

## Brand Trust as Mediator Between Influencer Marketing, Brand Image, and Repurchase Intention at Rabbani

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**Abstract:** This research explores how consumers perceive influencer marketing, brand image, brand trust, and their intention to repurchase. It also investigates the role of influencer marketing and brand image in shaping repurchase behavior, with brand trust serving as a mediating factor. A quantitative approach was used, involving 100 participants who had previously purchased Rabbani products and were active social media users. The results reveal that both influencer marketing and brand image significantly influence repurchase intentions, both directly and indirectly through brand trust. Influencer marketing enhances brand trust through the perceived credibility, appeal, and expertise of the influencers selected by Rabbani. Similarly, brand image plays a key role in boosting trust by shaping positive consumer perceptions of product quality and the brand's overall reputation. Brand trust itself contributes positively to the likelihood of repurchasing; consumers with higher levels of trust in Rabbani are more inclined to buy again. In conclusion, brand trust acts as a crucial mediator that reinforces the impact of influencer marketing and brand image on consumers' repurchase intentions.

### Introduction

The Muslim fashion industry in Indonesia is growing rapidly, marked by increasing competition among brands. One key challenge is retaining customer loyalty to enhance repurchase intention. Rabbani, one of the leading brands, has experienced fluctuations in its Top Brand Index (TBI) rankings. Based on data from 2021 to 2024, Rabbani's TBI dropped to 20.70% in 2023 before rising again to 25% in 2024. A preliminary survey involving 30 consumers revealed that 60% discovered Rabbani through influencers, 90% held a positive perception of its brand image, and 96.7% trusted the brand; however, only 46.7% expressed intentions to repurchase. These insights emphasize the importance of brand trust as a mediating factor between influencer marketing and brand image on repurchase intention.

For conciseness, the introduction highlights TBI trends and survey findings relevant to the study's objectives.

Table 1. Top Brand Index (TBI) – Branded Hijab (2021–2024)

Years	Elzatta	Rabbani	Zoya
2021	28,60%	22,60%	21,10%
2022	32,10%	21,90%	21,80%
2023	29,00%	20,70%	19,30%
2024	21,90%	25,00%	24,30%

Source: *Top Brand Award Indonesia (2021–2024)*

The strategy of leveraging influencer marketing alongside efforts to strengthen brand image is anticipated to foster greater consumer trust, ultimately leading to higher repurchase intentions. Rabbani, as one of the most established and prominent Muslim fashion brands in Indonesia with a strong religious brand positioning, now faces growing competition. Brands like Zoya, Elzatta, and emerging players such as Buttonscarves have started to capture more market share by adopting modern digital marketing and appealing visual strategies.

Given this competitive landscape, it becomes increasingly important to explore the effectiveness of Rabbani's influencer marketing in shaping both brand image and brand trust, especially among millennial and Gen Z consumers who dominate the digital space. Addressing this research gap, the present study aims to analyze how influencer marketing and brand image impact consumers' repurchase intention, considering brand trust as a mediating factor. This research contributes to the literature by examining the dual pathway—both direct and indirect—through which these marketing strategies influence repurchase intention. The distinctiveness of this study lies in its focused analysis of Rabbani's Muslim fashion consumers within the younger demographic in the digital era. This approach aligns with and extends insights from earlier works by Kotler & Keller (2016), Sholikah (2023), and Katamso & Sugianto (2024), who highlighted the crucial role of brand trust and influencer marketing in contemporary marketing practices.

This study is designed to examine the extent to which influencer marketing and brand image shape consumer behavior, particularly in relation to repurchase intention in the Muslim fashion industry. Specifically, the research explores whether influencer marketing significantly influences consumers' intention to repurchase, and whether brand image also plays a meaningful role in driving such intentions. In addition, the study investigates the impact of influencer marketing and brand image on brand trust, as well as the extent to which brand trust itself affects repurchase intention. Furthermore, this research assesses the mediating role of brand trust in the relationship between influencer marketing and brand image toward repurchase intention. By mapping these relationships, the study aims to generate strategic insights and recommendations for Muslim fashion brands seeking to strengthen consumer trust and foster long-term loyalty.

### *Literature Review and Hypotheses*

Influencer marketing is a digital communication strategy that utilizes the reach and credibility of public figures or social media creators (influencers) to promote products or services to a wider audience. According to Pratama and Ariyanti (2022), this approach helps companies foster emotional connections with consumers by relying on the influencer's credibility, appeal, and expertise. In the current digital era particularly among millennials and Generation Z influencers play a crucial role in shaping how consumers absorb information and

perceive brands. Influencers perceived as authentic and relatable can build trust and emotional bonds that are often difficult to achieve through traditional advertising methods.

Research conducted by Fitriani (2024) and Komang Lola Yasinta & Nainggolan (2023) indicates that influencer marketing positively impacts both brand trust and consumers' purchase intentions. This effect arises because consumers are generally more inclined to believe endorsements from influencers they admire or regularly follow, particularly when these messages come across as genuine and personal. In the context of this study, influencer marketing is examined as an independent variable that can build consumer trust in the brand and encourage repeat purchases.

Brand image represents the collective perception that consumers develop about a brand, shaped by their experiences, product quality, visual presentation, and consistent communication efforts by the company. According to Kotler and Keller (2016), brand image consists of the beliefs, ideas, and impressions that consumers associate with a brand, influenced by the information they receive and their past interactions. When a brand maintains a positive image, it can establish strong emotional and functional connections with consumers, which in turn enhances its competitive advantage. A well-established brand image not only helps set a product apart from its competitors but also strengthens consumer trust and loyalty, ultimately encouraging repeat purchase intentions.

Research by Kurniawan et al. (2022) and Sholikah (2023) reinforces the idea that brand image has a substantial impact on both brand trust and consumers' intention to repurchase. When consumers perceive a brand as reputable, consistently offering high quality, and aligned with their personal values, they are more inclined to develop trust and sustain a long-term connection with the brand. In this study, brand image is analyzed as an independent variable that can influence repurchase intention directly as well as indirectly through the mediating role of brand trust. Brand trust refers to consumers' confidence that the brand will consistently fulfill its promises and deliver reliable quality. This trust develops gradually over time, shaped by consumers' positive experiences, consistent brand performance, transparent communication, and a solid reputation. Dewi and Purnomo (2022) highlight that brand trust is a crucial factor in consumer purchasing decisions, especially in a highly competitive and digitally oriented market environment.

In the context of repeat purchasing behavior, brand trust acts as a psychological link that connects consumers' previous experiences with their future expectations. Research by Zuliani Zed et al. (2023) and Katamso & Sugianto (2024) highlights the importance of brand trust as a significant mediating factor in the connection between influencer marketing, brand image, and the intention to repurchase. Trust serves a vital function in shaping both brand preference and consumer loyalty in repeated buying behavior. Therefore, in this study, brand trust is considered a mediator that bridges digital marketing efforts and brand perception with the likelihood of a consumer choosing to repurchase.

Repurchase intention refers to a customer's willingness to buy the same product or service again in the future. This behavior is often influenced by previous positive experiences, satisfaction, brand trust, and perceived value. According to Permana and Setyawan (2022), repurchase intention is a key indicator of customer loyalty and provides valuable insights into the effectiveness of a company's marketing and branding efforts. When customers have favorable experiences with a brand, they are more likely to develop trust, which in turn increases their likelihood to buy again and promote the brand to others.

In line with this, Pratminingsih et al. (2021) found that both brand trust and brand image significantly influence repurchase intention across various industries, including the

fashion sector. This research positions repurchase intention as the dependent variable, shaped by digital marketing activities and consumer perceptions formed through different branding strategies.

#### Research Hypotheses

- H1: Influencer marketing significantly influences repurchase intention.
- H2: Brand image significantly influences repurchase intention.
- H3: Influencer marketing significantly influences brand trust.
- H4: Brand image significantly influences brand trust.
- H5: Brand trust significantly influences repurchase intention.
- H6: Brand trust mediates the influence of influencer marketing and brand image on repurchase intention.

#### Research Method

This study employed a quantitative method by gathering numerical data that were subsequently analyzed using statistical procedures. Classified as explanatory research, it seeks to identify and explain causal relationships among variables within a structural framework. The analysis specifically focuses on how influencer marketing and brand image impact repurchase intention, with brand trust examined as a mediating variable linking the independent and dependent variables. The conceptual model was constructed to assess both direct and indirect pathways among the four core constructs: influencer marketing, brand image, brand trust, and repurchase intention. Moreover, the research includes mediation testing to evaluate whether brand trust effectively mediates the influence of influencer marketing and brand image on consumers' repurchase intentions.

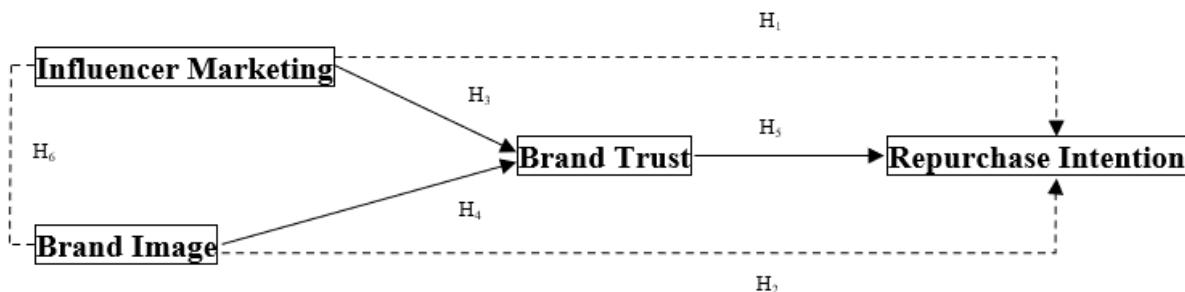


Figure 1. Conceptual Framework

Figure 1 presents the conceptual framework developed for this study, illustrating the proposed relationships among four main variables: Influencer Marketing, Brand Image, Brand Trust, and Repurchase Intention. In this model, Influencer Marketing and Brand Image function as independent variables that are hypothesized to affect Repurchase Intention both directly and indirectly through Brand Trust, which serves as a mediating factor connecting these variables to the dependent variable.

This framework highlights both the direct pathways (H1, H2, H3, H4, H5) and the indirect pathway (H6) through which these constructs are linked. It provides the theoretical basis for the empirical investigation and supports the formulation of research hypotheses aimed at exploring how brand perception and marketing efforts impact consumer loyalty by driving repurchase intention. The study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the proposed relationships within the framework. The target population comprises consumers of Rabbani, a prominent Muslim fashion brand in Indonesia known for its active use of social media and influencer marketing. Given the broad and

size of the population, the study used purposive sampling, selecting respondents who met specific criteria relevant to the research objectives.

The selection of respondents in this research followed two main criteria: (1) Participants must have purchased Rabbani products at least twice, demonstrating familiarity and prior experience with the brand; and (2) participants must actively follow Rabbani's official social media channels (such as Instagram), ensuring that they have been exposed to the brand's digital marketing campaigns, including those featuring influencers. Using these criteria, data were gathered from 100 qualified respondents. This sample size was considered appropriate and adequate for analysis through PLS-SEM, which can be applied effectively without requiring very large samples.

The study variables were assessed using a closed-ended questionnaire, consisting of statements aligned with the indicators of each construct. To facilitate quantitative analysis, a five-point Likert scale was utilized, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Each variable was represented by several items adapted and refined from prior research, ensuring a comprehensive representation of the constructs. The use of multiple indicators for each construct also enhanced the statistical evaluation of validity and reliability.

Data collection was conducted using an online survey created through Google Forms. The survey was distributed to prospective participants via social media platforms and online communities commonly accessed by Rabbani consumers. Online distribution was chosen due to its efficiency in reaching a broader and more digitally active audience, which aligns with the study's target population social media users. Prior to launching the full-scale survey, a small pilot test was carried out to ensure the clarity of the questionnaire items and to minimize potential misunderstandings. The collected data were then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected due to its flexibility in analyzing smaller sample sizes and its robustness in handling data that do not follow a normal distribution.

The data analysis involved three primary stages:

1. Outer Model Evaluation

This stage assessed the quality of the measurement model. It included evaluating internal reliability through *Cronbach's Alpha* and *Composite Reliability* (threshold  $\geq 0.7$ ), convergent validity through *Average Variance Extracted* (AVE  $\geq 0.5$ ) and indicator loadings ( $\geq 0.7$ ), and discriminant validity to confirm that each construct is distinct from the others.

2. Inner Model Evaluation

After confirming the measurement model's validity and reliability, the structural model was assessed to examine the relationships between latent variables. This involved evaluating the coefficient of determination ( $R^2$ ) to determine how well the independent variables explained the dependent variables;  $f^2$  effect size to measure each predictor's contribution; and *Variance Inflation Factor* (VIF) to detect any multicollinearity issues among the predictor variables.

3. Hypothesis Testing

Hypotheses were tested using the bootstrapping method, a resampling technique that produces *T-statistics* and *P-values* for each path in the model. A total of 5,000 resamples were used, consistent with common PLS-SEM practices. A path was considered statistically significant if the *T-statistic* exceeded 1.96 and the *P-value* was less than 0.05.

Table 2. Operational Definition of Variables

Variable	Definition	Key Indicators	Source
Influencer Marketing	A company's effort to promote products through individuals who have a large influence on social media.	Influencer credibility, influencer attractiveness, expertise.	Pratama & Ariyanti (2022)
Brand Image	Perceptions, impressions, and associations formed in the minds of consumers about a brand.	Perceived quality, reputation, brand uniqueness	Kotler & Keller (2016)
Brand Trust	The level of consumer confidence that a brand can fulfill its promises and maintain quality consistency.	Belief in brand honesty, reliability, consistency	Dewi & Purnomo (2022)
Repurchase Intention	Consumers' intention to repurchase the same product in the future.	Intention to repurchase, recommend to others	Permana & Setyawan (2022)

Source: Processed Data, 2025

## Result and Discussion

According to the table of respondent characteristics, most participants in this study were female, comprising 88 individuals or 88%, whereas male respondents made up only 12 individuals or 12%. A large portion of respondents, about 78%, were residents of the island of Java, while the remaining 22% lived outside Java. All respondents followed Rabbani's official Instagram account and had seen product promotions involving influencers, which aligns with the study's emphasis on influencer marketing strategies. Additionally, every respondent had purchased Rabbani products more than twice, suggesting they are familiar customers who demonstrate a certain degree of brand loyalty.

Overall, these findings indicate that the respondent profile is predominantly female consumers living on Java, who actively engage with Rabbani's social media, have been exposed to influencer-driven promotions, and have a history of repeat purchases. These characteristics confirm the suitability of the sample for exploring how influencer marketing, brand image, and brand trust affect consumers' repurchase intention toward Rabbani products.

The accompanying figure presents the research model, which illustrates the hypothesized causal relationships among the key constructs: Influencer Marketing, Brand Image, Brand Trust, and Repurchase Intention. This visual representation helps clarify the direction and strength of the pathways being tested in the analysis.

Figure 2 (Inter-Variable Constructs) visualizes the structural relationships among variables. The research model depicts how influencer marketing and brand image affect repurchase intention, with brand trust functioning as a mediating variable. It outlines the connections among Influencer Marketing, Brand Image, Brand Trust, and Repurchase Intention. In this framework, Influencer Marketing and Brand Image both have direct effects on Brand Trust, which subsequently mediates their influence on Repurchase Intention. Besides these indirect pathways through Brand Trust, both Influencer Marketing and Brand Image also exert a direct influence on consumers' intention to repurchase.

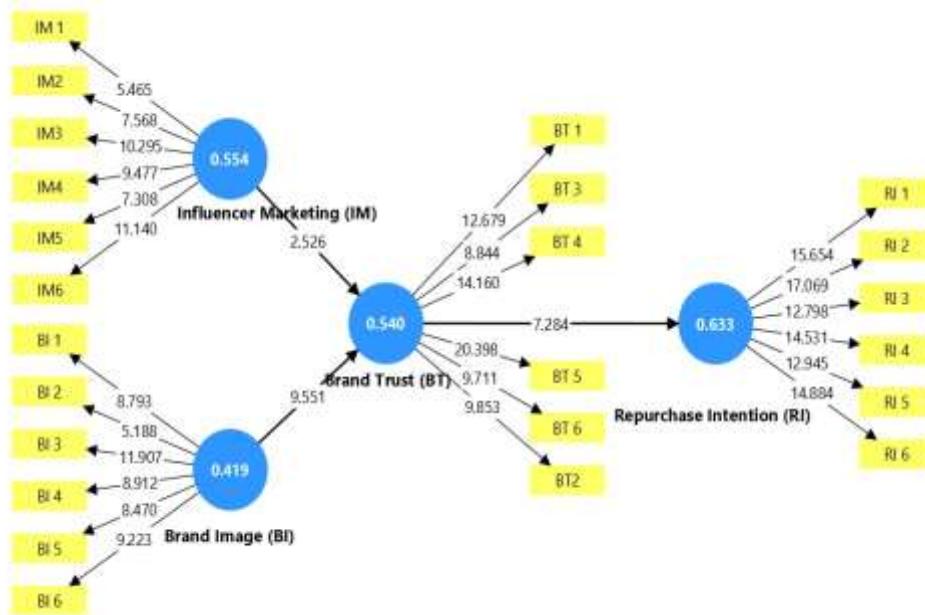


Figure 2. Inter-Variable Constructs

Each variable is measured using several indicators depicted around the main constructs to strengthen measurement validity. This visualization helps clarify how influencer strategies and brand image can build consumer trust, which in turn drives consumers' intention to repurchase Rabbani products. Overall, the figure highlights the importance of Brand Trust as a mediator that enhances the influence of marketing strategies and brand image on repeat purchase decisions.

### 1) Outer Model

The outer model analysis serves to assess the measurement model by examining the connections between indicators (manifest variables) and the latent constructs in the research. Its primary objective is to verify that the indicators chosen to measure each construct are both valid and reliable, thereby ensuring that the collected data accurately reflect the concepts being studied.

Table 3. Outer Model

Constructs	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Brand Image (BI)	0.720	0.740	0.809	0.419
Brand Trust (BT)	0.829	0.833	0.875	0.540
Influencer Marketing (IM)	0.839	0.850	0.881	0.554
Repurchase Intention (RI)	0.884	0.885	0.912	0.633

Source: Processed Data, 2025

Table 3 is referenced when discussing construct reliability and validity. The results from the validity and reliability assessments indicate that all indicators are valid (with loadings exceeding 0.7) and reliable (Cronbach's alpha values greater than 0.7). The primary goal of the outer model analysis is to evaluate the measurement quality of the constructs employed in this study. The table presents Cronbach's Alpha, Composite Reliability (rho\_a and rho\_c),

and Average Variance Extracted (AVE) values for each construct: Brand Image (BI), Brand Trust (BT), Influencer Marketing (MI), and Repurchase Intention (RI).

As shown in the Outer Model table, all constructs demonstrate Cronbach's Alpha values above 0.7, signifying strong internal consistency. Specifically, Cronbach's Alpha ranges from 0.720 (for BI) to 0.884 (for RI), confirming that all constructs meet reliability standards. The Composite Reliability scores are also satisfactory, with rho\_a values between 0.740 and 0.885 and rho\_c values between 0.809 and 0.912, all surpassing the 0.7 benchmark for internal consistency.

However, regarding Average Variance Extracted (AVE), only three constructs achieve values above the recommended 0.5 threshold: Brand Trust (0.540), Influencer Marketing (0.554), and Repurchase Intention (0.633). The AVE value for the Brand Image construct is 0.419, which falls below the 0.5 threshold, indicating insufficient convergent validity. Although this value is slightly lower than the recommended standard, the construct was retained because its indicators still demonstrate adequate individual outer loading values (>0.6) and theoretical significance. In future research, refinement of measurement items is advised to enhance convergent validity.

In summary, the validity and reliability tests demonstrate that most constructs satisfy key requirements—loading factors above 0.7, Cronbach's Alpha above 0.7, Composite Reliability above 0.7, and AVE above 0.5. Nonetheless, refining the indicators used to measure Brand Image is recommended for future research to improve the validity of this construct.

## 2) Inner Model

A test of the structural model was conducted to examine the relationships among the latent variables formulated in the research hypotheses. The inner model or structural model analysis aims to evaluate the relationships between the latent constructs specified in the research hypotheses. One approach used in this analysis is measuring the effect size using the f-square ( $f^2$ ) value. The f-square value is used to determine the extent to which an independent variable affects a dependent variable within the structural model.

### a) f-square (Effect Size)

Table 4. F-Square

	Brand Trust	Repurchase Intention
Brand Image	0.741	-
Influencer Marketing	0.076	-
Brand Trust	-	0.429

Source: Processed Data, 2025

Table 4 (F-square) supports the discussion of effect sizes. A large f-square value indicates a substantial contribution of the independent variable to the dependent variable. According to Cohen (1988), the general criteria for interpreting f-square values are:  
 0.02 = small effect  
 0.15 = medium effect  
 0.35 = large effect

Based on the table above, several key findings were obtained:

1. Brand Image → Brand Trust has an f-square value of 0.741, which falls into the large effect category. This indicates that Brand Image has a very strong influence on increasing Brand Trust.
2. Influencer Marketing → Brand Trust has an f-square value of 0.076, which is categorized as a small effect. Nevertheless, this influence remains significant and contributes to building Brand Trust, although not as strongly as Brand Image does.
3. Brand Trust → Repurchase Intention yields an f-square value of 0.429, which also falls into the large effect category. This indicates that Brand Trust plays an important role in driving consumers' intention to make repeat purchases.

Overall, the f-square analysis provides deeper insight into the magnitude of influence of each path within the structural model, while also strengthening the validity of the relationships among the constructs tested in this study.

b) R-square

The R-square ( $R^2$ ) value is used to measure how much the independent variables can explain the variance of the dependent variable in a structural model. The higher the R-square value, the better the model's predictive ability regarding the constructs being studied.

Table 5. R-square

Construct	R-square
Brand Trust	0.490
Repurchase Intention	0.300

Source: Processed Data, 2025

Based on the R-square table 5, the following information was obtained: Brand Trust has an R-square value of 0.490, which means that 49% of the variability in the Brand Trust construct can be explained by the Brand Image and Influencer Marketing constructs. This indicates that the model has a moderate predictive ability, as it falls within the range of 0.33 to 0.67, as categorized by Chin (1998). Repurchase Intention has an R-square value of 0.300, which means that 30% of the variation in Repurchase Intention can be explained by the Brand Trust construct. This value indicates relatively low predictive power but is still acceptable within the context of social research, especially when considering that there may be other variables not yet included in the model.

In general, the R-square values in this study indicate that the structural model developed has been able to explain a substantial portion of the variance in the dependent constructs, particularly for Brand Trust. However, for Repurchase Intention, there is room to improve the model by including other variables that may also contribute to consumer's repurchase intentions. Thus, the model has a reasonable predictive ability, although it could still be enhanced, especially in explaining the factors that influence Repurchase Intention more comprehensively.

c) VIF (Collinearity Statistics)

The Variance Inflation Factor (VIF) analysis aims to assess the presence of multicollinearity among predictor variables within the model. Multicollinearity arises when independent variables exhibit strong correlations with each other, which may lead to biased parameter estimates and undermine the reliability of the analysis outcomes.

Table 6. VIF

	Brand Trust	Repurchase Intention
Brand Image	1.047	-
Influencer Marketing	1.047	-
Brand Trust	-	1.000

Source: Processed Data, 2025

Based on the VIF table 6, it is shown that all VIF values in this model are below the common threshold of < 5, specifically:

Brand Image → Brand Trust: 1.047  
 Influencer Marketing → Brand Trust: 1.047  
 Brand Trust → Repurchase Intention: 1.000

These VIF values indicate that there is no significant multicollinearity among the predictor variables. In other words, the relationships between the independent variables are not strong enough to substantially affect or distort the model estimates. In theory, a VIF value < 5 is considered safe, and a VIF value < 3 is even considered ideal in the context of Partial Least Squares (PLS) models. Therefore, the structural model used in this study meets the criteria for being free from multicollinearity, which strengthens the reliability of the estimated path relationships among the constructs. With the absence of multicollinearity issues, it can be concluded that each construct makes an independent contribution to the dependent variable, and the path coefficient estimates can be interpreted more validly and accurately.

### 3) Hypothesis Testing (Bootstrapping)

Hypothesis testing was conducted to determine whether the relationships among the constructs in the structural model are statistically significant. The bootstrapping technique is used in the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to estimate the significance of the paths between variables by examining the T-statistic and P-value results.

Table 7. Hypothesis Testing

Hypothesis	T-statistic	P-value	Decision
H1: Influencer Marketing → Repurchase Intention	2.326	0.020	Accepted
H2: Brand Image → Repurchase Intention	6.434	0.000	Accepted
H3: Influencer Marketing → Brand Trust	2.526	0.012	Accepted
H4: Brand Image → Brand Trust	9.551	0.000	Accepted
H5: Brand Trust → Repurchase Intention	7.284	0.000	Accepted

Source: Processed Data, 2025

Based on the results of the hypothesis testing:

- All p-values are below the significance threshold of 0.05, indicating that all the paths between variables are statistically significant.
- The T-statistic values for all hypotheses are also above the critical value of 1.96 (for a 95% confidence level), supporting the acceptance of all proposed hypotheses.

Although the mediation role of brand trust was statistically significant, its theoretical and contextual implications need deeper elaboration. In this study, brand trust acts as a psychological mechanism through which influencer marketing and brand image enhance repurchase intention. This finding supports trust-based relationship marketing theories, where trust serves as a crucial element in establishing long-term consumer commitment. In

the context of Muslim fashion, particularly for millennials and Gen Z, brand trust is pivotal due to their reliance on authenticity, ethical values, and consistent quality when engaging with brands and influencer content. In addition to direct effect testing, this study also examined the mediating role of Brand Trust (BT) by analyzing indirect and total effects from the SmartPLS bootstrapping output. Table 4.9 shows the summary of indirect and total effects:

Table 8. VAF

Pathway	Indirect Effect	Total Effect
Brand Image → BT → Repurchase Intention	0.345	0.345
Influencer Marketing → BT → RI	0.110	0.110

Source: Processed Data, 2025

Using the formula  $VAF = (\text{Indirect Effect} / \text{Total Effect}) \times 100\%$ , the Variance Accounted For (VAF) for both pathways is calculated at 100%. According to Hair et al. (2019),  $VAF > 80\%$  indicates full mediation. Thus, Brand Trust fully mediates the effects of Brand Image and Influencer Marketing on Repurchase Intention. This means that the improvements in brand image or influencer strategies will impact consumer repurchase intention only when consumers have a strong level of trust in the brand. Based on the results above, the hypotheses can be summarized and concluded as follows:

H1: Influencer marketing has been proven to significantly influence repurchase intention, with a T-statistic of 2.326 ( $>1.96$ ) and a p-value of 0.020 ( $<0.05$ ). This result shows that the use of influencer marketing can directly increase Rabbani consumers' intention to repurchase, supporting modern marketing strategies that leverage public figures to enhance brand appeal.

H2: Brand image also significantly influences repurchase intention, with a T-statistic of 6.434 ( $>1.96$ ) and a p-value of 0.000 ( $<0.05$ ). This figure indicates a very strong influence, confirming that consumers' positive perception of Rabbani's brand image is a key factor driving the decision to repurchase.

H3: Influencer marketing significantly affects brand trust, as shown by a T-statistic of 2.526 ( $>1.96$ ) and a p-value of 0.012 ( $<0.05$ ). This means that the presence of influencers helps build consumers' trust in Rabbani, which is important for long-term loyalty.

H4: Brand image has a very strong effect on brand trust, with a T-statistic of 9.551 ( $>1.96$ ) and a p-value of 0.000 ( $<0.05$ ). This reinforces the understanding that brands with a good reputation and image can more easily gain consumer trust.

H5: Brand trust significantly affects repurchase intention, supported by a T-statistic of 7.284 ( $>1.96$ ) and a p-value of 0.000 ( $<0.05$ ). This finding shows that the higher the consumer trust in the brand, the greater their desire to repurchase Rabbani products.

H6: The indirect effects through brand trust are statistically significant, as demonstrated by the mediation analysis. Specifically, the path Brand Image → Brand Trust → Repurchase Intention yields a T-statistic of 6.434 and a p-value of 0.000, while the path Influencer Marketing → Brand Trust → Repurchase Intention shows a T-statistic of 2.326 and a p-value of 0.020.

Overall, all hypotheses proposed in this study are accepted because they are proven to be significant. These results highlight the important role of brand trust as a mediator, as well as the roles of influencer marketing strategies and strengthening brand image in increasing Rabbani consumer's repurchase intention. The results support the theory that influencer

marketing and brand image strengthen brand trust. In turn, brand trust has been shown to increase repurchase intention. These findings align with previous research (Sholikah, 2023; Katamso & Sugianto, 2024). Furthermore, influencer marketing is proven effective because it involves relevant public figures with a good reputation. The use of micro-influencers, perceived as more authentic, also increases engagement. Meanwhile, a consistent brand image, supported by product quality, visual communication, and alignment with consumer values, creates positive perceptions that lead to trust and repurchase intention.

## Conclusion

Based on the research findings and discussion, several conclusions can be drawn to answer the research questions posed in this study. Firstly, influencer marketing has been shown to significantly impact Rabbani consumers' repurchase intention. This suggests that using influencers as part of Rabbani's marketing strategy effectively stimulates consumers' intention to make repeat purchases, although its effect is not as pronounced as that of other variables. Additionally, brand image demonstrates a particularly strong and significant influence on repurchase intention. This indicates that a consistently positive brand image aligned with Rabbani's Islamic values plays a critical role in fostering consumer loyalty and encouraging repeat purchases.

The study also reveals that influencer marketing significantly affects brand trust. This implies that influencer-driven promotions not only shape immediate purchase decisions but also help build consumers' trust in the Rabbani brand. Moreover, brand image has been found to exert a more dominant influence on brand trust. Consumers who perceive Rabbani as a credible and reputable brand tend to develop a higher level of trust in it. In turn, brand trust itself significantly impacts repurchase intention, suggesting that stronger consumer trust leads to a higher likelihood of repurchasing Rabbani products.

Moreover, the results show that both influencer marketing and brand image influence repurchase intention directly and indirectly, with brand trust acting as a mediating factor. This finding highlights the vital role of brand trust in reinforcing the connection between marketing initiatives and consumer loyalty. In summary, the study underlines the strategic value of building a consistent brand image and leveraging influencers effectively to strengthen consumer trust, which in turn encourages greater loyalty and repeat purchasing behavior.

However, this study's focus on Rabbani consumers and the relatively small sample size ( $n = 100$ ) limit the generalizability of the findings to broader populations. Additionally, the geographic concentration of respondents 78% residing in Java further constrains the external validity of the results. However, this study offers meaningful contributions to niche research on Muslim fashion brands, an area that remains underexplored in current literature. By specifically examining Rabbani consumers, the study provides targeted insights that can inform marketing strategies for similar Muslim fashion brands. Future studies are encouraged to expand the sample size, include participants from various regions, and explore other moderating variables to enhance generalizability and build upon these niche findings.

## Suggestions

Based on these research findings, several suggestions can be considered by both the company and future researchers. For Rabbani, it is recommended to continuously strengthen the brand image through consistent communication that aligns with Islamic values, supported by product innovation and quality assurance to maintain a positive perception in consumer's

eyes. Additionally, the company should enhance the effectiveness of influencer campaigns by selecting influencers whose characteristics align with the target market and who can build emotional connections, so that the messages delivered are more easily accepted and can increase repurchase intention. Rabbani should also maintain and strengthen brand trust through transparency, excellent service, and consistent product quality to keep consumer trust intact and encourage stronger loyalty.

Meanwhile, for future research, it is suggested to expand the number and diversity of respondents so that the results obtained become more representative of a broader population. Subsequent studies could also include other variables, such as customer satisfaction or perceived value, to enrich the research model and provide a more comprehensive understanding of the factors influencing repurchase intention. Additionally, using a qualitative or mixed-methods approach could be considered to explore deeper psychological and social aspects that affect consumers' decisions to repurchase Rabbani products.

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