FAKTOR- FAKTOR YANG MEMPENGARUHI *REPURCHASE INTENTION* PENGGUNA PARACETAMOL DI JABODETABEK

FACTORS AFFECTING REPURCHASE INTENTION OF PARACETAMOL USERS IN JABODETABEK

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ABSTRACT
This study aims to investigate the relationship between brand heritage, brand trust, brand loyalty, repurchase intention, and brand strength in several paracetamol brands of PT. Oryza Medica Indonesia in the Greater Jakarta area, Indonesia. Data collection was carried out online with the population, namely users of the paracetamol brand PT. Oryza Medica Indonesia, of as many as 138 people. This type of quantitative research method uses SEM-Lisrel analysis. The results of the study show that brand heritage has a positive influence on brand trust. In addition, brand heritage also has a positive influence on brand strength. Furthermore, brand trust has a positive influence on repurchase intentions. However, brand trust does not have a positive effect on brand loyalty. Furthermore, brand trust has a positive influence on repurchase intentions. In addition, it was found that brand strength has a positive influence on brand loyalty. In the context of paracetamol users, this study emphasizes the importance of increasing consumer trust and loyalty to increase repurchase intention by providing insight into the importance of understanding and managing relationships in the context of brand investment by providing products and services that meet customer expectations to strengthen brand positions and maintain market share. strong market.

Keywords: *Brand Heritage, Brand Trust, Brand Loyalty, Repurchase Intention, Brand Strength*

ABSTRAK
Penelitian ini bertujuan untuk menginvestigasi hubungan antara *brand heritage*, *brand trust*, *brand loyalty*, *repurchase intention,* dan *brand strength* pada beberapa *brand* paracetamol PT. Oryza Medica Indonesia di wilayah Jabodetabek, Indonesia. Pengumpulan data dilakukan secara daring dengan populasi yakni pengguna *brand* paracetamol PT. Oryza Medica Indonesia sebanyak 138 orang. Jenis metode penelitian kuantitatif dengan analisis SEM Lisrel. Hasil penelitian menunjukkan bahwa *brand heritage* memiliki pengaruh positif terhadap *brand trust*. Selain itu, *brand heritage* juga mempengaruhi positif terhadap *brand strength*. Selanjutnya, *brand trust* memiliki pengaruh positif terhadap *repurchase intention*. Namun, *brand trust* tidak memiliki pengaruh positif terhadap *brand loyalty*. Selanjutnya, *brand trust* memiliki pengaruh positif terhadap *repurchase intention*. Selain itu, ditemukan bahwa *brand strength* memiliki pengaruh positif terhadap *brand loyalty*. Dalam konteks pengguna paracetamol, penelitian ini menekankan pentingnya meningkatkan kepercayaan dan kesetiaan konsumen untuk meningkatkan *repurchase intention*, dengan memberikan wawasan tentang pentingnya memahami dan mengelola hubungan dalam konteks investasi merek, dengan menyediakan produk dan layanan yang memenuhi harapan pelanggan, untuk memperkuat posisi merek dan mempertahankan pangsa pasar yang kuat.

Keywords: *Brand Heritage, Brand Trust, Brand Loyalty, Repurchase Intention, Brand Strength*

INTRODUCTION

Brand heritage is an essential aspect of brand identity as it serves as an information transmitter to customers about products, enabling them to evaluate and minimize concerns when making purchasing decisions (Zeren & Kara, 2021). According to Frizzo et al. (2018), heritage represents a unique value proposition of a brand, aimed at establishing and maintaining strong relationships with customers. Zeren & Kara (2021) argue that brand heritage can help a brand secure its future by leveraging the values built in the past and present. Brand heritage can positively influence customers' perception of a particular brand (Rose et al., 2016). Pécot et al. (2018) revealed that brand heritage can build trust among customers in a product or service, resulting in positive impacts for the company.

The study by Zeren & Kara (2021) found a positive relationship between brand heritage and customers' trust and purchase intentions. This effect is attributed to the positive interaction between the company and its customers (Lin et al., 2017). The alignment between a brand's promises and reality can strengthen customer trust in that brand (Dam, 2020). Furthermore, the existence of a brand itself plays a crucial role in creating customer purchase intentions (Zeren & Kara, 2021). Another predictor that influences repurchase intention is brand loyalty. Supporting this claim, previous research that organizations or companies must pay attention to each product or service they offer to create distinct value and

has shown a positive impact of brand loyalty on increasing repurchase intention (Ali, 2019). Rafiq et al. (2020) also found similar results, where customer loyalty to a particular brand motivates them to make repeat purchases and choose that brand as their preferred option.

Customer loyalty toward a brand can also be influenced by brand strength (Ray & Sharma, 2021). With strong brand strength, a brand can build customer trust and loyalty, enabling the brand to maintain market share and achieve long-term business growth (Sarantidou, 2017). Previous research by Wiedmann et al. (2011) highlighted the relationship between brand strength and brand heritage, indicating that a strong brand heritage with a long history and positive values passed down from generation to generation can create a strong brand image and foster customer trust.

Customer trust in a brand can lead them to focus on and choose that brand as their primary option when making purchases (Syah et al., 2022). Positive perceptions of a brand can lead to strong purchase intentions, and this can happen repeatedly without considering similar products from other brands (Syah & Olivia, 2022). This undoubtedly provides a positive impact on organizations or companies facing increasing competition (Syah et al., 2021). In line with these statements, Syah & Olivia (2022) emphasized

impressions in the hearts of their customers.

Speaking of trustworthy products most frequently consumed by Indonesian society, one of them is paracetamol. Based on its widespread use and easy availability, paracetamol has become the most commonly used medication in Indonesia to relieve pain or discomfort. People generally consider using paracetamol as a normal way to address mild symptoms like flu, cough, headache, and fever without needing to consult a hospital. Several reliable health websites such as alodokter.com, sehatq.com, and hellosehat.com, describe paracetamol as an effective agent for alleviating inflammation and pain caused by fever, menstrual pain, toothache, headache, flu symptoms, and more (Nareza, 2022; Sari, 2022; Katyusha, 2023). Therefore, paracetamol is sought after and frequently kept by Indonesian society as an emergency remedy when they experience pain. One article on sehatq.com titled "Best Paracetamol Brands Recommended for Treating Fever to Pain in Adults and Children" discusses 10 paracetamol brands available in Indonesia suitable for adults and children, including Panadol, Sanmol, Bodrex, Procold Flu, Sanaflu Forte, Anadex, Progesic, Termorex, Tempra, and Pamol (Pratiwi, 2023). Considering these reasons, the researcher aims to select paracetamol users as the respondents for this study.

Previous research has explored the relationship between brand heritage and brand trust (e.g., Zeren & Kara, 2021), brand trust and brand loyalty (e.g., Mim et al., 2022), and brand loyalty and repurchase intention (e.g., Rafiq et al., 2020). However, such research is limited in Indonesia, particularly with paracetamol users as the population. Building on the research framework of Zeren & Kara (2021), which emphasizes the mediating role of brand trust and brand loyalty in the relationship between brand heritage and purchase intention among users of a specific airline in Turkey, the author aims to update the research by using paracetamol users as respondents and including the direct impact of brand trust on repurchase intention.

Brand trust has been proven to influence repurchase intention (Arachchi et al., 2022). Therefore, the researcher adds a relationship between these two variables in this study. Based on these explanations, the objectives of this research are to (1) confirm the influence of brand heritage on brand strength, (2) examine the impact of brand heritage on brand trust, (3) analyze the influence of brand trust on brand loyalty, (4) investigate the influence of brand trust on repurchase intention, (5) explore the influence of brand loyalty on repurchase intention, (6) assess the impact of brand strength on brand loyalty, and (7) demonstrate the appropriateness of the relationships among these five variables when applied to millennial paracetamol users in Indonesia, particularly in the Jabodetabek area.

Brand Heritage (BH)

Blombäck & Brunninge (2013) explained that brand heritage is a concept that shows how history is an integral part of the dimensions used to manage the brand identity and value proposition of a particular brand. Meanwhile, Zeren & Kara (2021) defined brand heritage as a part of brand identity related to a brand's track record and history. Further, Zeren

& Kara (2021) explained that the track record refers to evidence of a brand's long-term existence and its success in satisfying its customers. Brand history, on the other hand, represents the valuable story about a brand that customers hold, and it serves to strengthen their perception of the brand's authenticity (Morhart et al., 2013). Brand heritage can also be seen as an extrinsic cue developed by marketing strategies to provide valuable information about the brand to its customers (Urde et al., 2007). Blombäck & Brunninge (2013) revealed several elements that contribute to defining brand heritage, such as brand longevity, track record, core values, the use of symbols, and brand history, which are all essential for an organization. Another viewpoint suggests that brand heritage is formed based on customers' perceptions of the information they receive from the company behind the brand (Zeren & Kara, 2021).

Brand Trust (BT)

Brand trust can be defined as customers' willingness to rely on a particular brand to deliver on its promises (Chaudhuri & Holbrook, 2001). It is a critical aspect of the customer-company relationship, referring to the positive beliefs customers have about products or services obtained from a brand (Lien et al., 2015). Brand trust can motivate customers to show trust and a desire to maintain a long-term relationship with a specific brand (Lin et al., 2017). Further, Rather (2018) described brand trust as the level of trust customers have in the integrity and reliability of an exchange partner, as perceived through the relational quality of a brand. Chaudhuri

& Holbrook (2001) stated that brand trust is an essential factor in customer interactions and business relationships, and it reflects the extent to which customers believe in a brand's ability to deliver on its functions and promises. Consistent with these statements, Dam (2020) concluded that brand trust is customers' belief in the quality and reliability of products provided by a specific brand.

Brand Loyalty (BL)

Brand loyalty can be defined as a strong commitment of customers to repeatedly purchase a favored brand (Oliver, 1999). Similarly, Chaudhuri & Holbrook (2001) explained brand loyalty as customers' belief in using the same brand in the future, irrespective of situational factors. Brand loyalty can also be depicted as customers' favorable attitudes and commitments to a brand based on their satisfaction, leading to repeated purchases (Ballantyne et al., 2006; Erciş et al., 2012). Based on several previous statements, Adhikari & Panda (2019) summarized that brand loyalty is a consequence of the purchase relationship resulting from a positive connection between customers and a specific brand. Kwon et al. (2020) also explained that brand loyalty is based on customers' trust and perceptions, manifested in their attitudes, such as repeat purchases and the repeated use of products from the same brand. Brand loyalty is a part of customer behavior encompassing various positive aspects of customer loyalty to using a specific brand (Le, 2021).

Brand Strength (BS)

Brand strength is defined as a brand's ability to maintain and enhance customer preferences, loyalty, trust, and a positive image in the market (Wiedmann et al., 2011). Wiedmann et al. (2011) further explained that brand strength reflects a brand's competitiveness in the market and can be a key factor in achieving competitive advantage and better business performance. Ray & Sharma (2021) defined brand strength as a brand's ability to maintain and enhance its reputation in the market through differentiation, credibility, and a strong brand image. The function of brand strength is to influence consumers' perceptions of the brand and create greater brand value (Ray & Sharma, 2021). In a previous study, Wiedmann et al. (2011) measured brand strength through three dimensions: cognitive brand strength, affective brand strength, and intentional brand strength. According to Casidy & Wymer (2015), brand strength has three dimensions that can influence customer word of mouth (WOM): Brand Familiarity, Brand Remarkability, and Brand Attitude. Sarantidou (2017) suggested that strengthening brand strength can be a vital strategy for sustaining a brand and business in a competitive market.

Repurchase Intention (RI)

Repurchase intention is an individual's choice to continue purchasing from the same organization (Ariffin et al., 2016). The reason why consumers prefer to buy from the same supplier and brand is the positive experience they had with the supplier and brand in the past (Rafiq et al., 2020). Individuals consider their needs and evaluate a service when making decisions about repurchasing a product from the same business (Cheng et al., 2016). Customer satisfaction after purchasing a product can lead them to make repeat purchases (Hidayatia et al., 2021). Repurchase intention indicates the buyer's desire to buy products from the same business over an extended period (Bıçakcıoğlu et al., 2018). In several recent studies, repurchase intention has been used as a basis for predicting potential consumer purchasing behavior (Arani & Shafiizadeh, 2019).

Brand Heritage (BH) dan Brand Trust (BT)

Zeren & Kara (2021) stated that brand heritage can influence customers' perceptions of a brand both cognitively and emotionally, whereas brand heritage contributes to influencing brand trust among airline customers in Turkey. Previously, Pécot et al. (2018) explained that the cognitive outcomes of brand heritage generally manifest in customers' trust in a service provider or product. Consistency maintained by a brand over time has a positive impact on customers' trust levels, as customers can directly see and feel the results of the brand's performance in meeting their expectations and needs (Zeren & Kara, 2021). When a brand consistently pays attention to and fulfills customers' needs and expectations, customers' trust in the brand automatically increases (Fournier, 1998). Melewar et al. (2017) explained that brand heritage is part of a company's identity assumed as a sender of information about the company's offerings and also contributes to increasing customers' trust, loyalty, and

commitment. In other words, trust, loyalty, and commitment are outcomes of brand heritage (Zeren & Kara, 2021). Based on these explanations, the hypothesis we propose is:

H1: Brand heritage (BH) has a positive effect on brand trust (BT).

Brand Trust (BT) dan Brand Loyalty (BL)

The level of brand trust is proven to have a significant influence on increasing customer brand loyalty (Zeren & Kara, 2021). Consistent with previous findings, Chen & Lee (2021) explained that there is a connection between the level of trust and customer loyalty to a product or service. When someone has trust in a destination, they tend to automatically choose to travel to that destination without considering other destinations. Mim et al. (2022) also found that brand trust can increase brand loyalty in online shopping users. Customers' trust in a brand can trigger positive attitudes and the desire to make repeated purchases, ultimately enhancing customer loyalty (Chen et al., 2022). The study's results also prove that brand trust can increase brand loyalty in a fashion brand in China (Chen et al., 2022). Based on these explanations, the hypothesis we build is:

H2: Brand trust (BT) has a positive effect on brand loyalty (BL).

Brand Loyalty (BL) dan Repurchase Intention (RI)

According to Büyükdağ (2021), there are two types of brand loyalty: attitudinal loyalty and behavioral loyalty to a brand, where behavioral loyalty refers to individuals' actions of making repeated purchases from a specific brand, such as

repeat purchasing and recommending intentions voluntarily. Chinomona & Maziriri (2017) observed the essential aspects of brand loyalty and repurchase intention, where brand loyalty is linked to repurchase intention. (Rafiq et al., 2020) found that brand loyalty has a significant impact on repurchase intention. This can increase customer retention and strengthen a brand's position in the market; therefore, building customer loyalty is the key to success in long-term marketing strategies (Ali, 2019; Rafiq et al., 2020). Based on these explanations, the hypothesis we propose is:

H3: Brand loyalty (BL) has a positive effect on repurchase intention (RI).

Brand Trust (BT) dan Repurchase Intention (RI)

Trust can be a crucial factor in determining repurchase intention in the context of customer experience; therefore, building customer trust in a specific brand or product can help increase customer retention and strengthen the brand's position in the market (Verhoef et al., 2009; Wijayajaya et al., 2018), as many experts believe that repurchase intention depends on customer experiences, which include both cognitive and emotional components, with a specific service provider in the future. According to experts, brand trust is an antecedent of repurchase intention (Gibreel et al., 2017; Papista et al., 2017). Hung et al. (2012) found a positive correlation between trust and repurchase. Saleem et al. (2017); Anaya-Sánchez et al. (2020); Hidayatia et al. (2021); Tian et al. (2022) also found a beneficial relationship between brand trust and repurchase

intention. Based on these explanations, the hypothesis we propose is:

H4: Brand trust (BT) has a positive effect on repurchase intention (RI).

Brand Heritage (BH) dan Brand Strength (BS)

Wiedmann et al. (2011) revealed that brand heritage plays a role in brand strength, where brand heritage shapes customers' perceptions and attitudes towards a brand, thus influencing the brand's overall strength and performance in the market. The results of Wiedmann et al. (2011) study demonstrated a positive effect of brand heritage on brand strength. Based on these explanations, the hypothesis we propose is:

H5: Brand heritage (BH) has a positive effect on brand strength (BS).

Brand Strength (BS) dan Brand Loyalty (BL)

Casidy & Wymer (2015) explained that brand strength can enhance consumers'

perceptions of a brand's quality, thereby increasing their satisfaction with the product or service and ultimately strengthening brand loyalty. In their research, they also found a positive relationship between brand strength and brand loyalty. Another viewpoint suggests that brand strength plays a role in creating consumers' trust and loyalty to a brand, thus helping the brand maintain market share and achieve long-term business growth (Ray & Sharma, 2021). The results of studies by Sarantidou (2017); Ray & Sharma (2020); Ray & Sharma (2021) support previous research that reveals the impact of brand strength on brand loyalty. Based on these explanations, the hypothesis we propose is:

H6: Brand strength (BS) has a positive effect on brand loyalty (BL

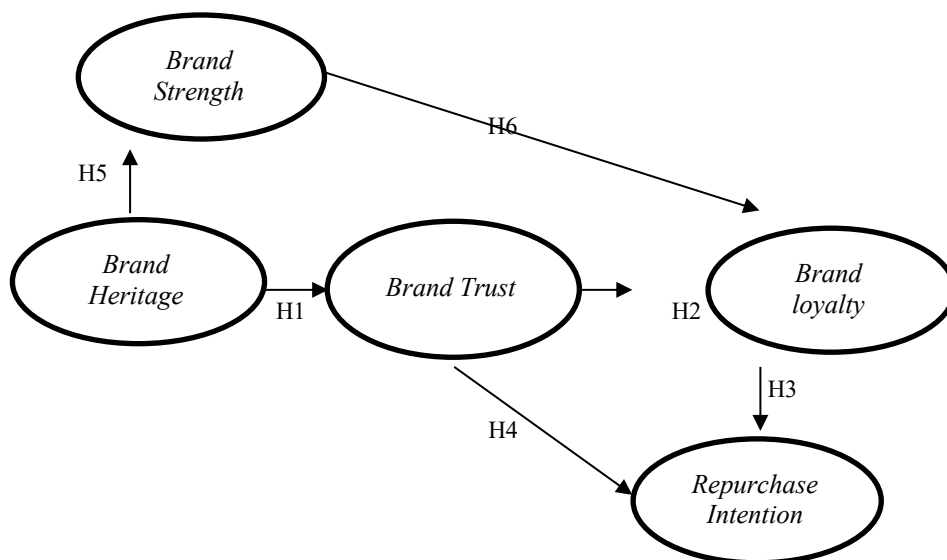Based on the development of the hypotheses above, the research model is as follows:

Figure 1. Research Model

METHODOLOGY

Data collection was carried out using a survey method by distributing online questionnaires, and measurements were done using a Likert scale ranging from 1 to 5 (1 = strongly disagree and 5 = strongly agree). This study adopted the theory by Zeren & Kara (2021) to measure the variables of brand heritage (BH) with 7 statements, brand trust (BT) with 3 statements, and brand loyalty (BL) with 3 statements. Furthermore, for the variable of repurchase intention (RI), the theory by Rafiq et al. (2020) was adopted with 3 statements, and for the variable of brand strength (BS), the theory by Wiedmann et al. (2011) was adopted with three dimensions, namely cognitive with 3 statements, affective with 3 statements, and intentional with 4 statements. Therefore, the total number of statements in the overall questionnaire is 26, which can be seen in Appendices 2 and 3.

This study focuses on the brand paracetamol distributed by PT. Oryza Medica Indonesia, a pharmaceutical company operating in Indonesia. The company was established to develop, manufacture, and distribute high-quality pharmaceutical products. Some brands of paracetamol are distributed by PT. Oryza Medica Indonesia includes Panadol, Sanmol, Biogesic, Sumagesic, Pamol, and Progesic. The population in this study consists of individuals who use some of these paracetamol brands distributed by PT. Oryza Medica Indonesia, such as Panadol, Sanmol, and Biogesic, in the Jabodetabek region.

The sampling technique used in this study is purposive sampling with the criteria that the sample includes millennials who have been using paracetamol for a minimum of 1 year and reside in the Jabodetabek region. The age range for millennials is based on the theory by Cain et al. (2022), which includes individuals born between 1984 and 1998 or aged between 25 and 39 years. The individuals purchase the medication from pharmacies, hospitals, convenience stores, and online shops. The study is planned to be conducted in June 2023.

To ensure the reliability of each statement used in the questionnaire, we used SPSS to determine the significance level and the relationships between each variable. The validity test involved using confirmatory factor analysis by looking at the value of the Kaiser-Msyer-Olkin measure of sampling (KMO) and measures of sampling adequacy (MSA). The accepted KMO value is above the minimum threshold of 0.5, and the MSA value in the anti-image correlation must be ≥0.5 (Nguyen et al., 2016). Meanwhile, in the reliability test, the alpha cronbach value should be >0.5 to be considered reliable (Nguyen et al., 2016). All statements used to measure the validity and reliability of variables in this study were deemed valid. Therefore, the total number of statements used in this study is 26. Next, the author used the structural equation model (SEM) analysis method to test the proposed hypotheses. The number of respondents is calculated by multiplying the number of questionnaires by 5 (Hair et al., 2018). Since there are 26 questionnaire statements, the minimum number of

samples taken in this study would be (26x5) 130 respondents.

RESULTS

From the online questionnaire distributed via Google Form, a total of 138 respondents were obtained, which met the predetermined criteria. There were 58% male respondents and 42% female respondents. Furthermore, based on the brand of paracetamol used, the majority of respondents, 53%, preferred to consume Panadol, while 29% chose Sanmol, and 18% chose Biogesic. Moreover, based on the place of purchase, the majority of respondents, 57%, bought the product at Warung/Toko Klenteng.

The results of construct validity testing in this study showed that all indicators for each variable were acceptable and valid as they had loading factor values above 0.50. Furthermore, the results of reliability testing construct reliability values above the minimum threshold of 0.50 and variance extracted values above 0.50 (Hair et al., 2018). The construct reliability values were as follows: brand heritage (BH) 0.88, brand trust (BT) 0.87, brand loyalty (BL) 0.83, repurchase intention (RI) 0.85, and brand strength (BS) 0.81. The variance extracted values were as follows: brand heritage (BH) 0.51, brand trust (BT) 0.69, brand loyalty (BL) 0.63, repurchase intention (RI) 0.65, and brand strength (BS) 0.58.

Next, the structural equation analysis was conducted by examining the R2 values in each equation, and the results are as follows: first, the brand trust (BT) variable is influenced by brand heritage (BH) with an R2 value of 0.73. This means that 73% of the variation in brand trust (BT) can be explained by brand heritage (BH), while the remaining 27% is influenced by other variables not included in this study. Second, the brand loyalty (BL) variable is influenced by brand trust (BT) and brand strength (BS) with an R2 value of 0.98. This means that 98% of the variation in brand loyalty (BL) can be explained by brand trust (BT) and brand strength (BS), while the remaining 2% is influenced by other variables not included in this study. Third, the repurchase intention (RI) variable is influenced by brand trust (BT) and brand loyalty (BL) with an R2 value of 0.87. This means that 87% of the variation in repurchase intention (RI) can be explained by brand trust (BT) and brand loyalty (BL), while the remaining 13% is influenced by other variables not included in this study. Fourth, the brand strength (BS) variable is influenced by brand heritage (BH) with an R^2 value of 0.21. This means that 21% of the variation in brand strength (BS) can be explained by brand heritage (BH), while the remaining 79% is influenced by other variables not included in this study.

Regarding the model fit test, the analysis results showed that there were still some items with a good fit level for Chi Square, ECVI, AIC, CAIC, critical N, and Fit Index. Based on these results, it can be observed that there is an overall fit among the research model, although some of them have a marginal fit level for RMSEA and Goodness of fit. The following diagram illustrates the research results in T-Value and The results of hypothesis testing obtained in

this research model can be explained in Table 1. The hypothesis testing is as follows:
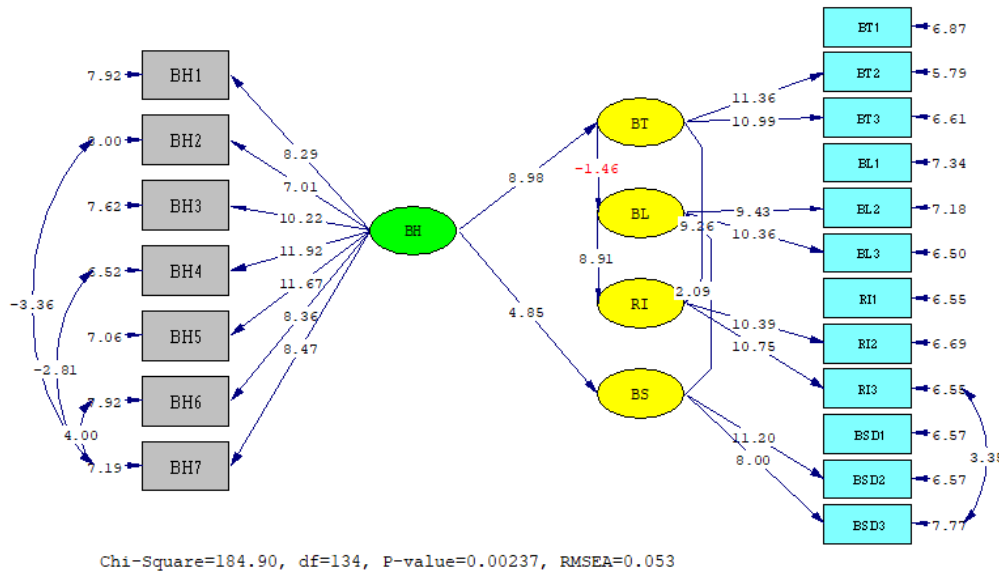
Note: Brand Heritage (BH), Brand Trust (BT), Brand Loyalty (BL), Repurchase Intention (RI), and Brand Strength (BS)
Figure 2. Path Diagram T-Value

Table 1. Hypothesis Testing

Hypothesis	Hypothesis Statements	T-Value Score	Explanation
H_1	Brand heritage (BH) has a positive effect on brand trust (BT).	8,98	Supported data
H_2	Brand trust (BT) has a positive effect on brand loyalty (BL).	-1,46	Unsupported data
H_3	Brand loyalty (BL) has a positive effect on repurchase intention (RI).	8,91	Supported data
H_4	Brand trust (BT) has a positive effect on repurchase intention (RI).	2,09	Supported data
H_5	Brand heritage (BH) has a positive effect on brand strength (BS).	4,85	Supported data
H_6	Brand strength (BS) has a positive effect on brand loyalty (BL).	9,26	Supported data

Source: SEM Lisrel data processing results.

Based on the table above, there is one hypothesis that has a T-Value below 1.96, or it can be said that the hypothesis is not accepted. Further results regarding SEM data analysis in this study.

DISCUSSION

The first result proves that brand heritage (BH) has a positive effect on brand trust (BT). This result supports the theory of Zeren & Kara (2021)regarding the role of brand heritage in influencing customers' perceptions of a brand both cognitively and emotionally, where brand heritage contributes to influencing brand trust among customers. In this case, respondents have the perception that the Panadol/Sanmol/Biogesic brand has a strong historical value, which makes them trust that the brand can guarantee their satisfaction. This aligns with Zeren & Kara (2021) assertion that the consistency maintained by a brand over time has a positive impact on customers' level of trust because customers can directly see and experience the results of the brand's performance in meeting their expectations and needs. In other words, trust, loyalty, and commitment are the results of brand heritage (Zeren & Kara, 2021).

Secondly, brand trust (BT) does not have a positive effect on brand loyalty (BL), contrary to the findings of Chen & Lee (2021) who explained the connection between the level of trust and customer loyalty to a product or service, where when someone already has trust in a destination, they tend to automatically choose to travel to that destination without considering other destinations. In this study, respondents believe that the Panadol/Sanmol/Biogesic brand can guarantee their satisfaction. However, the satisfaction experienced by respondents does not become a determining factor in their loyalty to the product. This finding indicates that other factors may be more dominant in influencing the level of brand loyalty. These factors may include psychological factors, personal preferences, price, promotions, product quality, and

previous experiences. Brand loyalty not only depends on trust and satisfaction alone but is also influenced by various complex factors. Further research is needed to understand which factors are more dominant in influencing brand loyalty and how these factors interact with brand trust and consumer satisfaction. This research can provide deeper insights into how to enhance brand loyalty in the context of Panadol/Sanmol/Biogesic products or other brands.

Thirdly, brand loyalty (BL) has a positive effect on repurchase intention (RI). This supports the theory of Chinomona & Maziriri (2017) that brand loyalty is linked to repurchase intention. In this study, respondents who are loyal to using Panadol/Sanmol/Biogesic have a strong intention to continue buying and using the product in the future. This aligns with the findings of Rafiq et al. (2020) that brand loyalty has a significant effect on repurchase intention.

Fourthly, brand trust (BT) has a positive effect on repurchase intention (RI). In this study, respondents believe that the Panadol/Sanmol/Biogesic brand can guarantee their satisfaction, thus building a strong desire to continue buying and using the product in the future. This study proves the opinions of Verhoef et al. (2009); Wijayajaya et al. (2018) that trust can be an important factor in determining repurchase intention in the context of customer experience, thus building customer retention and strengthening the brand's position in the market.

Fifthly, brand heritage (BH) has a positive effect on brand strength (BS). In this study, respondents perceive that the Panadol/Sanmol/Biogesic brand has a strong historical value, creating a positive perception of excellent quality, suitability for various people, and

effectiveness in relieving pain. Therefore, most respondents feel very satisfied using the product. This aligns with the findings of Wiedmann et al. (2011) which revealed the role of brand heritage in brand strength, where brand heritage shapes customers' perceptions and attitudes toward a brand, thus influencing the overall strength and performance of the brand in the market.

Lastly, this study successfully proves that brand strength (BS) has a positive effect on brand loyalty (BL). This supports the theory of Casidy & Wymer (2015) that brand strength can improve consumers' perceptions of the quality of a brand, leading to increased satisfaction with the product or service, and ultimately strengthening brand loyalty. A positive perception of excellent quality in the Panadol/Sanmol/Biogesic brand builds loyalty to continuously use the brand. This statement supports the theory of Ray & Sharma, (2021) that brand strength plays a role in creating consumer trust and loyalty to the brand, thereby helping the brand maintain market share and drive long-term business growth.

CONCLUSION

Based on the results of this study, it can be concluded that brand heritage (BH) influences brand trust (BT). Additionally, brand heritage (BH) also affects brand strength (BS). Furthermore, brand trust (BT) influences repurchase intention (RI). However, brand trust (BT) does not influence brand loyalty (BL). Moreover, brand strength (BS) influences brand loyalty (BL).

The authors acknowledge that several limitations in this study that could be addressed in future research. Firstly, the results of this study may be limited to specific respondent samples, so generalizing the findings should be done with caution. Secondly, this study is correlational, so it cannot establish a definite cause-effect relationship between the variables being studied. For future research, it is recommended to expand the scope of respondent samples. By doing so, the generalization of the research findings can be done with more confidence. Additionally, it is suggested to use an experimental research design that allows the evaluation of cause-effect relationships between the studied variables. Using this design, it can be better ensured that changes in the independent variables directly influence the dependent variables. Furthermore, future research can also employ a longitudinal research design involving data collection from respondents over a longer period. By tracking variable changes over time, it can provide a deeper understanding of the relationships between the studied variables and long-term changes.

Lastly, future research is also advised to consider the context and situational factors that may influence the relationships between the studied variables. For instance, economic, political, or cultural factors can be relevant variables in the analysis to understand the broader context of research findings. By incorporating these suggestions in future research, it is hoped that our understanding of the relationships between the studied variables can be enhanced and the limitations of previous research can be addressed.

As for the managerial implications derived from this study, they are as follows. Firstly, companies need to recognize the important role of brand heritage in building brand trust. Maintaining product quality and consistency over time can help build customer trust in the brand. Branding strategies that emphasize history and

proven product quality can aid in building customer trust and enhancing brand loyalty. Secondly, companies still need to pay attention to other factors that can influence customer loyalty. Factors such as product quality, competitive pricing, satisfying customer experiences, and effective promotions can play a crucial role in retaining customer loyalty and driving repurchase intention. Thirdly, in developing marketing strategies, companies need to strengthen brand strength. A strong brand strength, which includes consumers' perceptions of good product quality, can boost customer loyalty. Strengthening brand image, improving perceived quality, and providing positive customer experiences can help reinforce brand strength and build long-term customer loyalty. Finally, the importance of understanding that factors such as brand heritage, brand trust, brand strength, and brand loyalty are interrelated and mutually influential should be recognized. Developing holistic strategies that integrate these elements can help build and reinforce brand positions in the market. Therefore, companies can take appropriate strategic steps in building trust, loyalty, and brand strength in the market, which, in turn, can contribute to long-term business growth and success.

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