

***THE INFLUENCE OF BRAND TRUST AND BRAND ATTACHMENT ON
REPURCHASE INTENTION AMONG SHOPEE USERS
THE MEDIATING ROLE OF BRAND COMMITMENT***

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ABSTRACT

The increasingly competitive e-commerce industry requires companies to retain users and encourage them to make repeat purchases. Shopee faces challenges in maintaining users' repurchase intention amid competition from various other e-commerce platforms. This study aims to analyze the effects of Brand Trust and Brand Attachment on Repurchase Intention, with Brand Commitment as an intervening variable. The study involved 140 Shopee users in DKI Jakarta, and the data were analyzed using the SEM-PLS method through SmartPLS 4. The results show that Brand Trust does not have a significant direct effect on Repurchase Intention, while Brand Attachment and Brand Commitment have positive and significant effects. Brand Trust affects Repurchase Intention through Brand Commitment, whereas Brand Commitment does not mediate the effect of Brand Attachment on Repurchase Intention. These findings indicate that users' emotional attachment to Shopee is an important factor in encouraging repurchase intention. Therefore, Shopee should strengthen users' emotional attachment and trust through positive shopping experiences, authentic communication, and long-term customer relationships..

Keywords: *Brand Attachment, Brand Commitment, Brand Trust, Repurchase Intention, Shopee.*

**PENGARUH *BRAND TRUST* DAN *BRAND ATTACHMENT* TERHADAP
REPURCHASE INTENTION PENGGUNA APLIKASI JUAL BELI
SHOPEE DIMEDIASI *BRAND COMMITMENT***

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ABSTRAK

Perkembangan industri *e-commerce* yang semakin kompetitif menuntut perusahaan untuk mempertahankan pengguna agar terus melakukan pembelian ulang. Shopee menghadapi tantangan dalam menjaga *Repurchase Intention* pengguna di tengah persaingan dengan berbagai platform *e-commerce* lainnya. Penelitian ini bertujuan menganalisis pengaruh *Brand Trust* dan *Brand Attachment* terhadap *Repurchase Intention* dengan *Brand Commitment* sebagai variabel intervening. Penelitian melibatkan 140 pengguna aplikasi Jual Beli Shopee di DKI Jakarta, dengan analisis data menggunakan SEM-PLS melalui *SmartPLS 4*. Hasil penelitian menunjukkan bahwa *Brand Trust* tidak berpengaruh langsung secara signifikan terhadap *Repurchase Intention*, sedangkan *Brand Attachment* dan *Brand Commitment* berpengaruh positif dan signifikan. *Brand Trust* berpengaruh terhadap *Repurchase Intention* melalui *Brand Commitment*, sementara *Brand Commitment* tidak memediasi pengaruh *Brand Attachment* terhadap *Repurchase Intention*. Temuan ini menunjukkan bahwa keterikatan emosional pengguna terhadap Shopee menjadi faktor penting dalam mendorong niat pembelian ulang. Oleh karena itu, Shopee perlu memperkuat keterikatan emosional dan kepercayaan pengguna melalui pengalaman berbelanja yang positif, komunikasi yang autentik, serta hubungan jangka panjang dengan pelanggan.

Kata Kunci: *Brand Attachment, Brand Commitment, Brand Trust, Repurchase Intention, Shopee.*