Repurchase Intention of Youth Generation on Local Fashion Goods in Indonesia: Perspective of Perceived Value, Trust, and Brand Image

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Abstract

Throughout the years, fashion goods is still popular and growing among youth globally. Not only in global market, but local fashion also performed well in Indonesia for most of generations, especially for youth generation. As Covid-19 stroke over the fashion in recent years, the popularity among youth generation on fashion goods both from online and offline are still significant. However, global fashion is dominating Indonesian local fashion for youth generation for many years. Hence, there are some valuable products for local goods are probably considered by youth generation in Indonesia. Previous studies explained several factors to be successful in local market, but still rare to analyse more about local fashion for youth generation in Indonesia. This study aims to analyse the influential factors of local fashion goods among youth generation such as perceived value, trust, and brand image on repurchase buying intention.

Keywords: Repurchase Intentions, Trust, Perceived Value, Brand Image, Youth Generation, Local Fashion

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1. Introduction

1.1. Background

Fashion goods, both online and offline, are popular among the youth. The youth express their identity mostly through their attire, which has a distinct style or fashion that identifies them as members of a particular group (Kjeldgaard et al., 2009). Clothing firms have noticed the potential of the Indonesian consumer market due to changing cultural norms, which has resulted in a great desire for Western-style clothing (Hassler, 2006). While there are a few local fashion labels in Indonesia, global brands continue to dominate the industry (Neraca, 2013). According to Prakoso et al. (2021), due to clients' ever-changing preferences, a few local fashion firms have been facing diminishing revenues. According to Karoui et al. (2019), it is widely assumed that customers in developing nations prefer imported items to locally produced ones. Indonesia is a developing country where global companies occupy more than half of the market, according to Ratriana (2018).

Brands should prioritize maintaining current customers because it will not only increase repurchase intent but will also help the company in the long run. The likelihood that a person or client will continue to purchase from a vendor or even online shops is referred to as repurchase intention (Fang et al., 2011). Trust is a vital aspect for brands to establish loyalty and long-term relationships with customers, according to a study by Fang, et al. (2011). Repurchase intention is influenced by trust and perceived value, according to Lee et al. (2011). According to Ayutthaya (2013), brand image has a statistically significant impact on repurchase intention. Local firms must find a way to survive and grow in this climate, since multinational brands dominate the Indonesian market (Ratriana, 2018).

The rapid rise of the middle class in Indonesia, as well as increases in individual revenue and the country's overall economy, has enticed local and international fashion labels to establish and grow their operations in the country (Desfiandi, 2020). With the advent of businesses ranging from streetwear to sustainable fashion goods, local fashion products are finding it challenging to maintain their market share (Karoui and Khemakhem, 2019). Sutriyanto (2016) stated that multinational fashion companies continue to dominate Indonesian society. According to Kirnandita (2017), the team discovered that 5 of the 6 favorite fashion companies are overseas fashion brands that are frequently favoured by Generation Z, persons born between 1995 and

2010, who primarily comprise the youth (Andrea et al., 2016). There is no globally accepted definition of youth, however the United Nations (2018) defines youth as people aged 15 to 24.

Many studies have been conducted on repurchase intentions in the fashion business. Anggraini et al. (2015) investigated the repurchase intention in the airline industry using variables such as trust, perceived value, brand image, and satisfaction. Lianto (2018) investigated the repurchase intention in the airline industry using variables such as trust, perceived value, brand image, and satisfaction. Customer satisfaction, adjusted satisfaction, and online repurchase intention were used as variables in a study conducted by Chinho (2013). As a result, this study is innovative in two ways: (1) previous research on the repurchasing intention of local-fashion goods has been largely ignored, as most current research has focused on online transactions in general (Chinho, 2013; Fang et al., 2011). (2) This study focuses on youth repurchase intentions, although earlier research on internet shopping has included people of all ages (Lin et al., 2014).

1.1.1 Research Aims

1. To understand whether trust affects the youth repurchase intention towards local fashion goods in Greater Jakarta.

2. To understand whether perceived value affects the youth repurchase intention towards local fashion goods in Greater Jakarta.

3. To understand whether brand image affects the youth repurchase intention towards local fashion goods in Greater Jakarta.

1.1.2 Research Questions

1. Does trust affect the youth repurchase intention towards local fashion goods in Greater Jakarta?

2. Does perceived value affect the youth repurchase intention towards local fashion goods in Greater Jakarta?

3. Does brand image affect the youth repurchase intention towards local fashion goods in Greater Jakarta?

2. Literature Review

2.1. Youth Repurchase Intention

Consumer behavior is the study of people — in this case, teenagers — and the methods they use to select, use, and arrange items and services to meet their requirements, as well as the influence these activities have on the consumer and society. Consumer decision-making is influenced by a variety of elements, including cultural, social, personal, and psychological factors, according to past study (Unal & Aydin, 2013; Indahingwati et al., 2019; Nguyen et al., 2019). Personal, psychological, social, and cultural aspects all play a role in the consumer purchasing process. Consumer responses and influence can be influenced by social elements such as small groups of customers, families, group references, roles, and social status (Dittmar & Drury, 2000). Age, life stage, work, education, and financial condition are all personal factors. Motivation, perception, learning, beliefs, and personality attitudes are all important psychological aspects in the consumer decision-making process (Duffett, 2015). In contrast to the prior notion, the focus of this study will be on youth.

2.2. Trust

Previous researchers have defined trust in a variety of ways, depending on the context in which it is used. Several distinct definitions place a strong emphasis on the risk factor, while others focus on the susceptibility of the parties involved (Mayer et al., 1995). Trust is the willingness of one party to be defenseless, relying on the actions of the other party while relying on the trustor's belief that the other party will complete a specific action that is deemed important by the trustor, without regard for the trustor's ability to monitor or control the other party's actions (Mayer et al., 1995). According to Fang et al. (2011), trust is defined as a set of precise ideas about the seller/benevolence, vendor's expertise, and honesty. Chiu et al. (2009) found that trust plays an important role in enhancing customer repurchase intentions. Trust has a considerable impact on repurchase intention, according to a study by Lee et al. (2011). The study also found that online shops must build their reputation and acquire their customers' trust before they may repurchase their goods or services. According to a study by Zboja and Voorhees, brand trust has a considerable impact on repurchase intentions (2006).

2.3. Perceived Value

According to a previous study, perceived value is the result of marketing actions and is a key component in relationship marketing (Moliner et al., 2007). Perceived value is thought to have

a direct association with contentment, according to prior research by Hume (2008). Meaning that consumers may mentally integrate and compare their impressions of the benefits to the sacrifices they must make in order to get a specific product or service (Ha and Janda, 2008). Consumers' perceived value is the essential basis in a relational transaction, and it is their perspective of what they expect from the exchange, including gains and losses in the repurchase process (Holbrook, 1994). Moliner et al. (2007) claim that perceived

2.5. Brand Image

According to Fahy et al. (2015), a brand is defined by elements that distinguish one business from another, such as the name, packaging, logo, or other materials. Brands are used in several sectors of business, including marketing and advertising, to build and value brand equity for the benefit of the brand's stakeholders. According to Ilyas et al. (2020), a brand is a name, condition, design, symbol, or anything else that can be used to identify a product or service and distinguish one seller from another. Brand image refers to consumer thoughts and impressions about a certain brand that are imprinted in their minds (Kotler et al., 2011). Consumers attach a meaning with a brand image, and this meaning is remembered in their brains (Mabhkot et al., 2017). Brand image has a favorable association with repurchase intention, according to Ayutthaya (2013). Lin (2008) also suggested that a positive brand image would improve the likelihood of repurchase.

## 2.6 Hypotheses Development

Based on the previous studies results, the hypotheses can be developed as follow:

H1: Trust have a positive effect towards Youth Repurchase Intention of Local Fashion Goods

H2: Perceived Value has a positive effect towards Youth Repurchase Intentions of Local Fashion Goods

H3: Brand Image have a positive effect towards Youth Repurchase Intentions of Local Fashion Goods

Therefore, the research framework can be seen below.
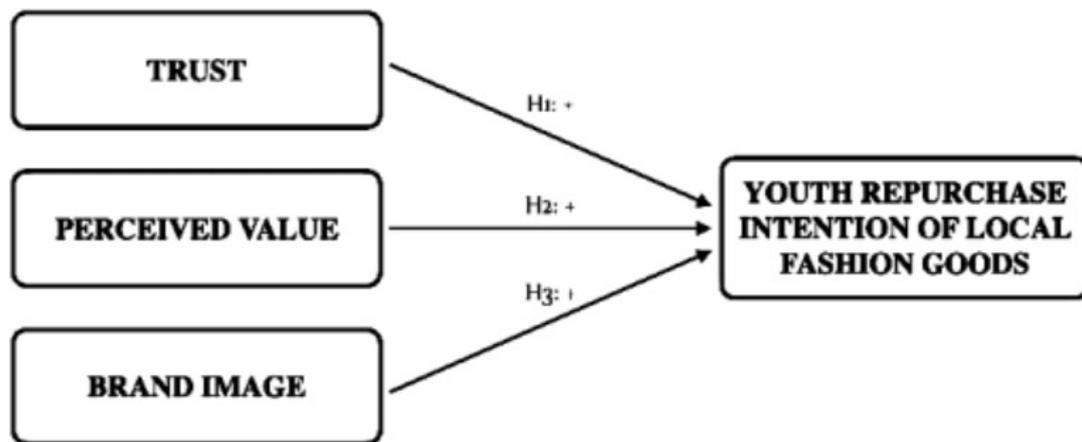
Figure 1. Research Framework

3. Research methods

The purpose of this research is to determine the essential characteristics that influence youth repurchase intentions for local fashion products. This study will take a quantitative approach based on these hypotheses, using a series of preset questions. This study begins with an attempt to comprehend all of the variables' definitions, theories, and concepts. Following that, the findings are compiled and used to create the questionnaires. As a result, questionnaires were distributed to the target respondents via Google Form in order to collect primary data that would be evaluated later.

His research hoped to continue and obtain all of the necessary respondents across Indonesia, but the data gathering method would be costly and time-consuming. However, the study will continue with the available respondents, who are young people aged 15 to 24. (United Nations, 2018). With these conditions in mind, the Purposive Sampling technique was adopted, and the respondents' profile in this study is as follows:

1. Age around 15 to 24 years old

2. Live around Jakarta Greater Area

3. Consumers of local fashion goods, both in online and offline purchase

The Structural Equation Model – Partial Least Square (SEM-PLS) is used in this investigation, which commonly incorporates latent variables along with other indicators. Convergent and discriminant validity are the two types of validity tests used in SEM-PLS. The average variance retrieved is used to determine convergent validity (AVE). According to Hanseler (2009), if the AVE value is less than 0.5, it is invalid, however if it is greater than 0.5, it indicates significant convergent validity. Discriminant validity is a concept that is used to better understand when two separate concepts should demonstrate a significant difference (Hanseler, 2009). The reliability test in this study assesses the research's consistency, precision, reproducibility, and credibility (Chakrabartty, 2013). According to Hanseler (2009), the reliability indicator recognizes that each indicator has distinct loadings and is calculated by multiplying the outer loading. The indicator is considered reliable if the reliability indicator value is at least 0.70. Because Cronbach tends to produce a lower underestimate, reliability in the internal consistency must be more than 0.70 to be regarded dependable (Hanseler, 2009). Ghozali (2013) claims that only those with a value of less than 0.6 are considered insufficient.

Following the dependability and validity of the outer models, the inner model hypotheses must be evaluated through a series of procedures. The goodness of fit and hypothesis testing are used to conduct the inner model tests (Hair et al., 2014). The Goodness of Fit (GOF) is a metric used to determine if the values in a statistical model fit correctly into a collection of observed values. By looking at the R-Square, or adjusted coefficient of determination of latent variables, and the value of Q-Square, or Stone-Geisser, GoF may observe the differences. The R-Square, also known as the coefficient of determination, is used to determine whether changes in the independent variable will be followed by changes in the dependent variable at the same rate. The effect range of the coefficient of determination is set between 0 and 1 because the purpose of this test is to examine the predictive accuracy of a model (Henseler, 2009). Explained that a value around 1 means the independent variable offers nearly all of the information needed to forecast the dependent variable (Ghozali, 2005). The indicator of endogenous latent variables is predicted by the Stone-Geisser criteria. According to Hanseler et al. (2009), a Q-Square score greater than 0 implies that the study model has high predictive significance and is approved. İn In order to test for path relevance, a bootstrapping method will also be used. The project will use a two-tailed test to examine directed hypotheses with weak theoretical foundations. According to Hanseler et al. (2009), a t-value more than 1.96 (p-

value/significance threshold = 5%) suggests a positive association between variables, while a p-value less than 0.05 indicates that the hypothesis is significant and accepted.

4. Results and discussion

4.1. Descriptive Results

There are 120 respondents to be collected in this study. The repsondent profile of the results can be seen below.

Table -1. Respodent Profile

Description		N	Percentage
Gender	Female	39	22.8%
	Male	132	77.2%
Domicile	Jakarta	76	44.4%
	Bogor	49	28.7%
	Depok	17	9.9%
	Tangerang	16	9.4%
	Bekasi	13	7.6%
Education	Junior High School	19	11.1%
	Senior High School	125	73.1%
	Diploma	5	2.9%
	Bachelor	22	12.9%
Occupation	Students	137	80.1%
	Civil Servants	3	1.8%
	Private Employees	8	4.7%
	Entrepreneurs	18	10.5%
	Freelancers	5	2.9%
Monthly Income	≤ Rp 1.000.000	13	7.6%
	Rp 1.000.001 - Rp 3.000.000	63	36.8%
	Rp 3.000.001 - Rp 5.000.000	67	39.2%
	Rp 5.000.001 - Rp 7.000.000	15	8.8%

	Rp 7.000.001 - Rp 10.000.000	9	5.3%
	> Rp 10.000.000	4	2.3%
Amount of Local Fashion Goods Bought Monthly	Once	127	74.3%
	2-3 times	34	19.9%
	3-4 times	5	2.9%
	≥ 5	5	2.9%

4.2. SEM-PLS Results

Based on the data collection with SmartPLS Version 3.2.7 to 120 respondents in greater Jakarta last year, we found the results below:

4.2.1. Outer Model Results

The outer model of convergent validity that includes loading factor, Average Variance Extracted, and Composite Reliability can be seen below.

Variables	Indicators	Loading Factor	AVE	Composite Reliability
Trust	TR1: I will repurchase local fashion brands which are trustworthy	0.712	0.639	0.841
	TR2: I will repurchase local fashion brands which are honest in their information	0.828		
	TR3: I will repurchase local fashion brands which are reliable	0.850		
Perceived Value	PV1: I will repurchase from local brands that provides fashion goods which are proportional to the money that I spent	0.657	0.610	0.822
	PV2: I will repurchase from local brands that provides fashion goods which are proportional to the time and effort that I spent	0.854		
	PV3: Greater value-added provided by local fashion brands would attract me to repurchase	0.818		
Brand Image	BI1: I will repurchase local fashion brands which has a positive image	0.835	0.649	0.846

	BI2: I will repurchase local fashion brands which are well-known for their quality	0.727		
	BI3: My perceptions towards local fashion brands' image will affect my repurchase decision	0.849		
Brand Image	BI1: I will repurchase local fashion brands which has a positive image	0.835	0.717	0.883
	BI2: I will repurchase local fashion brands which are well-known for their quality	0.727		
	BI3: My perceptions towards local fashion brands' image will affect my repurchase decision	0.849		

Source: Data Collection (2021)

Based on the outer model analysis, all the requirements in outer model are successfully accepted and can be used further in inner model results.

4.2.2. Inner Model Results

The results show the coefficient value of determination of Youth Repurchase intention below.

Table-2. R-Square and Q2

Variable Name	R-square	Q^2
Youth Repurchase Intentions	0.402	0.269

Based on the value of the R-square adjusted in Table-2, this will be multiplied by 100 percent to get a determination coefficient value of 40.2 percent for Youth Repurchase Intention. It can be explained by the independent variables Trust, Perceived Value, and Brand Image, which all influenced the Youth Repurchase Intention variable. The remaining 59.8% might be explained by variables not included in the analytical model.

The value of the Q2 that is calculated within Smart PLS using the blindfolding approach can be seen in the example of the predicted relevance value. As a result, Table 4.15 shows the outcome. The value of Purchase Intention of the predictive relevance is 0.269, according to the calculations done on Table 4.15. This suggests that there is a construct within the study model that has predictive value for the other variables (Hanseler, 2009).

In further for hypothesis testing, the measurement item used that will be classified as significant is when the value of T-Statistics is higher than 1.96 (Hanseler, 2009). Hence Table -2 and Figure 2 explained the results of hypothesis testing.

Hypothesis	Original Sample	T-Statistic	P Value	Notes
H1: Trust have a positive effect towards Youth Repurchase Intention of Local Fashion Goods	0.030	0.235	0.814	Not Supported
H2: Perceived Value has a positive effect towards Youth Repurchase Intentions of Local Fashion Goods	0.263	2.240	0.026	Supported
H3: Brand Image have a positive effect towards Youth Repurchase Intentions of Local Fashion Goods	0.400	4.112	0.000	Supported

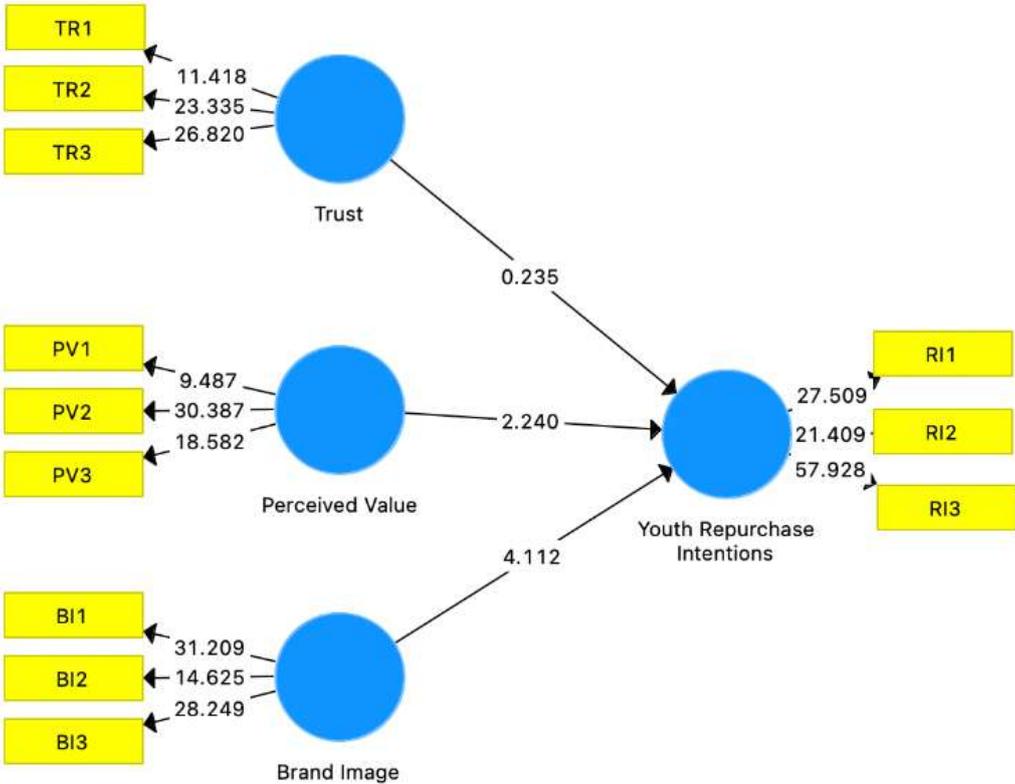**Source:** Data Collection (2021)

Figure 2. Bootstrapping Results

"Trust has a beneficial effect on Youth Repurchase Intention of Local Fashion Goods," says the first hypothesis. The Original Sample value is 0.030, the T – Statistic value is 0.235, which is lower than 1.96, and the P Value is 0.814, which is higher than 0.05, according to the SEM results. The conclusion that can be drawn from this data is that this hypothesis is unsatisfactory and untrue, and that there is no positive association between Youth Repurchase Intention and Trust in Local Fashion Brands. "Perceived Value has a favorable and significant effect on Youth Repurchase Intentions of Local Fashion Goods," according to the second hypothesis. The Original Sample is 0.263, with a T-Statistics value of 2.240 (>1.96) and a P Value of 0.026 (0.05) using the same data as the SEM result. As a result, the second hypothesis was found to be correct and accepted in this investigation. "Brand Image has a positive effect on Youth Repurchase Intentions of Local Fashion Goods," is the last hypothesis offered. The Original Value of this hypothesis is 0.400, the T-Statistics value is 4.112 (>1.96), and the P Value is 0.000 (0.05), as shown in Table 4.16. Based on the computed statistics, it can be seen that the third hypothesis is correct and can be adopted.

4.2.3. Discussion

The Trust had an insignificant effect on Youth Repurchase Intention since the first hypothesis was rejected. This study's findings are consistent with those of Mosunmola et al. (2019) and Armilawati et al. (2020), who found that trust had no effect on both repurchase and buy intentions.

Online transactions, which are currently the most common mode of transaction in this market, can have a minor impact on repurchase intentions. Consumers of e-commerce could not see, touch, or feel the products being sold except for what the seller opted to include, and they couldn't predict the seller's behavior or motives, resulting in uncertainty that consumers perceive as a danger (Lee et al., 2001). Trust can be transferred from a more well-known party to an affiliated party, according to Lee et al. (2018). In the context of e-commerce, the intermediary serves the institutional role of agent in the trust function on trust in sellers, according to Verhagen et al. (2006). . Online marketplace transactions require trust in two or more individual relationships between buyer and seller, while intermediaries are independent third-party organizations that provide institutional protection for consumers in online transactions involving an uncertain market environment by controlling and processing market exchanges (Datta et al., 2008). In practice, this means that the present method of obtaining local fashion goods requires faith in intermediaries, such as online marketplaces. This is in line with a study by Fitriana et al. (2020), which found that an individual's desire to repurchase is determined by their faith in intermediaries, since they believe the monies they send through the intermediary would be safe and insured. Fang et al. (2016) discovered that perceived value is a positive predictor of repurchase intention, implying

that an increase in perceived value can raise repurchase intention. As a result, based on data collected from young people in the Jakarta area, it can be stated that there is a link between perceived value and repurchase intention. According to the findings, Brand Image, which comprises the reputation of the brand, has a favorable impact on Repurchase Intention. The responses to the questions reveal that a firm with a good reputation and a good reputation for quality attracts clients who want to buy from them again. This finding is consistent with prior research by Apriyani (2013) and Wijaya et al. (2018), which found a favorable relationship between brand image and customer repurchase intent.

5. Conclusion

This study attempts to determine whether trust, perceived value, and brand image influence the youth of the Greater Jakarta Area's repurchase intention for local fashion products. The following conclusions can be drawn from the research that was undertaken to test and analyze the research hypothesis:

1. In the Jakarta Greater Area, trust was shown to be insignificant in terms of youth repurchase intentions for local fashion companies. It means that the youth of Jakarta's Greater Area will not repurchase from local fashion businesses based on trust.

2. Youth Repurchase Intention of local fashion brands in Jakarta Greater Area was positively influenced by perceived value. The young in the Greater Jakarta Area intend to repurchase from local fashion companies because of the products' and brands' perceived value, which includes their value for money, value for time and effort, and other added values.

3. In the Jakarta Greater Area, brand image has a beneficial impact on youth repurchase intentions for local fashion businesses. Customers' intention to repurchase things was drawn by a respectable firm known for their positive image, quality, and customer opinions of the company, according to the research.

Local fashion businesses should tailor their marketing strategies to appeal to the young of the Greater Jakarta Area market in order to enhance their repurchase rate in Indonesia. Each element could be used by practitioners in local fashion firms to tailor their marketing approach for the Greater Jakarta Area's youth audience. Perceived Value and Brand Image are the two influencing variables in this study: When it comes to client retention methods in the Greater Jakarta Area's

youth market, local brand owners and marketers should concentrate on these factors. The lowest indicator, on the other hand, should be of less concern, as the youth of the Greater Jakarta Area tend to absorb less influence from the reason.

Despite the fact that the author conducted this research with the best of intentions and abilities, there could have been changes that could have been done for future research in performing a study on youth repurchase intention in terms of local fashion products in the Greater Jakarta Area. These limitations include: a restricted sample size because the Greater Jakarta Area has such a huge and unknown population; and finally, the preferences of the youth in the Greater Jakarta Area can change over time.

Nonetheless, the study is not in vain because there is room for progress in the future in terms of young repurchase intentions for local fashion products. This research topic can be developed further by implementing various measures to improve the results, reduce the margin of error, and update the results to reflect the youth of the Greater Jakarta Area in terms of repurchase intentions of local fashion goods. Because this study may not cover all of the factors that influence repurchase intentions, more research could be done using various theories that can be supported, such as the Perceived Effectiveness of E-commerce Institutional Mechanisms (PEEIM) and the Trust variable for e-commerce intermediaries to create a more in-depth model than the one used in this study.

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