The Mediating Role of Trust in the Relationship Between Familiarity and Repurchase Intention of Consumers in Nunukan Regency

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Abstract

This study aims to examine the influence of familiarity on consumers repurchase intentions, along with the role of trust as a mediating variable in this relationship. Using Structural Equation Modeling (SEM), this study analyzes data from 255 respondents who are online shop users in Nunukan Regency to test hypotheses regarding inter-variable relationships. The analysis results indicate that familiarity has a positive and significant effect on consumer trust ($p = 0.001$) and directly increases repurchase intention ($p = 0.000$). Additionally, trust is proven to mediate the relationship between familiarity and repurchase intention, with a significant total effect ($p = 0.001$). These findings suggest that higher levels of consumer familiarity with online shopping lead to stronger trust, ultimately enhancing consumers' repurchase intentions.

Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh familiaritas terhadap minat pembelian ulang konsumen serta peran kepercayaan sebagai variabel mediasi dalam hubungan tersebut. Dengan menggunakan metode Structural Equation Modeling (SEM), penelitian ini menganalisis data dari 255 responden pengguna onlineshop di kabupaten nunukan untuk menguji hipotesis mengenai hubungan antar variabel. Hasil analisis menunjukkan bahwa familiaritas memiliki pengaruh positif dan signifikan terhadap kepercayaan konsumen ($p = 0,001$), serta secara langsung meningkatkan minat pembelian ulang ($p = 0,000$). Selain itu, kepercayaan juga terbukti memediasi hubungan antara familiaritas dan minat pembelian ulang, dengan efek total yang signifikan ($p = 0,001$). Temuan ini mengindikasikan bahwa semakin tinggi tingkat familiaritas konsumen terhadap pengunaan online shop, semakin besar kepercayaan yang terbentuk, yang pada akhirnya memperkuat minat konsumen untuk melakukan pembelian ulang.

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1. Introduction

Nowadays the business landscape, where competition is becoming increasingly intense, companies face substantial challenges in retaining customer loyalty. Consumer loyalty is a critical asset for any brand, particularly in online marketplaces, where options are abundant and switching costs are low (Amri, 2020). Loyalty is often reflected in a consumer's intention to repurchase—a behavior that signifies satisfaction, trust, and a positive experience with the brand. In many cases, consumers who demonstrate strong repurchase intentions do so because they have established a high level of trust in the brand or product, a foundational aspect of building sustainable, long-term relationships between consumers and companies (Mashuri, 2020; Nurfadila et al., 2015). Given this, understanding the factors that shape repurchase intentions, specifically familiarity and trust, becomes essential for companies aiming to develop marketing strategies that can effectively nurture and sustain customer loyalty.

Familiarity, a consumer's recognition and understanding of a product or brand, is particularly influential in shaping trust. Familiarity entails a consumer's level of comfort with a brand, accumulated through repeated exposures or past interactions, which can build confidence and lower perceived risks associated with a purchase decision. When consumers feel familiar with a brand, they are more likely to develop a favorable perception of it. This positive perception then often translates into a heightened sense of trust, as familiarity reassures consumers about the quality, consistency, and reliability of the brand's offerings. Trust, once established, serves as a critical component in the formation of consumer loyalty, influencing consumers' willingness to return to the brand for future purchases. High familiarity enables consumers to assess product quality more easily, providing them with a sense of assurance and satisfaction that motivates repeat purchases. This sense of security is particularly valuable in the context of online shopping, where direct, in-person assessments of products are not possible, making familiarity a vital predictor of consumer confidence (Enjelina, 2023; Fauzan et al., 2023; Hartanto & Haryanto, 2012).

The relationship between familiarity and trust has been substantiated in various studies, highlighting how a consumer's knowledge or repeated exposure to a product or brand reduces the uncertainties associated with purchasing it. Familiarity functions as a cognitive shortcut that allows consumers to bypass extensive evaluations of product features and simply rely on prior experiences or brand recognition. For example, a consumer familiar with a particular online shop may feel more assured in their purchasing decision because they expect the same level of quality and service they have previously encountered. Familiarity, therefore, not only impacts consumers' general attitudes but also serves as a reliable indicator of their future purchasing behavior, which can be of immense value to companies looking to establish a loyal customer base (Baisyir, 2021; Furrahmi & Chan, 2018; Ginting, 2023; Hartanto & Haryanto, 2012).

Despite its apparent influence, however, the direct impact of familiarity on repurchase intention is complex and warrants further investigation. Research suggests that while familiarity can positively affect repurchase intention, this effect may not always be straightforward or direct. Instead, familiarity's influence on repurchase intention might be mediated by the consumer's level of trust in the brand. The mediating role of trust implies that the effect of familiarity on repurchase intention becomes more potent or clear when consumers have a strong sense of trust in the brand or product. Trust, in this context, acts as an intermediary, reinforcing the association between familiarity and repurchase intention by providing an emotional or psychological basis for continued purchasing behavior. This mediated relationship is especially relevant in digital marketplaces, where consumers must often make decisions based on limited information and rely heavily on brand familiarity and trust to guide their choices (Saulina et al., 2022; Tong, 2020).

To better understand this dynamic, the current study aims to investigate both the direct and indirect impacts of familiarity on repurchase intention, with particular emphasis on the role of trust as a mediating variable. By examining how familiarity fosters trust and how this trust subsequently affects repurchase intention, this study seeks to offer valuable insights for businesses looking to design marketing strategies that effectively enhance consumer loyalty. For companies, a clearer understanding of these relationships enables the development of targeted approaches to foster

loyalty. By increasing consumer familiarity with a brand—through consistent brand messaging, frequent interactions, or loyalty programs—businesses can facilitate the development of trust. When trust is established, consumers are more likely to feel secure in their decision to repurchase, reinforcing the company's customer base.

This study not only seeks to make a theoretical contribution to the literature on consumer loyalty but also aims to provide practical, especially in highly competitive online markets, where customer retention is crucial. By leveraging familiarity and trust as pillars of their customer loyalty strategies, companies can create more resilient relationships with their consumers, leading to sustained loyalty and long-term business growth.

2. Literature Review

2.1. Consumer Trust in Repurchases

Consumer trust plays a vital role in building lasting relationships between brands and consumers. This trust not only influences the initial purchase decision but also serves as a key factor in repeat purchases (Otopah et al., 2024). According to Morgan (1994), trust is one of the primary components of long-term marketing relationships, as it helps reduce uncertainty and minimize the perceived risks for consumers. When consumers trust a brand or seller, they are more likely to make repeat purchases, as they are confident that the products or services, they receive will meet their expectations.

Hypothesis 1: Trust has a positive influence on repurchase intention.

2.2. Familiarity and Repurchase Intention

Familiarity with a product or brand can enhance repurchase intention. This familiarity is shaped by consumers' experiences with the product or brand, which can increase their comfort and trust in the product. In marketing, familiarity is considered a factor that strengthens the emotional and cognitive connections between consumers and brands (Mao & Lyu, 2017). The more frequently consumers interact with a brand, the more confident they feel in making repurchase decisions. Thus, familiarity acts as a bridge that reinforces repurchase intention.

Hypothesis 2: The effect of familiarity on repurchase intention will be stronger when consumer trust levels are high.

2.3. The Mediating Role of Trust in the Relationship Between Familiarity and Repurchase Intention

The mediating role of trust in the relationship between familiarity and repurchase intention suggests that trust can amplify the influence of familiarity on repurchase intention. In mediation theory, it is assumed that the mediating variable (trust) clarifies or strengthens the relationship between two other variables (familiarity and repurchase intention). While familiarity can directly enhance repurchase intention, the trust built through familiarity can further intensify this intention (Morgan, 1994). Thus, trust serves as a connecting factor that strengthens the impact of familiarity on repurchase behavior.

Hypothesis 3: The effect of familiarity on repurchase intention is mediated by trust.

2.4. The Influence of Trust on Repurchase Decisions

Trust plays a crucial role in repurchase decisions, particularly in industries heavily reliant on consumer loyalty (Tam, 2008), such as e-commerce and consumer goods. Research by Delgado-Ballester (2004) revealed that trust serves as a key driver for consumers to repurchase products from the same brand. This trust extends not only to the quality of the product but also to the transaction process, service, and overall experience (Seo et al., 2020). In this context, the mediation of trust explains how high familiarity with a brand or product can lead to repurchase through the reinforcement of trust (Qatawneh et al., 2024).

Hypothesis 4: Trust acts as a full mediator in the relationship between familiarity and consumers repurchase intention.

3. Method

This study adopts a quantitative approach using a survey method. The research design is explanatory, aimed at explaining causal relationships among the studied variables, specifically the influence of familiarity on consumers repurchases intentions, with trust as the mediating variable.

3.1. Population and Sample

The population for this study includes online shop users in Nunukan Regency. The sampling technique applied is purposive sampling, selecting respondents who meet specific criteria: consumers who have made at least one online purchase on a particular platform within the past six months. A sample size of 255 respondents was chosen, aligning with the requirements for Partial Least Squares (PLS) analysis, which suggests a sample size of 100–200 respondents for reliable results.

3.2. Data

Data was collected by distributing online questionnaires to respondents who met the established criteria. The questionnaire was shared via social media and digital communication platforms to reach respondents in Nunukan Regency. Respondents were informed of the research's purpose, and participation was voluntary.

3.3. Partial Least Squares Analysis

Data analysis was conducted using the Partial Least Squares (PLS) method, employing SmartPLS software. PLS was chosen because it is suitable for testing relationships among variables within complex models, even with relatively small sample sizes, and does not require data normality assumptions (J. F. Hair et al., 2011).

Before analysis, the questionnaire was validated using Confirmatory Factor Analysis (CFA), and reliability was assessed by calculating Composite Reliability and Average Variance Extracted (AVE). An AVE score greater than 0.5 and Composite Reliability above 0.7 were considered indicators of adequate validity and reliability (Henseler et al., 2015).

3.3.1. Evaluation of the Measurement Model (Outer Model)

In this stage, construct validity and reliability were assessed by examining loading factor values, Composite Reliability, and AVE. An item was considered valid if it had a loading factor > 0.5 and AVE > 0.5, while reliability was deemed satisfactory if Composite Reliability > 0.7 (J. Hair, 2009; Henseler et al., 2015).

3.3.2. Evaluation of the Structural Model (Inner Model)

In this stage, the relationships among variables were tested by observing path coefficients and significance (p-values). The R-squared value was also analyzed to determine the proportion of variance in the dependent variable explained by the independent variables. Hypothesis testing and mediation effects were then conducted (J. Hair, 2009).

Hypothesis testing was performed by examining the t-statistics obtained through bootstrapping. A hypothesis was considered significant if the t-statistic > 1.96 or p-value < 0.05. Mediation testing was carried out to determine if trust serves as a mediating variable between familiarity and repurchase intention, using a bootstrapping approach in SmartPLS. This test aimed to assess whether trust has a significant mediating effect. If the indirect effect through trust is significant, trust can be considered a mediating variable (Preacher & Hayes, 2008).

4. Result and Discussion

4.1. Path Coefficient Results

The path coefficient identifies the direct influence of one variable on another.

Tabel 1. Path Coefficient Result

Model	Original sample (O)	T statistics (|O/STDEV|)	P values
Familiarity -> Trust	0.268	3.363	0.001
Familiarity -> Repurchase Intention	0.206	3.502	0.000
Trust -> Repurchase Intention	0.669	13.544	0.000

Source: Processed Data, 2024

Results for the path coefficient analysis are as follows:

4.1.1. Influence of Familiarity on Trust

The path coefficient for the relationship between Familiarity and Trust is 0.268, with a t-value of 3.363 and a p-value of 0.001. This result indicates a positive and significant effect of Familiarity on Trust. Scientifically, this finding suggests that the higher the consumer's Familiarity with a product or brand, the higher their level of Trust in that product or brand. The strong statistical significance ($p < 0.05$) confirms that this effect is unlikely to occur by chance.

4.1.2. Influence of Familiarity on Repurchase Intention

The path coefficient between Familiarity and Repurchase Intention is 0.206, with a t-value of 3.502 and p-value of 0.000. This shows that Familiarity also has a positive and significant effect on Repurchase Intention. The p-value well below 0.05 indicates strong statistical significance, reinforcing the positive relationship between Familiarity and Repurchase Intention.

4.1.3. Influence of Trust on Repurchase Intention

The path coefficient for the relationship between Trust and Repurchase Intention is the highest at 0.669, with a t-value of 13.544 and a p-value of 0.000. This result demonstrates that Trust has a very strong and significant impact on Repurchase Intention, underscoring Trust as a critical factor influencing consumers' repeat purchase decisions. The high coefficient and very low p-value ($p < 0.05$) indicate that this relationship is both strong and significant.

Overall, these path coefficient results show that Familiarity and Trust play important roles in shaping consumers' Repurchase Intention. Familiarity affects Repurchase Intention both directly and indirectly by enhancing Trust. The strong and significant relationship between Trust and Repurchase Intention underscores the importance of fostering Trust as part of marketing strategies to encourage customer loyalty.

4.2. Hypothesis Testing Results

The model in Figure 1 displays the relationships among variables, using structural equation modeling (SEM) that involves three main variables: Familiarity, Trust, and Repurchase Intention. Each main variable is measured by several indicators, shown in yellow boxes.
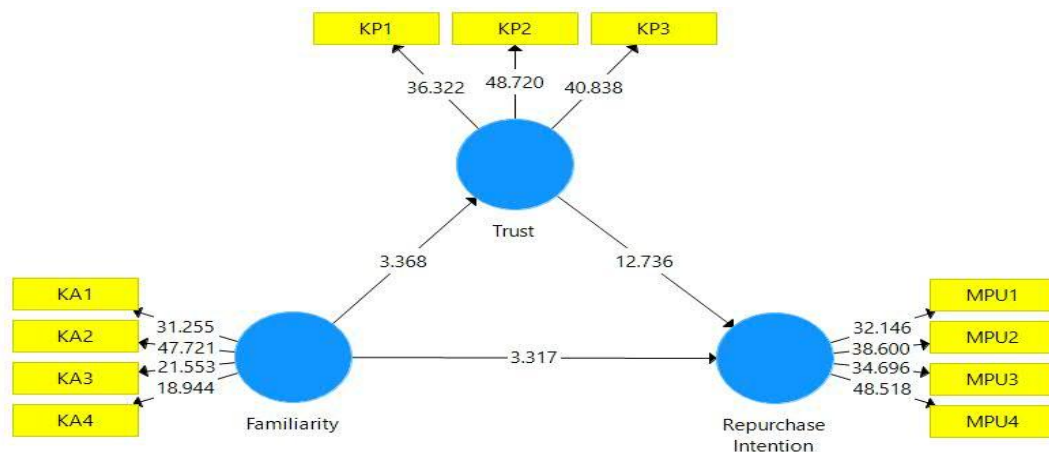
Figure 1. Inner Model
Source: Processed Data, 2024

The Familiarity variable is measured by four indicators: KA1, KA2, KA3, and KA4. Each indicator has a loading factor representing its contribution to Familiarity, with the following values: KA1: 31.255, KA2: 47.721, KA3: 21.553, KA4: 18.944. The highest loading factor is observed for KA2, indicating that this indicator is the most significant in explaining Familiarity.

The Trust variable is also measured by three indicators: KP1, KP2, and KP3, with loading factors as follows: KP1: 36.322, KP2: 48.720, KP3: 40.838. The highest loading factor for Trust is found with KP2, suggesting that this indicator is the most significant in representing Trust.

The Repurchase Intention variable is measured by four indicators: MPU1, MPU2, MPU3, and MPU4, with loading factors as follows: MPU1: 32.146, MPU2: 38.600, MPU3: 34.696, MPU4: 48.518. The highest loading factor is found for MPU4, indicating that this indicator plays the largest role in explaining Repurchase Intention.

Familiarity has a direct effect on Trust, with a coefficient of 3.368, suggesting that Familiarity can enhance Trust. Trust, in turn, has a significant effect on Repurchase Intention, with a coefficient of 12.736, indicating that the higher the level of Trust, the stronger the consumer's repurchase intention. Additionally, Familiarity also has a direct effect on Repurchase Intention, with a coefficient of 3.317, showing that Familiarity contributes directly to increasing Repurchase Intention.

Overall, this model illustrates that Familiarity can influence Repurchase Intention both directly and indirectly through the enhancement of Trust. This relationship underscores the importance of Familiarity and Trust in building consumer loyalty, as measured by repurchase intention.

4.3. Total Indirect Effects

Analysis shows that the indirect effect of Familiarity on Repurchase Intention is 0.179, with a t-statistic of 3.343 and a p-value of 0.001.

Table 2. Indirect Effects Result

Model	Original sample (O)	T statistics ($|O/STDEV|$)	P values
Familiarity -> Repurchase Intention	0.179	3.343	0.001

Source: Processed Data, 2024

The t-statistic greater than 1.96 and a p-value less than 0.05 indicate statistical significance in hypothesis testing, suggesting that the indirect effect observed is reliable and not due to random chance. Specifically, these results imply that the relationship between Familiarity and Repurchase Intention is not only direct but also partially mediated by the variable Trust. In other words, Familiarity exerts an effect on Repurchase Intention indirectly through Trust, which acts as a mediating factor. The t-statistic, which measures the magnitude of the effect relative to its standard error, supports the robustness of this indirect pathway, while the p-value below 0.05 confirms that

the observed effect is statistically significant at the 5% significance level. Therefore, these findings underscore the importance of Trust as a key mediator in the process, demonstrating that enhancing Familiarity with a product or brand can foster increased Repurchase Intention through the development of consumer Trust.

4.4. Confidence Intervals

Table 3. Confidence Intervals Result

Model	Original sample (O)	Sample mean (M)	2.5%	97.5%
Familiarity -> Trust -> Repurchase Intention	0.179	0.179	0.075	0.286

Source: Processed Data, 2024

The 95% confidence interval for the indirect effect of Familiarity on Repurchase Intention ranges from 0.075 to 0.286. This means that we can be 95% confident that the true indirect effect lies within this range. The fact that the confidence interval does not include zero indicates that the indirect effect is significantly different from zero, which reinforces the conclusion that this indirect effect is both present and statistically significant. In other words, the absence of zero within the confidence interval suggests that Familiarity has a meaningful and reliable indirect influence on Repurchase Intention through its mediation by Trust. This strengthens the validity of the mediation model, further confirming that Trust plays a key role in enhancing the impact of Familiarity on Repurchase Intention.

4.5. Confidence Intervals Bias

Table 4. Confidence Intervals Bias Result

Model	Original sample (O)	Sample mean (M)	Bias	2.5%	97.5 %
Familiarity -> Trust -> Repurchase Intention	0.179	0.179	0.00 0	0.07 6	0.287

Source: Processed Data, 2024

The analysis reveals that the bias value of the estimated indirect effect is 0.000, indicating that there is no significant bias in the estimation from the bootstrap analysis conducted. This bias-corrected confidence interval is also consistent with the previously obtained confidence interval (ranging from 0.076 to 0.287), which further strengthens the validity of the indirect effect estimate. These findings suggest that Familiarity has a significant indirect effect on Repurchase Intention through the mediating role of Trust. Specifically, Familiarity enhances consumer Trust, which ultimately leads to a greater likelihood of Repurchase Intention. The results emphasize the importance of building both Familiarity and Trust as key strategies for increasing customer loyalty. By fostering these elements, businesses can not only enhance customer satisfaction but also drive repeat purchases, thereby improving long-term customer retention.

4.6. Total Effect

Table 5. Total Effect Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Familiarity -> Trust	0.268	0.270	0.080	3.363	0.001
Familiarity -> Repurchase Intention	0.386	0.389	0.069	5.581	0.000
Trust -> Repurchase Intention	0.669	0.666	0.049	13.544	0.000

Source: Processed Data, 2024

Based the results of the study, we can interpret the influence of the Familiarity variable on Trust and Repurchase Intention, as well as the influence of Trust on Repurchase Intention, as follows:

4.6.1. Influence of Familiarity on Trust

The results indicate that Familiarity has a statistically significant positive effect on Trust, with a coefficient of 0.268 and a p-value of 0.001. This suggests that as consumers become more familiar with a brand or product, their trust in that brand or product tends to increase. The positive coefficient value of 0.268 indicates a direct, proportional relationship between Familiarity and Trust. Specifically, for each unit increase in the consumer's familiarity with the brand or product, there is a corresponding increase in trust. This relationship suggests that greater exposure to the product or brand fosters a stronger sense of reliability and dependability, which in turn builds consumer trust.

The p-value of 0.001 is well below the conventional threshold of 0.05, which indicates that the relationship between Familiarity and Trust is statistically significant. In other words, the observed relationship is highly unlikely to have occurred by random chance. A p-value this small provides strong evidence that the effect of Familiarity on Trust is not due to random fluctuations in the data but reflects a genuine and reliable relationship. The significance of this result further supports the importance of Familiarity as a key driver of Trust.

To further confirm the robustness of the relationship, the t-statistic is 3.363, which exceeds the critical value of 1.96. The t-statistic is a measure used in hypothesis testing to assess whether the coefficient of a variable is significantly different from zero. A t-statistic greater than 1.96 (or less than -1.96) indicates that the effect of the variable is statistically significant at the 95% confidence level. In this case, the t-statistic of 3.363 indicates that the positive effect of Familiarity on Trust is statistically significant at the 95% confidence level. This reinforces the conclusion that Familiarity is a meaningful and impactful predictor of Trust.

The statistical significance of this relationship emphasizes the importance of building familiarity with consumers to foster greater trust in a brand or product. When consumers are exposed to a brand or product multiple times, they become more comfortable with it, reducing uncertainty and building confidence. Over time, repeated interactions lead consumers to believe that the brand or product is reliable and consistent in quality, which is fundamental in building trust.

4.6.2. Influence of Familiarity on Repurchase Intention

The results indicate that Familiarity has a significant positive effect on Repurchase Intention, with a coefficient of 0.386 and a p-value of 0.000. This suggests that consumers who are more familiar with a product are more likely to express a higher intention to repurchase it in the future. The positive coefficient of 0.386 indicates that as consumers' familiarity with a product increases, so does their likelihood of repurchasing it. This highlights the importance of familiarity as a key determinant in shaping consumers' future purchase intentions.

The p-value of 0.000, which is well below the conventional threshold of 0.05, confirms the statistical significance of this relationship. A p-value this small suggests that the observed effect is highly unlikely to be due to random chance, thereby strengthening the evidence that Familiarity positively influences Repurchase Intention. In other words, this result suggests a robust, reliable relationship between the two variables.

Further reinforcing the significance of this relationship, the t-statistic for this effect is 5.581, which is substantially higher than the critical value of 1.96. The t-statistic is used to test the null hypothesis that the coefficient of the variable is equal to zero (indicating no effect). A t-statistic value greater than 1.96 (in absolute terms) indicates that the coefficient is statistically significant at the 95% confidence level. With a t-statistic of 5.581, the effect of Familiarity on Repurchase Intention is confirmed to be statistically significant, meaning the likelihood of repurchase increases with greater familiarity, and this effect is not due to chance.

These findings suggest that building familiarity with a product is a crucial factor in encouraging repeat purchases and fostering customer loyalty. When consumers become more familiar with a brand or product, they are more likely to view it as a reliable choice, which in turn increases their intention to repurchase it. Familiarity serves to reduce perceived uncertainty or risk, providing consumers with the confidence to make repeat purchases. For businesses, this indicates that efforts to increase consumer familiarity—through consistent brand messaging, product usage experiences,

or customer engagement strategies—can lead to greater customer retention and higher rates of repeat purchases.

4.6.3. Influence of Trust on Repurchase Intention

The results indicate that Trust has a significantly strong impact on Repurchase Intention, with a coefficient of 0.669 and a p-value of 0.000. This p-value, being substantially below the conventional threshold of 0.05, confirms the statistical significance of the relationship between Trust and Repurchase Intention. Furthermore, the t-statistic of 13.544, which greatly exceeds the critical value of 1.96, provides additional evidence that this relationship is not due to random chance. These statistical measures collectively affirm the robustness of the findings.

The coefficient of 0.669 suggests a strong positive relationship between Trust and Repurchase Intention, meaning that for each unit increase in Trust, Repurchase Intention increases by 0.669 units, assuming other factors are held constant. This indicates that Trust is a critical determinant in influencing the likelihood of repurchase. The magnitude of this effect highlights that when consumers trust a product or brand, their intention to repurchase is significantly enhanced. Trust, therefore, reduces perceived risks associated with the product, reinforcing consumer confidence in its quality and reliability, which in turn drives repeat purchase behavior.

The significance of Trust in driving Repurchase Intention is paramount. Trust not only influences initial purchasing decisions but also plays a fundamental role in repeat purchase behavior. Consumers who trust a brand or product are more inclined to re-engage with it, as they are confident in their choice and expect consistent satisfaction. This underscores the importance for businesses of not only attracting customers but also fostering and maintaining trust, as it is pivotal in driving customer loyalty and retention.

Furthermore, the results suggest that Familiarity exerts a direct positive influence on both Trust and Repurchase Intention. Consumers who are more familiar with a product or brand tend to trust it more, which, in turn, increases their likelihood of repurchasing. However, the key finding is that Trust serves as a reinforcing factor that strengthens the impact of Familiarity on Repurchase Intention. While Familiarity may initially enhance Trust, it is ultimately Trust that plays the most substantial role in motivating consumers to repurchase. This indicates that while Familiarity may increase consumer awareness and comfort with a product, it is Trust that solidifies the relationship and leads to repeated consumer engagement.

5. Conclusion

The findings of this study reveal that Familiarity and Trust are crucial in shaping Repurchase Intention among consumers in the online shopping context. The results demonstrate that Familiarity, or the degree of consumers' knowledge and exposure to a product or brand, has a significant positive effect on Trust. As consumers become more familiar with a product, their trust in it increases, which in turn enhances their likelihood of repurchasing. This underscores the importance of companies fostering Familiarity with their target audience, as it not only builds consumer confidence but also encourages repeat purchases.

Furthermore, Trust plays a pivotal role in determining Repurchase Intention. The study finds that when consumers trust a brand or product, they are more inclined to make repeat purchases. Trust is a key driver of customer loyalty, and businesses that can build and maintain this trust will likely see long-term success in retaining customers. The research also highlights that Familiarity and Trust are interconnected; while Familiarity is a precursor to Trust, it is Trust that serves as the main driver for repurchase behavior. These findings suggest that companies should focus on strategies that enhance both Familiarity and Trust, such as providing transparent information, delivering quality products, and maintaining consistent customer service.

While the study offers valuable insights, there are some limitations to consider. First, the research is cross-sectional, which means that it captures data at a single point in time. This limits the ability to establish causal relationships or observe how Familiarity and Trust evolve over time. Longitudinal studies would be beneficial to better understand the long-term effects of these factors on Repurchase Intention. Second, the sample used in this study may not be representative of the

broader consumer population, especially if it focused on a specific demographic or region. Future research should aim for a more diverse sample to enhance the generalizability of the findings. Additionally, the study relied on self-reported data, which may introduce biases such as social desirability or recall bias. Incorporating behavioral data or experimental designs in future studies could provide a more objective measure of Familiarity, Trust, and Repurchase Intention.

Moreover, the study focused primarily on Familiarity and Trust as predictors of Repurchase Intention. However, other variables, such as product pricing, brand reputation, or external reviews, may also play a significant role in shaping consumer behavior. Future studies could extend the current model by incorporating these additional factors. Another area for further research is the exploration of cultural differences in the relationships between Familiarity, Trust, and Repurchase Intention. Consumer behavior may vary significantly across cultures and understanding how these relationships differ in diverse contexts could provide valuable insights for global marketing strategies.

While the findings of this study contribute to a better understanding of the factors influencing Repurchase Intention, future research could explore these factors in greater depth, considering additional mediators, the role of technology and digital platforms, and the impact of external factors. Addressing these areas will help refine our understanding of consumer loyalty and provide more nuanced strategies for businesses looking to enhance customer retention in an increasingly competitive market.

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