Insanniat & Soebiantoro (2022), it also substantiates that brand image exerts a considerable effect on repurchase intention. According to Darni & Marlina (2021) revealed that brand image has a significant effect on consumers repurchase intention. Pardnyasari et al. (2024), repurchase intention significantly and positively influenced by brand image.

Brand Trust and Repurchase Intention

The findings from data analysis using PLS, it was found that brand trust has a strong and positive influence on repurchase intention for Rexona products in Surabaya. This suggests that higher levels of brand trust increase the probability of consumers engaging in repeat purchases. Therefore, it can be concluded that the effect of brand trust on repurchase intention for Rexona products is accepted. These findings are consistent with the study conducted by Sutanto & Kussudyarsana (2023), which also revealed that brand trust significantly influences repurchase intention. This reflects that the stronger consumers trust in a brand, the higher their tendency to buy the product again. A product is more likely to be trusted, and consumers will feel more confident in repurchasing it in the future, when they have a high level of trust in the brand.

5. Conclusions and Suggestions

The findings lead to the inference that brand image and brand trust play an important role in influencing repurchase intention for Rexona products in Surabaya. Brand image is shown to have a favorable and significant impact, meaning that the better consumers perceive a brand, the higher their intention to repurchase. A positive perception reflects the evaluations and associations formed in the minds of consumers whether in terms of quality, uniqueness, benefit, or overall reputation which ultimately foster a sense of confidence, comfort, and satisfaction that drives repurchase behavior. Similarly, brand trust has a significant role in strengthening repurchase intention, as trust reflects consumers belief that Rexona is a reliable, honest and consistent brand in delivering its promises through both communication and product experience. As the level of trust increases, consumers feel safer, more comfortable, and more confident in the purchasing decisions, which in turn reinforces their intention to continue using the same product in the future.

According to conclusions of this research, several recommendations can be considered by the relevant stakeholders. Firstly, Rexona is advised to not only maintain but also strengthen its brand image in consumers perspectives through consistent marketing strategies, continuous product innovation, and brand communication that emphasizes the product's strengths and distinctive characteristics. Furthermore, sustaining consumer trust remains a crucial aspect, which can be achieved by ensuring product quality, providing transparent information, and delivering excellent service. These efforts are expected to reinforce consumer loyalty and further encourage repurchase intention. This study also acknowledges certain limitations, and therefore, future research is recommended to include additional factors that may influence repurchase intention, such as customer satisfaction, perceived value, or brand loyalty.

References

- Anum, F., & Badau, M. M. (2023). Pengaruh kualitas produk dan harga terhadap minat beli ulang pada official store Emina di Shopee. *Jurnal Pendidikan dan Konseling*, 5(1). <https://doi.org/10.31004/jpdk.v5i1.10885>
- Astuti, C. W., & Abdurrahman. (2022). Pengaruh social media marketing dan brand trust terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel intervening. *Journal of Advances in Digital Business and Entrepreneurship*, 1(2), 33–49. <https://intropublica.org/index.php/jadbe/index>
- Damaryanti, F., Thalib, S., & Miranda, A. (2022). Pengaruh brand image dan kualitas layanan terhadap keputusan pembelian ulang dengan kepuasan konsumen sebagai variabel moderating. *Jurnal Riset Manajemen dan Akuntansi*, 2(2), 50–62. <https://doi.org/10.55606/jurima.v2i2.253>
- Darni, S., & Marlina. (2021). Pengaruh citra merek dan kualitas produk terhadap minat beli ulang handphone merek Oppo di Kota Lhoksukon Kabupaten Aceh Utara. *Jurnal Administrasi Bisnis*, 4(4), 51–58. <http://journal.umuslim.ac.id/index.php/jiab>
- Databoks. (2024). 10 merek deodoran terlaris di e-commerce Indonesia September 2024. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/66fcff1a45678/10-merek-deodoran-terlaris-di-e-commerce-indonesia-september-2024>

- Departemen Riset Statista. (2025). Pendapatan pasar deodoran di Indonesia tahun 2021 hingga 2030. <https://www.statista.com/forecasts/1220991/indonesia-revenue-deodorant-market>
- Dewi, L. K. C., Widagdo, S., Martini, L. K. B., & Suardana, I. B. R. (2022). Pengaruh digital marketing dan customer relationship marketing terhadap keputusan wisatawan dengan brand image sebagai variabel mediasi. *Ekuitas (Jurnal Ekonomi dan Keuangan)*, 6(2). <https://doi.org/10.24034/j25485024.v2022.v6.i2.5205>
- Hardiana, C. D., & Kayadoe, F. R. (2022). Pengaruh promosi penjualan dan kualitas layanan terhadap minat beli ulang melalui kepuasan pelanggan pada Starbucks Coffee Grand Wisata Bekasi. *Jurnal Ekonomi dan Bisnis*, 2(2). <https://doi.org/10.56145/ekonomibisnis.v2i2.44>
- Harjadi, D., & Fatmasari, D. (2025). *Determinan keputusan pembelian konsumen: Peran kepercayaan merek, kualitas informasi dan keragaman produk*. PT Arr Rad Pratama.
- Insanniat, U., & Soebiantoro, U. (2022). Pengaruh word of mouth, kualitas produk, dan brand image terhadap keputusan pembelian ulang hand & body lotion Mariana di Surabaya. *Jurnal E-Bis: EkonomiBisnis*, 6(2), 416–425. <https://doi.org/10.37339/e-bis.v6i2.946>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson Education Limited.
- Kuswandi, S. R., & Tantra, T. (2024). Pengaruh e-commerce innovation dan e-service quality terhadap customer satisfaction dan loyalty pada pengguna aplikasi Shopee. *JIBR: Journal of Indonesia Business Research*, 2, 31–37. <https://doi.org/10.25124/jibr.v2i1.7449>
- Lestari, B., & Novitaningtyas, I. (2021). Pengaruh variasi produk dan kualitas pelayanan terhadap minat beli ulang konsumen pada Coffeerville-Oishi Pan Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(3), 2745–2757. <https://doi.org/10.47747/jnmpsdm.v2i3.374>
- Mavilinda, E. S. D., & Susanti, A. (2022). Pengaruh kualitas produk, inovasi produk dan brand image terhadap keputusan pembelian Tolak Angin pada masa pandemi di Jakarta. *Jurnal Apresiasi Ekonomi*, 10(2), 213–221. <https://doi.org/10.31846/jae.v10i2.460>
- Murniasih, N. N., & Telagawathi, N. L. W. S. (2023). Pengaruh citra merek dan kualitas produk pada minat beli ulang produk skincare MS Glow di Singaraja. *Jurnal Manajemen dan Bisnis*, 5(1). <https://doi.org/10.23887/pjmb.v5i1.58952>
- Mursid, M. C., & Palupiningtyas, A. D. (2022). *Kontrol perilaku untuk membeli ulang kosmetik halal perspektif Theory of Planned Behavior*. Mansur Chadi Mursid.
- Mutiah, C., & Marliani, L. E. (2024). Pengaruh brand image, product quality dan brand trust terhadap repurchase intention melalui customer satisfaction pada produk Mustika Ratu di Kota Bandung. *Oikos: Jurnal Kajian Pendidikan Ekonomi dan Ilmu Ekonomi*, 9, 545–558. <https://journal.unpas.ac.id/index.php/oikos/index>
- Pandiang, K., & Atmogo, Y. D. (2021). Faktor-faktor yang mempengaruhi brand equity: Brand trust, brand image, perceived quality, dan brand loyalty. *Jurnal Ilmu Terapan*, 2(4), 471–484. <https://doi.org/10.31933/jimt.v2i4>
- Pardnyasari, P. D., Imbayani, I. G. A., & Prayoga, I. M. S. (2024). Pengaruh kualitas produk, influencer marketing, dan brand image terhadap minat beli ulang pada produk kosmetik Y.O.U di Kota Denpasar. *VALUES*, 5(2), 381–390. <https://e-journal.unmas.ac.id/index.php/value/index>
- Prawira, A. A. N. D. N., & Setiawan, P. Y. (2021). Pengaruh brand image, brand satisfaction, dan brand trust terhadap brand loyalty pelanggan sepatu merek Nike. *E-Jurnal Manajemen Universitas Udayana*, 10(12), 1305–1324. <https://doi.org/10.24843/cjmunud.2021.v10.i12.p03>
- PT Unilever Indonesia Tbk. (2024). *Laporan tahunan Unilever 2024*.
- Sofiyantu, & Riofita, H. (2024). Optimalisasi platform digital sebagai strategi pemasaran dalam meningkatkan penjualan UMKM. *Jurnal Inovasi Makro Ekonomi*, 6(3). <https://journalpedia.com/1/index.php/ime>
- Sumara, R., & Salim, L. (2020). Customer satisfaction, brand trust and repurchase intention. *Jurnal Ilmiah Ekonomi*. <https://doi.org/10.34152/fe.15.2.493-514>
- Suryani, N., Risnita, & Jailani, M. S. (2023). Konsep populasi dan sampling serta pemilihan partisipan ditinjau dari penelitian ilmiah pendidikan. *Ihsan: Jurnal Pendidikan Islam*, 1(2), 24–36. <https://doi.org/10.61104/ihsan.v1i2.55>
- Sutanto, W. D. R., & Kussudyarsana, K. (2023). The role of brand trust, brand image, brand equity on repurchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119–128. <https://doi.org/10.37641/jimkes.v12i1.2395>
- Topbrand Award. (n.d.). *Metodologi survey*. Topbrand-Award.Com. Retrieved May 5, 2025, from <https://www.topbrand-award.com/metodologi-survei>
- Waluyo, D. (2024). Kinclong industri kosmetik tanah air. <https://indonesia.go.id/kategori/editorial/7984/kinclong-industri-kosmetik-tanah-air?lang=1>
- Watulingas, D. P., Jan, A. B. H., & Mandagie, Y. (2022). Pengaruh brand image, brand trust dan price terhadap keputusan pembelian konsumen Maybeline di Gerai Mantos 2 Manado. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(4), 659–670. <https://doi.org/10.35794/empa.v10i4.43841>