

# The role of mobile shopping in customer brand identification to increase repurchase intention

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## Abstract

This study aims to analyze the influence of mobile shopping, brand experience, and shopping enjoyment on customer brand identification and repurchase intention in local fashion brands. It is proposed to address a gap where prior research overlooks these factors' interplay for Indonesian brands, focusing instead on international contexts or price/promotions. A total of 312 respondents from Batam City participated in this study. Quantitative and associative approach design is applied in this study, in order to measure the quantity of data with relevant statistical procedures, especially with the SEM-PLS. The results of the study indicate that the use of mobile shopping is not significant to boost customer brand identification. On the contrary, positive consumer experience with the brand and shopping pleasure have been shown to influence customer brand identification. Strong brand identification significantly increases repurchase intention. This research is expected to provide a new contribution to the literature on consumer behavior in the fashion industry, particularly in the context of mobile shopping. This research provides practical guidance for marketers and local fashion brands in designing effective marketing strategies, especially in improving a pleasant shopping experience, creating a positive brand experience, and utilizing the mobile shopping potential to increase purchasing interest.

**Keywords:** *Mobile shopping, brand experience, shopping enjoyment, customer brand identification, repurchase intention*

## Introduction

The online shopping phenomenon has grown rapidly in recent years, especially with the emergence of mobile shopping applications that make it easier for consumers to shop anytime and anywhere. The number of e-commerce users in Indonesia has continued to increase since 2020, where in 2023, the number of e-commerce users reached 58.63 million users. It is followed by the rapid growth of local fashion brands turning to e-commerce platforms and mobile shopping applications to reach a wider audience (Huang, 2024; Agnihotri et al., 2023; Styvani et al., 2024). This is supported by data from Kompas Market Insight that the sales value for the fashion brand increased throughout 2024, reaching IDR 12.6 trillion in the first quarter, and jumping drastically to IDR 17.4 trillion at the end of the year (fourth quarter), as a result of an increase of 13.8% in the second quarter and 13.0% in the third quarter (Tempo.co, 2025).

With the increasing internet penetration and smartphone usage in Indonesia, mobile shopping has become a primary channel for fashion shopping, especially among younger consumers who are more digitally connected. However, despite the increasing popularity of mobile shopping apps, there are challenges in influencing consumer purchasing decisions. One factor that is believed to be important is brand experience, which refers to consumers'

perceptions and feelings towards a brand based on their interactions with the products and services offered. Research shows that positive brand experience can enhance consumers and influence purchasing decisions (Putra et al., 2025; Khan et al., 2020; Febrian et al., 2021). Therefore, it is important to explore how brand experience in the context of mobile shopping can influence purchase intention of brand fashion.

In addition, shopping enjoyment or pleasure in shopping is also believed to have a significant impact on consumer purchasing decisions. Previous studies have shown that a pleasant shopping experience can strengthen consumers' decisions to purchase products, especially on e-commerce platforms (Osmani, 2022; Yasri et al., 2020; Mondal & Chakrabarti, 2021; Fernandes & Barfknecht, 2020). In the context of brand fashion, shopping enjoyment can be created through attractive application design, ease of navigation, and a pleasant and satisfying shopping experience. However, lack of research examining how these three factors (mobile shopping, brand experience, and shopping enjoyment) interact and influence purchasing interest in the fashion industry through the mediator role of Customer Brand Identification (CBI). In this context, CBI serves as a mediator because it channels the influence of mobile shopping, brand experience, and shopping enjoyment onto repurchase intention – first building consumers' emotional connection to the brand, which then drives their decision to buy again.

One of the gaps in current research is lack of study examining the influence of mobile shopping, brand experience, and shopping enjoyment on purchasing interest in Indonesian brands. The majority of existing studies focus on international brands or other aspects such as price and promotion (Tresna et al., 2021; X. Zhang et al., 2024; Kim et al., 2020; Ho & Chung, 2020; Halat, 2023). This oversight is critical amid Indonesia's e-commerce surge, with mobile shopping accounting for 70% of transactions in 2025, yet local brands lag in digital engagement (Craftberry.co, 2025). Therefore, this study serves to fill this gap by focusing on fashion brands, which have unique challenges and characteristics in attracting consumer interest.

Moreover, prior research rarely examines CBI in this mediating role within e-commerce or fashion contexts. Most studies treat CBI as a direct predictor of loyalty, an outcome of experiences, or a moderator strengthening other relationships, rather than the mechanism linking digital shopping factors to repeat purchases. For example, earlier works often position CBI as an independent variable predicting purchase intentions directly, or as the final dependent variable receiving effects from brand interactions (Aziz & Ahmed, 2023; Zain & Marsasi, 2023).

The novelty of this study lies in the effort to explore and measure the influence of mobile shopping, brand experience, and shopping enjoyment on customer brand identification as well as consumer purchasing interest in brand fashion, specifically in Batam City. Hence, a deeper explanation of the mobile shopping variable is crucial due to the increasing use of digital platforms in the brand fashion purchasing process. Mainly, it is found among urban consumers who tend to rely on ease and speed of access via mobile devices. Then, the identity of Batam City as one of a free trade zone city with high smartphone penetration and rapid digitalisation. Moreover, its tech-savvy urban consumers also exemplify adaptive mobile behaviours. By modelling interactions among these factors and extending to repurchase intentions, the research addresses a pressing need. This study also serves to identify how interactions are formed between brand experience, shopping pleasure, and

mobile shopping habits can influence repurchase intentions of brand fashion products. This creation is relevant because in the context of the rapidly growing brand fashion industry in Indonesia, especially in urban areas such as Batam, which is haven't been studied previously. In this context, in-depth understanding of the factors driving purchasing decisions is needed to help local business actors compete with international brands (Mondal & Chakrabarti, 2021; Tresna et al., 2021).

Thus, this study is expected to provide new contributions to the literature on consumer behavior in the brand fashion industry, especially in the context of mobile shopping. This study is also expected to provide practical guidance for brand fashion marketers and brands in designing effective marketing strategies. For example, in enhancing pleasant shopping experiences, creating positive brand experiences, and utilizing the potential of mobile shopping to increase purchase intention (Febrian et al., 2021; Fernandes & Barfknecht, 2020; Halat, 2023; X. Zhang et al., 2024).

## **Methods**

In this study, the author uses a quantitative research method. As explained by (Sugiyono, 2023) this method is based on the philosophy of positivism and functions to analyze a certain population or sample through random sampling. Data collected using research instruments are then analyzed statistically to reveal the causal relationship between research variables. This study uses an explanatory associative approach as it is designed to understand the influence-effect between two or more variables. According to Sahir (2022), associative research is a type of research which functions in explaining certain phenomena or symptoms through analysis of the inter-variable relationships.

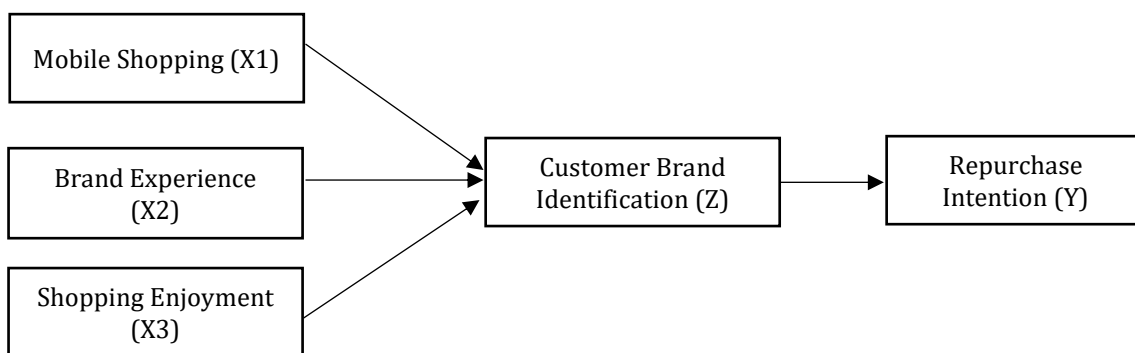
The author applies a survey method using a questionnaire as the main instrument. In this study, the questionnaire will be distributed through a digital platform, namely Google Form (GF). The main objective of this study is to explore the effect of mobile shopping, brand experience, and shopping enjoyment (independent variables) on repurchase intentions (dependent variables). In this context, the Theory of Planned Behavior (TPB) posits repurchase intention, which stems from three major antecedents, namely attitude, subjective norms, and perceived behavioural control.

The population raised in this study is consumers who have used mobile shopping services from certain fashion brands. This target was chosen to ensure the relevance of the data to the research objectives. In this study, the researcher used the purposive sampling approach, which is a sampling technique based on certain characteristics that are closely related to the population being studied (Pujiati, 2024). This approach was chosen because there are specific criteria that must be met by respondents, so that not just any individual can be used as a sample.

The criteria for respondents in this study are: (a) over 17 years old; and (b) have used mobile shopping. Based on these criteria, the number of samples selected will be determined using the same sample size as the research needs. This study includes three independent variables, namely Mobile Shopping (X1), Brand Experience (X2), and Shopping Enjoyment (X3), each of which affects the dependent variable, namely Repurchase Intention (Y). In addition, there is a mediating variable, namely Customer Brand Identification (Z). In this context, mediator variable can be defined as a type of variable serving as an intermediary in the causal chain between independent-dependent variables. In this context,

customer brand identification, or refers as a mediator between mobile shopping, brand experience, and shopping enjoyment, in constructing repurchase intention.

Operationally, mobile shopping refers to the use of smartphones/apps to browse, select, and purchase fashion products; brand experience reflects consumers' subjective internal and behavioural responses from fashion brand interactions across sensory (visual design), affective (emotional excitement), behavioural (app navigation), and intellectual (brand curiosity) dimensions during mobile shopping; shopping enjoyment represents the hedonic pleasure and fun derived from the fashion shopping process via mobile apps; customer brand identification as the degree to which Batam consumers perceive active overlap between their self-concept and the local fashion brand's image; and repurchase intention reflects consumers' commitment to buy fashion products from the same brand again in future, implementing planned loyalty behaviour post-mobile experience.



**Figure 1. Research Framework**

Each variable has certain indicators that are used to measure the dimensions of the variable. These indicators will then be used as the basis for compiling a list of questions or statements presented in the questionnaire.

Based on Table 2, it can be seen that the majority of participants in this study were in the age range of 26–35 years old, with a total of 176 individuals or 56.4% of the sample. This is followed by respondents aged 36–45 years old at 22.8%, while those aged 18–25 years old comprised 19.6%. The smallest proportion, only 0.9%, consisted of individuals aged over 45 years. In terms of gender distribution, the respondents were relatively balanced, although females slightly outnumbered males. Specifically, 175 respondents (56.1%) were female, while 137 respondents (43.9%) were male. This indicates a slightly higher participation or interest among female consumers, which may influence certain consumer behavior trends or brand preferences.

Regarding educational status, most respondents had attained a bachelor's degree, accounting for 68.3% of the total sample (213 individuals). This was followed by those with a high school education (21.2%) and postgraduate qualifications (10.6%). The high percentage of bachelor's degree holders suggests that the majority of respondents are relatively well-educated, which may influence their decision-making processes. The respondents' occupations were also diverse, with nearly half (48.7%) identified as employees in private companies. Government employees made up 20.5% of the sample, followed by students (14.7%), entrepreneurs (9.9%), and housewives (6.1%). The

dominance of working professionals indicates that most respondents have stable income sources and are active in the labor market, which could contribute to their purchasing power and brand-related decisions.

**Table 1. Research Variable Operationalization**

Variable	Question
Shopping Enjoyment (Sproles and Kendall, 1986)	Shopping is one of my favourite activities Shopping is a way I like to spend leisure time
Brand Experience (Şahin, Zehir and Kitapçı, 2011)	This brand makes a strong impression on my visual sense or other senses I find this brand interesting in a sensory way This brand does not appeal to my senses This brand induces feelings and sentiments I do not have strong emotions for this brand This brand is an emotional brand I engage in physical actions and behaviors when I use this brand This brand results in bodily experiences This brand is not action oriented I engage in a lot of thinking when I encounter this brand This brand does not make me think This brand stimulates my curiosity and problem solving
Mobile Shopping (Camoiras-Rodriguez and Varela, 2020)	Intend to use mobile devices to carry out shopping operations in the future I will use mobile devices to shop products/service I plan to use mobile devices to shop in the future
Shopping Enjoyment (Clothes) (Camoiras-Rodriguez and Varela, 2020)	I enjoy shopping for clothes Shopping for clothes puts me in a good mood I enjoy spending time browsing for clothes I do not like to spend much time shopping for clothes (R)
Customer Brand Identification (CBI) (Stokburger-Sauer et al., 2012; Rather, 2017)	I like to tell that I am a customer of Mobile Shopping When I talk about Mobile Shopping I usually say we rather than they I strongly identify with Mobile Shopping life
Repurchase Intention (Şahin, Zehir and Kitapçı, 2011)	This brand is my first choice I will continue to be a loyal customer of this brand The next time I will go to this brand If I got any product for free I would choose my product My repurchase intention for this brand dont effect by the promotions of competitors brands

**Table 2. Demographic Questionnaire**

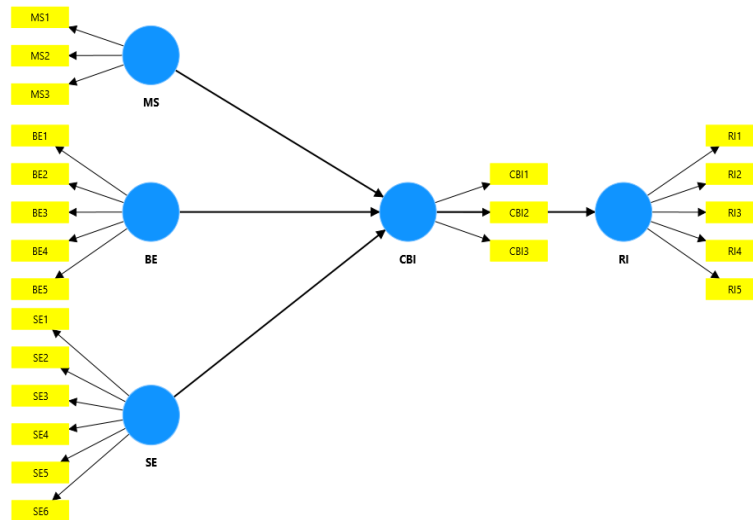
Variable	Criteria	Category	Frequency
Age	18-25 years old	62	19.6%
	26-35 years old	176	56.4%
	36-45 years old	71	22.8%
	>45 years old	3	0.9%
Gender	Male	137	43.9%
	Female	175	56.1%
Educational Status	High School	66	21.2%
	Bachelor Degree	213	68.3%
	Postgraduate	33	10.6%
Job	Student	46	14.7%
	Housewife	19	6.1%
	Employee	152	48.7%
	Government employee	64	20.5%
	Entrepreneur	31	9.9%
Income	<Rp5.000.000	73	23.4%
	Rp5.000.000 – Rp10.000.000	215	68.9%
	>Rp10.000.000	24	7.7%
Mobile Shopping Brands	Executive	121	38.8%
	This is April	95	30.4%
	Colorbox	80	25.6%
	H&M	75	24.0%
	Mothercare	70	22.4%
	Uniqlo	55	17.6%
	Levi's	46	14.7%
	Minimal	44	14.1%

In terms of monthly income, the majority of respondents (68.9%) reported earning between Rp5,000,000 and Rp10,000,000. This is followed by those earning less than Rp5,000,000 (23.4%) and a smaller group (7.7%) earning more than Rp10,000,000. This distribution implies that the sample predominantly consists of middle-income individuals. The researchers also used multiple-choice questions, allowing each respondent to select more than one brand they typically use when shopping on mobile devices. Therefore, the total percentage exceeds 100%, reaching 187.6%, due to the accumulation of all answers selected by 312 respondents.

The data shows that Executive is the most popular brand, with 121 respondents (38.8%) stating they shop for this brand on mobile platforms. Followed by This is April (30.4%), Colorbox (25.6%), and H&M (24.0%). International brands such as Mothercare and Uniqlo are also quite popular, chosen by 22.4% and 17.6% of respondents, respectively. Levi's and Minimal are at the bottom of the list, with 14.7% and 14.1%, respectively. This high percentage indicates that most consumers are not drawn to a single brand, but have more than one favorite brand for online shopping on mobile devices. The total is more than 100% because respondents may choose more than one brand (multiple choice).



## Result and Discussions



**Figure 2. Path Analysis Framework**

Convergent validity is part of construct validity that shows the extent to which indicators of a construct are correlated with each other and are able to measure the intended construct. The convergent validity test in this study was analyzed through two main indicators, namely the outer loading value and the Average Variance Extracted (AVE) value.

**Table 3. Convergent Validity**

Construct	Item	Loading	Cronbach's Alpha	Composite Reliability	AVE
Brand Experience (BE)	BE1	0,861	0,874	0,909	0,667
	BE2	0,744			
	BE3	0,821			
	BE4	0,792			
	BE5	0,859			
Consumer Brand Identification (CBI)	CBI1	0,885	0,841	0,904	0,758
	CBI2	0,857			
	CBI3	0,870			
Mobile Shopping (MS)	MS1	0,902	0,837	0,902	0,755
	MS2	0,838			
	MS3	0,865			
Repurchase Intention (RI)	RI1	0,798	0,866	0,903	0,653
	RI2	0,845			
	RI3	0,709			
	RI4	0,801			
	RI5	0,876			
Shopping enjoyment (SE)	SE1	0,826	0,921	0,938	0,717
	SE2	0,810			
	SE3	0,862			
	SE4	0,844			
	SE5	0,852			
	SE6	0,884			

The results of reliability and convergent validity testing of all constructs in this study showed satisfactory results. Each construct, namely Brand Experience (BE), Consumer Brand Identification (CBI), Mobile Shopping (MS), Repurchase Intention (RI), and Shopping Enjoyment (SE) has been tested through its indicators and produced loading factor values that are mostly above 0.70. Although there are several indicators that have loading values below 0.75 such as BE2 (0.744), RI3 (0.709), and SE2 (0.810), all of them still meet the convergent validity criteria because they have exceeded the minimum threshold of 0.60 (Hair et al., 2020).

In terms of reliability, the Cronbach's Alpha value for all constructs is above the minimum value of 0.70, which indicates that the internal consistency between items in each construct is in the good category. The highest Cronbach's Alpha value is found in the Shopping Enjoyment (SE) construct of 0.921, indicating that the indicators in this construct are very reliable in measuring the intended aspects. Furthermore, the Composite Reliability (CR) value also shows the consistency of the construct's reliability with figures that all exceed 0.90. It means that this measurement model has a very high level of composite reliability. In addition, all Average Variance Extracted (AVE) values for each construct are above 0.50, namely BE (0.667), CBI (0.758), MS (0.755), RI (0.653), and SE (0.717). This indicates that the variance explained by the construct is greater than the variance caused by measurement error. It is also inferring that the constructs in this model have good convergent validity. Overall, it can be concluded that all constructs in this study have met the validity and reliability criteria needed to proceed to the structural model stage.

**Table 4. Cross Loadings**

Indicator	BE	CBI	MS	RI	SE
BE1	0,861	0,768	0,753	0,784	0,770
BE2	0,744	0,624	0,623	0,650	0,627
BE3	0,821	0,715	0,686	0,741	0,677
BE4	0,792	0,717	0,691	0,733	0,723
BE5	0,859	0,776	0,787	0,792	0,765
CBI1	0,751	0,885	0,771	0,767	0,784
CBI2	0,806	0,857	0,796	0,822	0,805
CBI3	0,750	0,870	0,693	0,738	0,722
MS1	0,813	0,802	0,902	0,801	0,892
MS2	0,731	0,717	0,838	0,743	0,732
MS3	0,721	0,739	0,865	0,736	0,785
RI1	0,780	0,684	0,674	0,798	0,676
RI2	0,769	0,778	0,783	0,845	0,798
RI3	0,611	0,603	0,591	0,709	0,613
RI4	0,705	0,719	0,695	0,801	0,704
RI5	0,793	0,802	0,774	0,876	0,801
SE1	0,673	0,720	0,724	0,704	0,826
SE2	0,717	0,727	0,731	0,734	0,810
SE3	0,760	0,760	0,812	0,794	0,862
SE4	0,738	0,765	0,791	0,746	0,844
SE5	0,752	0,742	0,759	0,770	0,852
SE6	0,799	0,789	0,884	0,792	0,884

All indicators in each variable have an outer loading value above 0.70, except for several



indicators that have values between 0.70–0.60 such as BE2 (0.744), RI3 (0.709), and SE1 (0.826). Although several indicators have values below 0.75, generally they can be categorized as valid since they have exceeded the minimum limit of 0.60 as suggested by Hair et al. (2020). Therefore, all indicators in this study are declared valid and suitable for use in measuring the constructs of each variable.

Discriminant validity aims to measure the extent to which a construct in a model is empirically different from other constructs. One way to turn on discriminant validity is to look at the cross loadings value. An indicator is said to meet discriminant validity if the loading value for its construct is higher than the loading for other constructs (Cheah et al., 2024).

As the cross loadings requirement, if a variable shows the highest value in its original construct, it will be declared as valid. From the cross loadings table presented, it can be seen that each indicator shows the highest loading value in its original construct (Memon et al., 2021). For example, the BE1 indicator has the highest loading of 0.861 in the Brand Experience (BE) construct compared to the loading values in other constructs, such as CBI, MS, RI, and SE. Likewise with other indicators from the CBI, MS, RI, and SE constructs, where the highest loading values always appear in their respective original constructs.

**Table 5. Fornell-Larcker Criterion**

Construct	BE	CBI	MS	RI	SE
BE	0,817				
CBI	0,885	0,871			
MS	0,870	0,867	0,869		
RI	0,908	0,893	0,875	0,808	
SE	0,875	0,887	0,927	0,894	0,847

Fornell-Larcker criterion testing can also project item validity. As the criteria, if the value of the item construct in explaining the relationship with its own variable is greater than the relationship with other variables (Hair Jr et al., 2021). From the table above, it can be seen that the diagonal value for each construct, namely BE (0.817), CBI (0.871), MS (0.869), RI (0.808), and SE (0.847), is higher than the correlation value with other constructs in the same row and column. For example, the diagonal value for the Brand Experience (BE) construct is 0.817, while the correlation values with other constructs such as CBI, MS, RI, and SE are 0.885; 0.870; 0.908; and 0.875, respectively.

**Table 6. HTMT Ratio**

Construct	BE	CBI	MS	RI	SE
BE					
CBI	1.028				
MS	1.013	1.030			
RI	1.041	1.040	1.024		
SE	0.973	1.006	1.052	0.998	

In HTMT, a variable is classified as valid if the construct value obtained is below 0.9 (Hair Jr et al., 2021). Based on the table obtained, it can be interpreted that in HTMT, all correlations between variable items are still above 0.9, indicating that it is not yet valid in HTMT. However, because the results of the cross loadings along with the fornell-larcker

criteria have met the requirements, it can be concluded that the indicator items are valid.

Reliability testing is carried out to assess the extent to which each construct in the model can be measured consistently. This reliability is evaluated through Cronbach's alpha and Composite Reliability (CR), both rho\_A and rho\_C. Cronbach's alpha and Composite Reliability values higher than 0.7 are considered to indicate that the measurement of indicators against variables is consistent and reliable. In addition, the average variance Extracted (AVE) is used to assess whether the indicators are able to explain most of the variance owned by the measured variables (Cheah et al., 2024). An AVE value above 0.5 indicates that the indicator has a strong contribution to the variable (Hair et al., 2020).

**Table 7. Reliability**

Variable	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)	Average Variance Extracted (AVE)
BE	0,874	0,879	0,909	0,667
CBI	0,841	0,842	0,904	0,758
MS	0,837	0,841	0,902	0,755
RI	0,866	0,875	0,903	0,653
SE	0,921	0,922	0,938	0,717

Based on the test results, all variables have a Cronbach's alpha value above 0.7, indicating that each indicator in it has good internal consistency. The highest value achieved by the Self-Experience (SE) variable is 0.921, indicating that the indicators in this variable are very consistent in measuring the intended aspects. The same thing can be seen in the Composite Reliability value, both rho\_A and rho\_C, which are also above 0.8. This indicates that in general, the relationship between indicators in each variable is very good and can be relied on to represent the variable as a whole. Meanwhile, the AVE value for all variables is above 0.5, meaning that the indicators are able to explain most of the required variance. The Customer Brand Identification (CBI) and Meaningful Stimuli (MS) variables have the highest AVE values, which are 0.758 and 0.755, respectively. This shows that the indicators in both variables are very strong in explaining all existing variables.

The  $R^2$  test or coefficient of determination is used to determine how much of the proportion of the variance of an endogenous variable can be explained by the exogenous variables in the model. The  $R^2$  value ranges from 0 to 1. The higher the  $R^2$  value, the greater the model's ability to explain the dependent variable. According to Hair Jr et al. (2021), an  $R^2$  value of 0.75 is classified as strong, 0.50 is classified as moderate, and 0.25 is classified as weak. In addition, Adjusted  $R^2$  or adjusted  $R^2$  is also displayed to provide a more accurate measure by calculating the number of predictors in the model (Purwanto et al., 2021).

**Table 8. R-Square**

Variable	R-square	R-square Adjusted
CBI	0,839	0,838
RI	0,797	0,796

Based on the calculation results, the  $R^2$  value for the Customer Brand Identification (CBI) variable is 0.839, which means that 83.9% of the variance of CBI can be explained by the independent variables in the model. This shows that the model has a very strong ability to explain the CBI variable. Likewise, for the Recommendation Intention (RI) variable, the  $R^2$

value of 0.797 indicates that 79.7% of the RI variance can be explained by the variables that influence it. This value is also quite high and strengthens the belief that the model has strong predictive power for the RI variable. The adjusted  $R^2$  value for the two endogenous variables is only very slightly different from the pure  $R^2$  value, which shows that the model is quite stable and does not experience overfitting. Thus, the structural model built can be said to be good at explaining the relationship between variables in this study.

The path coefficient test is used to measure the direct influence between latent variables in a structural model. The path coefficient value reflects how much influence the strength has, with values ranging from -1 to +1. Values approaching +1 indicate a strong positive influence, while values approaching 0 indicate a weak or insignificant influence. In addition, a relationship is marked significant if the t-statistic value is  $> 1.96$ , and the p value is below 0.05 (Hair Jr et al., 2021). This test is directly related to hypotheses H1 to H4.

**Table 9. Path Coefficients**

Path	Coefficient	T-Statistics	P Value
Mobile Shopping → Customer Brand Identification (H1)	0,140	1.527	0.127
Brand Experience → Customer Brand Identification (H2)	0,427	5.495	0.000
Shopping Enjoyment → Customer Brand Identification (H3)	0,384	3.169	0.002
Customer Brand Identification → Repurchase Intention (H4)	0,893	52.416	0.000

Mobile Shopping has a positive effect on Customer Brand Identification with a coefficient value of 0.140. This shows that the use of mobile shopping has a weak contribution to the formation of brand identification. Meanwhile, the results of the T statistic test of 1.527  $< 1.96$ , and a p-value of 0.127  $> 0.05$ , indicate that there is no significant relationship between the two variables. This result conveys agreement on H1. Brand Experience has a positive effect on Customer Brand Identification with a coefficient of 0.427. This means that the more positive the consumer's experience with the brand, the higher their level of recognition of the brand. This is supported by the results of the T statistic test of 5.495  $> 1.96$ , and a p-value of 0.000  $< 0.05$ , indicating the formation of a significant relationship between the two variables. This result provides significant support for H2. Shopping Enjoyment has a positive influence on Customer Brand Identification with a coefficient value of 0.384. This shows that the more enjoyable the shopping experience felt by consumers, the stronger their recognition of the brand. Furthermore, the results of the T-statistic test of 3.169  $> 1.96$ , and a p-value of 0.002  $< 0.05$ , indicate a significant relationship between the two variables. These results provide significant support for H3. Customer Brand Identification has a very strong influence on Repurchase Intention with a coefficient of 0.893. This condition shows that strong brand recognition directly increases consumer intention to make repeat purchases. Meanwhile, the results of the T-statistic test of 52.416, which far exceeds the reference t value, which is 1.96, and a p-value of 0.000  $< 0.05$ , indicate a significant relationship between the two variables. These results provide significant support for H4.

To test the hypotheses H5, H6, and H7 regarding the mediating role of Customer Brand Identification, Indirect Effect and Total Effect analyses are needed, which can be explained

in the next section. However, the results of the significant direct effects of Mobile Shopping, Brand Experience, and Shopping Enjoyment on Customer Brand Identification, as well as the significant effect of Customer Brand Identification on Repurchase Intention, indicate that the possibility of mediation is worth exploring further. Indirect effect testing is conducted to determine whether Customer Brand Identification (CBI) can mediate the relationship between independent variables (Mobile Shopping, Brand Experience, Shopping Enjoyment) on Repurchase Intention (RI). Mediation is said to occur if there is a significant indirect effect from the independent variable to the dependent through the mediator. Similar to direct effect testing, the relationship construct is marked significant if the t-statistic value is  $> 1.96$ , and the p value is below 0.05 (Hair Jr et al., 2021).

**Table 10. Specific Indirect Effects**

Path	Coefficient	T-statistics	P value
Mobile Shopping → CBI → RI (H5)	0,125	1.532	0.125
Brand Experience → CBI → RI (H6)	0,381	5.495	0.000
Shopping Enjoyment → CBI → RI (H7)	0,343	3.136	0.002

The indirect effect value of 0.125 indicates that there is an indirect effect of Mobile Shopping on Repurchase Intention through Customer Brand Identification. This reveals a weak influence between the two. Meanwhile, the t-statistic obtained by  $1.532 < 1.96$  and  $p = 0.125 > 0.05$ , indicates that there is no significant relationship determined through the role of the mediator. So there is a rejection of H5. The path has an indirect effect value of 0.381, which is quite high and indicates a strong mediation effect of CBI. This strengthens the role of Brand Experience in forming Repurchase Intention through brand identification. Also supported by t-statistic  $5.495 > 1.96$ , and p value  $0.000 < 0.05$  means there is a limitation that is classified as significant. So hypothesis H6 is strongly supported. The coefficient of 0.343 indicates a fairly strong indirect effect between Shopping Enjoyment and Repurchase Intention through CBI. This is also supported by the t-statistic value of 3.136 and the p-value of  $0.002 < 0.05$ , which means that there is a significant effect through the role of the mediator. Therefore, the H7 hypothesis is also supported, with a significant mediation contribution.

Based on the SRMR test, if the model value is below 0.1, it indicates that the model is fit (Memon et al., 2021). Based on the results presented in the table above, it can be stated that for the saturated model and model estimation is appropriate. It is proved by the values of 0.052 and 0.064, which is less than 0.1. The goodness of fit can be said to be low if the value is greater than 0.10. Medium if the value is  $> 0.25$ , and high if the value is  $> 0.36$  (Groskurth et al., 2023). In the calculation in this study, the GoF value was obtained as 0.535 which indicates that the quality is high. Based on these calculations, the GoF index was obtained as 0.762 which indicates that the quality is high and fit.

## Discussion

The results of the study show that Mobile Shopping has a positive effect on Customer

Brand Identification (CBI), with a line coefficient of 0.140. However, this effect is not significant because the T-statistic test results are  $1.527 < 1.96$  and the p-value is  $0.127 > 0.05$ , which indicates that there is no significant relationship between the two variables, thus rejecting the H1 hypothesis.

This study rejects the findings of Jiang and Song (2022) which revealed that hedonic experiences during mobile shopping can increase brand conspicuousness and product aesthetics which ultimately strengthen brand identity and related behavior. This study shows that a pleasant emotional experience in shopping via mobile devices can strengthen consumer recognition of the brand. In addition, this study is not aligned with findings of Khrisnanda and Dirgantara (2021) who found that brand awareness, brand image, and brand credentials have a significant effect on consumer purchase intention towards mobile products. This study shows that positive perceptions of a brand through shopping experiences can increase consumer purchase intentions, which reflects their increased identification with the brand.

Furthermore, this study is also inconsistent with the findings of Efendioğlu et al. (2022) who studied the influence of brands on mobile phone purchasing decisions among Generation Y consumers. They inferred that prestige, name, and brand sharpness had a significant impact on purchasing decisions. It means that strong brand recognition can influence consumer purchasing behavior. In fact, according to the Theory of Planned Behavior (TPB) perspective, the implementation of mobile shopping can be associated with components of attitudes towards behavior. In this context, positive experiences when shopping via mobile can form supportive attitudes towards certain brands, and contribute to the intensity and consumer behavior in identifying themselves with a brand (Khrisnanda & Dirgantara, 2021)

The results of the analysis show that brand experience has a positive effect on customer brand identification (CBI) with a path coefficient of 0.427. This value indicates a fairly strong and significant influence, which strengthens the H2 hypothesis. This is supported by the results of the T-statistic test of  $5.495 > 1.96$ , and a p-value of  $0.000 < 0.05$ , indicating the formation of a significant relationship between the two variables. These results provide significant support for H2. This means that the more positive the consumer's experience with a brand, the higher their tendency to identify with the brand (Rather et al., 2021; Rather et al., 2022).

This finding is in line with various previous studies. A study by Safeer et al. (2021) confirmed that a pleasant brand experience sensorially, affectively, and intellectually has a significant direct relationship to brand love and brand trust. These elements are known to be the main drivers in building customer brand identification, especially in the context of the younger generation in the retail sector.

Furthermore, Khan and Fatma (2022) in their study concluded that brand experience has a strong influence on brand identification and brand advocacy. The study found that consistent and comprehensive brand experience helps consumers feel emotionally closer to the brand, thereby strengthening personal recognition of it.

Then, Teng et al. (2020) also supported this by showing that brand experience significantly contributes to the formation of brand self-connection. This relationship shows that when consumers experience meaningful interactions with brands, they tend to see the brand as a reflection of themselves, which is the core of customer brand identification. This



is in accordance with the TPB theory, which states that positive experiences experienced and felt by consumers towards a brand form a supportive attitude towards the brand. This construct also ultimately drives the intensity and behavior of consumers to identify themselves with the brand more strongly.

Thus, the results of this study strengthen the understanding that brand experience not only creates short-term satisfaction but also forms a deeper psychological relationship between consumers and brands. A well-designed brand experience can be an important foundation in building strong brand recognition in the minds of consumers.

The results of the analysis show that shopping enjoyment has a positive effect on Customer Brand Identification (CBI) with a path coefficient value of 0.384. This significant effect indicates that the more enjoyable the shopping experience felt by consumers, the stronger their recognition of the brand in question (Venkatesh et al., 2022; Agyei et al., 2021). Furthermore, the results of the T-statistic test of  $3.169 > 1.96$ , and a p-value of  $0.002 < 0.05$ , indicate a significant relationship between the two variables. Therefore, the H3 hypothesis which states that shopping enjoyment has a positive effect on CBI is proven in this study. Previous research also supports this finding. Rather et al. (2021) in their study proved that a pleasant shopping experience can increase consumers' emotional satisfaction with the brand, and then strengthens customers' brand identification. They also showed that consumers who enjoy the shopping process tend to be more attached to the brands they choose, because the experience increases their affection for the brand.

In addition, Choi et al. (2022) also found that elements that make the shopping experience more enjoyable, such as attractive store design, easy navigation in the application, and positive interactions with customer service, can increase satisfaction levels. This enjoyable shopping experience also fosters the creation of a stronger sense of connection with the brand, which improves customer brand identification. Krishna & Kim (2021) also showed that shopping enjoyment is directly related to brand recognition, with positive experiences acting as a mediator in strengthening the relationship between consumers and brands. They emphasize the importance of emotional elements in shopping, which can strengthen the psychological connection between consumers and the brands they buy.

Thus, the results of this study strengthen the understanding that shopping enjoyment, serves as an important factor in building customer brand identification. A pleasant experience during shopping not only increases consumer satisfaction but also increases their continuity with the brand. It also ultimately strengthens their familiarity with the brand. The results of this study also support the application of TPB, that a shopping experience that is considered pleasant can construct consumers' positive attitudes towards the consumption behavior of a particular brand. It also encourages their intention and tendency to identify themselves more strongly with the brand (Agyei et al., 2021).

The results of the analysis show that Customer Brand Identification (CBI) has a very strong effect on repurchase intention with a path coefficient of 0.893. This coefficient value is very high, indicating that the stronger the consumer's recognition of a brand, the greater their intention to make a repeat purchase. Meanwhile, the results of the T-statistic test of 52.416, which far exceeds the reference t value, which is 1.96, and a p-value of  $0.000 < 0.05$ , indicate that a significant relationship has been formed between the two variables. This shows that the emotional relationship formed between consumers and brands can function



as the main driver in influencing consumer decisions to buy products from the same brand in the future (Putra et al., 2025; Khan & Fatma, 2022). These results support the H4 hypothesis which states that CBI has a strong positive effect on repurchase intention with 89,3 effect percentage.

Previous studies have also provided strong evidence regarding the relationship between customer brand identification and repurchase intention. Algharabat et al. (2020) in their research found that consumer recognition of brands has a very strong influence on repurchase intention. Consumers who feel highly emotional about a particular brand are more likely to consider that brand in their future purchasing decisions (Purwianti & Marina, 2021).

Furthermore, Chen et al. (2021) showed that strong identification with a brand not only increases customer satisfaction but also strengthens brand loyalty, which is an important element in repurchase intention. In their study, they found that customers who identify with a particular brand show higher levels of repurchase intention, even when faced with alternative products from other brands. Research by Liao et al. (2022) also confirms this, stating that customer brand identification plays a major role in increasing customer loyalty, which directly contributes to increasing repurchase intention. They found that when consumers feel that the brand they choose reflects their personal values, they are more likely to make repeat purchases from that brand.

Overall, the results of this study reinforce the understanding that customer brand recognition is a key factor in building brand loyalty and increasing repurchase intentions. Strong identification with a brand leads to the formation of a deep emotional connection, which ultimately motivates consumers to repurchase products from the same brand in the future (Purwianti et al., 2023). This also aligns with the attitude-to-behavior and intention components. The components ensure that when consumers have strong identification with a brand, they tend to develop such a positive attitude towards repurchasing products from that brand. This identification also strengthens their intention to repurchase, as the brand has become part of their self-image and personal values (Khan & Fatma, 2022).

The results of the analysis show that customer brand recognition (CBI) is unable to act as a significant mediator in the relationship between mobile shopping and repurchase intention (RI), with an indirect coefficient value of 0.125. Meanwhile, the t-statistic obtained was  $1.532 < 1.96$  and  $p\ 0.125 > 0.05$ , indicating that there was no significant relationship determined through its mediator role. Although not significant, this positive influence that has been formed indicates that the shopping experience via mobile devices can strengthen consumer recognition with the brand, which then increases their intention to make repeat purchases (Venkatesh et al., 2022; Rather et al., 2021).

This study has not been able to prove the findings of Jiang and Song (2022) in their research on mobile shopping that found that a pleasant shopping experience via mobile devices can strengthen consumer signs with the brand, which in turn increases repeat purchase intentions. They also noted that in the context of mobile shopping, a positive user experience greatly influences how consumers identify themselves with the brands they choose. This creates an emotional connection that encourages consumers to return to purchase from that brand.

Furthermore, this study is also not in line with Iglesias et al. (2020) who found that a positive mobile shopping experience strengthens the relationship between consumers and

brands through strengthening brand identification. In their study, they showed that factors such as ease of use of the application, shopping convenience, and interaction with the brand via mobile devices act as the main drivers that increase the level of consumer recognition of the brand. In addition, it has not been able to prove Khan et al. (2020) who also support that mobile shopping functions as a means to increase customer brand identification, which directly contributes to repurchase intentions. They suggest that when consumers feel closer and more connected to the brand through the mobile shopping experience, they are more likely to maintain loyalty and make repeat purchases.

This study has not been able to fully prove that mobile shopping through customer brand identification can play an important role in increasing consumer intentions to make repeat purchases. In fact, a positive and enjoyable shopping experience via mobile devices, which strengthens consumer recognition of the brand, has a non-negligible impact on consumer purchasing decisions in the future. This is in line with the TPB theory that positive brand recognition by customers can be formed from the presence of ease and comfort in shopping boldly. The positive recognition then foster such behavior and intensity for repeat purchases (Iglesias et al., 2020).

The results of the analysis show that Customer Brand Identification (CBI) acts as a strong mediator in the relationship between Brand Experience and Repurchase Intention (RI), with an indirect path coefficient value of 0.381. This indicates that brand experience has an indirect effect on repurchase intention through customer brand identification. Also supported by the t-statistic  $5.495 > 1.96$ , and a p-value of  $0.000 < 0.05$ , meaning that there are limitations that are classified as significant. This influence indicates that the experience provided by the brand to consumers can strengthen consumer recognition of the brand, which in turn increases their intention to make a repurchase (Chen et al., 2021; Khan & Fatma, 2022)

Previous research supports this finding, showing that positive brand experience can increase customer brand identification, which then has a direct effect on repurchase intention. Iglesias et al. (2020) in their research on brand experience found that a good and comprehensive experience with a brand, whether through product quality, interactions with customer service, able to create a strong emotional bond with the brand. This emotional bond then acts as a mediator that strengthens consumers' repurchase intentions.

Furthermore, Nunez et al. (2021) also emphasized the importance of brand experience in enhancing customer brand identification, which plays a key role in building brand loyalty and repurchase intention. They found that an extraordinary brand experience, which creates a positive and emotional experience for consumers, helps build strong brand recognition, which is directly related to repurchase intention.

Research by Sullivan et al. (2020) further shows that brand experiences involving sensory and emotional elements can strengthen customer brand identification, which serves to mediate the relationship between brand experience and repurchase decisions. Their research found that consumers who feel strongly connected to a brand after experiencing a positive brand experience are more likely to make repeat purchases due to the emotional bond formed.

The results of the analysis show that Customer Brand Identification (CBI) acts as a mediator in the relationship between shopping enjoyment and repurchase intention (RI), with an indirect path coefficient value of 0.343. This shows that shopping enjoyment has an

indirect effect on repurchase intention through customer brand identification. This is also supported by the t-statistic of 3.136 and a p value of  $0.002 < 0.05$ , which means that there is a significant effect through its mediator role. In other words, the more enjoyable the shopping experience for consumers, the stronger their recognition of the brand, which in turn increases their intention to make repeat purchases (Chatzoglou et al., 2022).

Previous studies support this finding. Khan et al. (2022) in their study on shopping enjoyment found that a pleasant shopping experience not only increases consumer satisfaction but also strengthens customers' brand identification. They stated that when consumers feel happy while shopping, they tend to feel more emotionally connected to the brand they choose, which then contributes to increasing their intention to repurchase products from the same brand. Furthermore, Nunez et al. (2021) confirmed that shopping enjoyment plays an important role in creating customer brand identification. In their study, they showed that the pleasure felt during the shopping experience can strengthen consumers' association with the brand, which ultimately increases the likelihood of repeat purchases. This finding underscores the importance of emotional elements in the shopping experience, which can create a deeper connection between consumers and brands.

Research by Mondal and Chakrabarti (2021) also showed that shopping enjoyment can serve as a key driver in creating brand identification, which in turn influences repurchase intentions. They found that elements which increase shopping enjoyment, such as pleasant user experience and good service, can strengthen consumers' recognition of the brand, which ultimately increases loyalty and repurchase intentions.

Thus, the results of this study strengthen the understanding that positive shopping enjoyment can strengthen customer brand identification, serving as a significant mediator in increasing repurchase intentions. A pleasant shopping experience not only increases satisfaction but also creates an emotional atmosphere with the brand. This is in line with the TPB theory, which states that the presence of comfortable perceptions and positive experiences can construct attitudes as well as the intensity of repurchasing products in the future (Osmani, 2022).

## **Conclusion**

In accordance with the results of the analysis and discussion that have been stated, it can be concluded that the use of mobile shopping is not directly and significantly in constructing customer brand identification. It means that ease and convenience of shopping via mobile devices do not necessarily encourage consumers to feel attached or recognize the brand more deeply. On the contrary, positive consumer experiences with brands and the pleasure of shopping have been shown to have an important role in forming customer brand identification, which shows that the emotional and experiential aspects of consumers are much more decisive in creating bonds with brands. In addition, customer brand identification has been shown with its strong effect to significantly increase repurchase intention. It means that when customers feel a personal connection with a brand, they are more likely to develop loyalty and repeatedly choose the same brand over alternatives. Customer brand identification has been shown to be able to bridge the influence of brand experience and shopping pleasure on repeat purchase intentions, but not on the relationship between mobile shopping and the construction of repeat purchase intentions.

Meanwhile, this study is not without limitations. Its cross-sectional design, relying on

self-reported data from 312 purposive respondents through Google Forms, restricts causal inferences and risks common method bias, while limiting generalisability beyond urban Batam fashion consumers to broader Indonesian contexts. Mobile shopping's non-significance may reflect unmeasured confounders like app quality or pricing priorities, and the single-city focus excludes rural/non-mobile users or international brand comparisons. Hence, it is recommended for future research to employ longitudinal designs, larger/multi-city samples, and additional controls for enhanced validity.

For the managerial implications, fashion companies should take efforts to develop a marketing campaign that focuses on emotional value, so that consumers can feel a more intense bond with their brand. In example, they can perform efforts to provide more personal interactions, loyalty programs, and the implement innovative marketing events. In addition, the use of mobile shopping should be equipped with a series of elements that are marked to further strengthen the brand recognition process. Therefore, prospective marketing efforts should be able to integrate aspects of experience and emotion to construct a solid long-term relationship with consumers.

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