

The Effect of Advertising Credibility, Brand Trust, and Product Quality Perception on Consumer Repurchase Interest in Unitary Sunscreen Products

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Abstract

This study aims to analyze the effects of advertising credibility, brand trust, and perceived product quality on the repurchase intention of Sunscreen Unitary consumers. The study's background focuses on intensifying competition in the skincare industry and differences in consumer perceptions of promotional messages and product quality. This study employs a quantitative method, using a survey administered to 100 participants who have used Sunscreen Unitary products, with predetermined criteria. The results indicate that advertising credibility has a substantial impact on the desire to repurchase, such that the more credible the advertisement is to consumers, the greater their tendency to repurchase. Repurchase intention is positively associated with perceived product quality, making product quality a dominant thing in encouraging clients to continue using the product. Meanwhile, brand trust did not have a significant repurchase intention, indicating that trust in the brand was not a major factor in consumers' repurchase decisions in this study. However, the simultaneous test results indicated that the three variables collectively had a significant effect on repurchase intention. The research findings show that product quality and advertising credibility play a greater position in encouraging repeat purchases than brand trust. These results can be taken into consideration by companies in formulating marketing strategies and maintaining product quality.

Keywords: Advertising Credibility, Brand Trust, Product Quality Perception, Repurchase Interest

1. Introduction

The development of skin care trends in Indonesia shows that consumers are becoming more aware of the importance of protecting their skin from sun exposure. This awareness has led to an increase in the use of sunscreen as a basic skin care product that not only protects the skin from ultraviolet (UV) rays, but has also become part of daily beauty routines. [Belch \(2021\)](#) states that 72% of Gen Z and Millennial consumers in Indonesia use sunscreen as an essential skincare product every day. The growing public interest in sunscreen products has intensified

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competition among brands, particularly in the skincare market, which is dominated by younger consumers.

In facing this competition, various brands are racing to implement and develop digital marketing communication strategies to attract consumers' attention. One method that is widely used is promotion through social media, especially TikTok, which is considered capable of shaping consumer perceptions through interactive content ([Belch, 2021](#)). However, the high intensity of digital promotion poses new challenges related to the credibility of advertising messages. Information that is considered excessive or untrue can reduce consumer trust in a brand ([Lee & Kim, 2024](#)), thereby affecting their interest in repurchasing as well as their perception of product quality and trust in the brand. Unitary is a French sunscreen brand well known among skincare users in Indonesia. Through digital marketing strategies and active engagement on social media, Unitary has successfully attracted attention and gained positive responses in the market. However, as digital exposure has grown, consumer perceptions of the brand have begun to vary. Some consumers consider Unitary to have good quality and a sound formula, while others express doubts about the authenticity of the promotional information displayed and about discrepancies in consumer reviews, indicating a decline in consumer trust and reflecting the challenges the company faces in maintaining trust and positive perceptions amid the high volume of digital information. This diverse perception is a key reason for selecting Unitary as the research topic, as it illustrates the potential for changes in trust levels and quality assessments that can affect consumer purchase intentions.

Repurchase intention is an important indicator of a brand's success. A survey by the Katadata Insight Center (2023) indicates that 41% of consumers do not immediately trust promotional content for skincare products because they are concerned that the claims are false. This behavior is influenced by several factors, including the credibility of advertising, as honest and consistent promotional messages can shape positive perceptions of the product. In addition, brand trust plays an important role; the more consumers perceive a brand as reliable, the more likely they are to continue using the product. Another factor is the perception of product quality, which reflects consumers' assessment of the product's superiority and effectiveness relative to alternatives. These three factors are believed to contribute to the formation of repeat-purchase intentions among Unitary consumers.

Several previous studies have shown that the credibility of promotional information, brand trust, and perceptions of product quality play significant roles in consumers' repurchase decisions. Previous research indicates that ([Oktavianti et al. 2024](#)) found that the clarity of messages and honesty of advertisements on social media can increase consumer confidence in a brand. Research ([Algharabat et al. 2022](#)) shows that positive quality perceptions contribute to loyalty and repurchase. In addition, previous research ([Triady & Saputro, 2023](#)) shows that promotional credibility and perceived product quality play an important role in increasing consumer trust, whereas [Bačevac et al. \(2024\)](#) emphasize that brand trust is the foundation of a long-term relationship between consumers and products. However, in contrast to other research that has focused on how product quality affects initial purchase decisions, this study emphasizes the importance of digital advertising credibility in strengthening brand trust and perceptions of product quality, which in turn influence consumer repurchase intentions, particularly for sunscreen products that are intensively promoted through social media, which has rarely been studied. Additionally, selecting Unitary as the object of study is relevant because this brand has experienced varying consumer sentiment on social media, leading to differing perspectives on both trust and product quality.

This study aims to investigate the impact of advertising credibility, brand trust, and perceived product quality on the repurchase intention of Sunscreen Unitary consumers. The current study aims to deepen understanding of the factors influencing repurchase behavior in the competitive skincare industry and to inform companies in designing more effective and reliable marketing strategies.

2. Literature Review

2.1 Advertising Credibility

Advertising credibility refers to consumers' evaluations of whether advertising messages are reliable, honest, and trustworthy. According to ([Belch, 2021](#)), explains that advertising credibility reflects consumers' perceptions of the reliability and trustworthiness of advertising messages. This concerns not only the content of the advertisement but also its source (e.g., the endorser, the brand, or the media platform). High credibility increases persuasion, while low credibility can lead to skepticism or rejection of the message. The credibility of an advertising source comprises three main components: expertise, trustworthiness, and attractiveness. These three components determine how consumers process and trust advertising messages.

In digital marketing, the credibility of advertisements is increasingly important, as found in a study by ([Kim et al. 2023](#)) A study in the Journal of Interactive Marketing found that consumers tend to trust digital messages that are transparent and authentic. This study demonstrates that the development of customer trust is directly impacted by the consistency, sincerity, and clarity of digital advertising messaging. According to a different study published in the Asia Pacific Journal of Marketing and Logistics by ([Alalwan et al. 2021](#)), the trustworthiness of digital marketing content has a major role in boosting consumer confidence and influencing decisions to make repeat purchases.

These results are consistent with an Indonesian study ([Setiawan & Wahyu 2023](#)) that discovered that consumer interest in making purchases is significantly impacted by the believability of marketing. Consumers are more interested in buying when advertisements are considered realistic, informative, and relevant to their needs. Based on the literature, it shows that advertising credibility not only influences consumers' initial perceptions of a product, but also shapes brand trust and quality perceptions. Customers are more certain about the product's advantages and more inclined to make repeat purchases when advertisements are perceived as reliable.

2.2 Brand Trust

Brand trust is consumers' belief that a brand is capable of fulfilling its promises and providing consistent benefits. According to Lee in ([Febrian, 2020](#)) Brand trust is formed when consumers feel confident that a brand has integrity, is reliable, and provides a sense of security in using its products. This trust develops through positive experiences, consistent quality, and honest brand communication with consumers.

In an international study, ([Sari & Ginting, 2021](#)) emphasized that emblem accept as true with performs an essential function in building long-time period relationships between clients and organizations. clients who believe the great and credibility of a emblem tend to be more unswerving, rarely transfer to other manufacturers, are much more likely to endorse the product to others, and are much more likely to make repeat purchases. This is in line with a study ([Rohmah, 2022](#)) which indicates that the brand agreement has a high quality and full-size influence on customers' interest in repurchasing. However, this differs from the findings of

([Asmi & Zaini 2023](#)) which show that brand trust shows no significant affect impact on buying decisions.

This difference indicates that the influence of brand trust is strongly shaped by industry context and consumer experience with the product. Thus, these conditions indicate that consumer trust in the brand is not yet sufficient to encourage repeat purchases, prompting consumers to consider other factors, such as product quality, information credibility, or user experience.

2.3 Product Quality Perception

Product Quality Perception refers to consumers assessment of The degree to which a product is considered superior, reliable, and capable of meeting their needs and expectations. ([Tjiptono and Chandra in Yusa, 2022](#)) explain that quality perception is formed through a series of consumer experiences with the product, ranging from effectiveness, safety, ease of use, to the suitability of the results with the claims offered by the brand. In other words, perceived quality depends not only on physical attributes, but also on image, reputation, and perceived value. When consumers assess a product as being of good quality and satisfying, they tend to have a greater desire to make repeat purchases.

International research also confirms the importance of this variable. According to ([Algharabat et al. 2022](#)), quality perception has a direct influence on consumer trust and repurchase decisions. Consumers who perceive a product to be of consistent and accountable quality tend to maintain their preference for that product. These results are reinforced by the findings of ([M. A. Firmansyah, 2023](#)) which show that quality perception is one of the factors that significantly drives consumer repurchase interest. ([Nur Aida, 2025](#)) also discovered that consumer buying interest is significantly impacted by quality perception. These results are consistent with other studies showing that the more positive consumers assessments of product quality are, the greater the tendency to continue using the product. Although the industry context and product characteristics differ, both studies emphasize that positive evaluations of quality in terms of performance, benefits, and user experience contribute to consumers' intention to continue using the same brand. This shows how crucial product quality is in determining how customers react to a brand, as discussed by ([Nur Aida & Akbar 2025](#)). These findings support the idea that consumers' decisions and interest in selecting and using products can be influenced by their perceptions of quality.

Therefore, perceived quality is positively associated with repurchase intention. The higher the perceived quality, the more likely consumers are to continue purchasing and maintain their attachment to the brand.

2.4 Repurchase Interest

Repurchase goal is the tendency of consumers to reuse or repurchase the same product based on previous positive experiences. According to ([Hidayat, 2020](#)) Repurchase intention arises when consumers perceive that the product provides value, benefits, and outcomes that meet their expectations. International findings reinforce this understanding. When consumers perceive that a product provides value that meets their expectations, repurchase intention is stronger.

Research, according to Mastuti & Dewi 2020), Click or tap here to enter text. found that consumer trust in a brand and the effectiveness of marketing messages play an important role in encouraging repeat purchases. Consumers who believe in the reliability of a product and receive convincing marketing information tend to maintain their preferences and make repeat

purchases. Findings ([Elvina, & Sarah 2021](#)) show that positive consumer assessments, both through perception and digital recommendations, can affect shaping the intention to purchase again.

Overall, the literature shows that repurchase intention is influenced by psychological and evaluative factors, such as brand trust, information credibility, and perceptions of product quality. This is in line with the focus of this study, which is to evaluate how advertising credibility, brand trust, and perceptions of product quality contribute to repurchase intention among consumers of Sunscreen Unitary.

Research Model

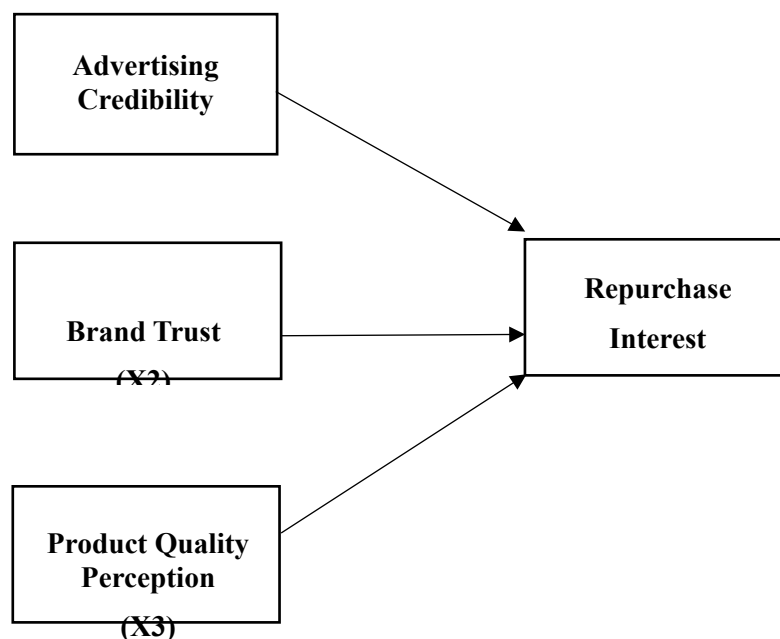


Figure 1. Conceptual Framework
Source: Author's processed data (2025)

Table 1. Previous Research Results

No	Research Title	Researcher & Year	Research Results	Similarities	Differences
1	The Impact of Product Quality Perception, Brand Image, and Brand Trust on Repurchase Intention (A Case Study of Starbucks Coffee Yogyakarta).	Rohmah, (2022)	Brand trust and perceived quality significantly influence repurchase intent.	Both discuss the relationship between brand trust and product quality in terms of repurchase intention.	Different product focus (Coffee Shop), context is not skincare.
2	The effect of Brand Trust, Word	Mastuti, (202)	Brand trust and advertising	Relevant to support repeat	Different promotional

	of Mouth, and Television Advertising on Repeat Purchases of Wardah Cosmetics: A Study at Bravo Supermarket in Jombang.		have a significant influence on repurchase interest.	purchase interest.	media (television) do not focus on digital promotion.
3	The effect of Product Quality, Brand Trust, and Electronic Word of Mouth on Purchasing Decisions for Wardah Sunscreen Products Containing 4-Methylbenzylidene Camphor (4-MBC)	Oktavianti et al., (2024)	Purchase decisions are positively impacted by brand trust and product quality.	Supporting the relationship between quality perception and brand trust in consumer behavior .	Focus on initial purchase decisions rather than repeat-purchase interest.
4	The effect of Lifestyle, Brand Trust, and Service Quality on Purchasing Decisions on Tokopedia.	Asmi, Zaini, (2020)	Brand trust does not significantly influence purchasing decisions. .	A comparative study shows that brand trust does not always have an impact.	E-commerce object; digital marketplace context, not skincare.
5	The effect of Price and Electronic Word of Mouth (Ewom) on the Purchase Interest in Emina Cosmetics.	Elvina, Sarah, (2021)	Purchase intent is significantly impacted by price and e-WOM.	Both discuss consumer behavior and repurchase interest.	Different variables and does not discuss brand trust, advertising credibility, or perceived quality.

Source: Author's processed data (2025)

3. Method of Research

3.1 Research Types Approaches

The current study employs both quantitative and survey methods. This study's objective is to evaluate the impact of advertising credibility, brand trust, and product quality perception as independent variables on the dependent variable, specifically the repurchase intention of Sunscreen Unitary consumers. According to (Sugiyono, 2021) Quantitative research aims to

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test hypotheses using objective measurements and statistical analysis. This approach was chosen because the research variables can be measured, enabling the relationship between variables to be analyzed systematically through statistical tests.

This research is classified as explanatory research. According to (Hair et al. 2021), using hypothesis testing, explanatory research explains a causal relationship between independent and dependent variables. In this study, explanatory research is employed to examine the extent to which perceptions of advertising credibility, brand trust, and product quality explain changes in consumer repurchase intention. data was gathered by sending questionnaires to participants who fit the study's requirements, allowing researchers to examine how different variables related to one another in a single data collection period.

3.2 Sample and Population

In quantitative research, the population is defined as the entire subjects who have certain characteristics and are relevant to the research problem (Sugiyono, 2021). This study defines the population as respondents who are aware of or have used Sunscreen Unitary products and social media users who follow the official TikTok account @unitary.id. As of November 2025, this account has approximately 182,000 followers. This population was selected because the research focuses on digital promotion and consumer behavior exposed to Sunscreen Unitary advertisements through social media. The sample is drawn from the chosen research population and is expected to reflect the population's characteristics (Hair et al., 2021). The Slovin sampling formula using a 10 percent error tolerance was used to get the sample size. so that the minimum sample size would produce representative data, namely:

$$n = \frac{N}{1 + Ne^2}$$

Thus, sample size determined as follows:

$$n = \frac{182.000}{1 + 182.000(0,10)^2} = \frac{182.000}{1 + 1820} = \frac{182.000}{1821} = 99,9$$

Therefore, in this study, 100 respondents served as samples.

Participants were recruited through purposive sampling, a non-probability sampling method. This approach was selected. because not all followers of the Unitary TikTok account met the research criteria. The criteria for respondents were as follows:

- 1) Had used Unitary Sunscreen products at least once,
- 2) Aged 18–35 years,
- 3) Knew about or had seen advertisements for Unitary Sunscreen products on TikTok social media.

Purposive sampling enables researchers to obtain relevant and accurate data, as respondents have actual experience with Sunscreen Unitary products and can therefore provide assessments of the research variables.

3.3 Data Collection Techniques

The analysis in this study was conducted in stages to ensure that the questionnaire data could be processed appropriately and to produce accurate conclusions. This was achieved by testing the relationships among advertising credibility, brand trust, product quality perception, and repurchase intention. The stages of analysis used were as follows:

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1. Instrument Validity and Reliability Test

- a. The purpose of validity testing is to determine how well the questionnaire's items measure the target variables. Pearson Product-Moment Correlation is used for validity testing, and the following standards are applied:
 - 1) If the calculated $r > \text{table } r$, then the question item is valid.
 - 2) If $\text{Sig. (2-tailed)} < 0.05$, then the question item is significant and considered valid.
- b. Testing for reliability is performed to assess the regularity of responders' responses to the research instrument. The method used is Cronbach's Alpha, with the following general criteria:
 - 1) $\alpha \geq 0,60 \rightarrow \text{Reliable}$
 - 2) $\alpha \geq 0,70 \rightarrow \text{Highly reliable}$
 - 3) $\alpha < 0,60 \rightarrow \text{Unreliable}$

2. Classical Assumption Test

Classical assumption testing is performed before conducting regression analysis to ensure that the data meet statistical requirements. The steps used are:

- a. Normality test, this test checks whether are normally distributed using the Kolmogorov-Smirnov or Shapiro-Wilk method. considered normal when $\text{Sig.} > 0.05$.
- b. The multicollinearity test is evaluated using Tolerance and VIF values. A model is considered free of tolerance > 0.10 and $\text{VIF} < 10$.
- c. Heteroscedasticity test, test the Glejser method. if the Sig. value is greater than 0.05, heteroscedasticity is not present.

3. Multiple Linear Regression Analysis

Multiple linear regression is used to examine the effects of multiple independent variables on a single dependent variable, both simultaneously and in partial effects. Multiple linear regression is used in this investigation. employed to analyze the influence of Advertising Credibility (X1), Brand Trust (X2), and Product Quality Perception (X3) on Repurchase Interest (Y).

The following is an expression for the multiple linear regression model utilized in this study:

$$Y = \alpha + \beta_1.X1 + \beta_2.X2 + \beta_3.X3 + e$$

Interpretation is carried out through:

- a. Hypothesis t - test (Partial)
This test is applied to assess the individual contribution of each independent variable to the dependent variable. A variable is considered to have a statistically significant influence when the p-value is below 0.05.
- b. Hypothesis F – test.
The F-test is used to evaluate the combined influence of variables X1,X2,X3 on the dependent variable Y. The regression model is regarded as statistically valid when the significance level is less than 0.05
- c. Coefficient of Determination (R^2)
Is employed to identify how much variation in the dependent variable can be accounted for by the independent variables included in the model.

3.4 Operational Variables

Table 2. Variables Operational

Variables &	Dimensions	Indicators	No	Scale
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Definitions	Questions	
Ad Credibility (X1): Ad credibility is the extent to which the message conveyed in an ad is considered honest, clear, and trustworthy by consumers. Belch, & Belch (2021) , Febrian, M. (2020). Pengaruh Emotional Branding Dan Brand Trust Terhadap Loyalitas Pelanggan Pada Maskapai Lion Air. Universitas Pembangunan Nasional "Veteran" Jawa Timur. https://doi.org/10.31850/Economos.V5I1.1614	Expertise	1. The information in the ad is easy to understand. 2 2. The message of the ad is conveyed in clear language. 3
	Trustworthiness	1. The message conveyed corresponds to the reality of the product without exaggeration. 4 2. Advertising is not overdoing it in claiming benefits. 5
	Attractiveness	1. The design, appearance and style of delivery of advertisements attract the attention of consumers. 6 2. Consumers assess how to display ads according to their needs.
Brand Trust (X2): Brand trust is defined as consumers' belief that the brand is reliable, has integrity, and consistently fulfills the promises it	Brand Reliability	1. The product is able to deliver on its promises. 7 2. The product is consistent in its quality. 8
	Brand Integrity	1. The brand is responsible for its products. 9

makes. Febrian (2020)		2. Brands are honest with consumers.	11	
	Reputation Brands	1. Brands have a positive image in the eyes of consumers. 2. The brand is widely known for its quality.	12	
Product Quality Perception (X3): Product quality perception is a consumer's subjective assessment of the product's excellence and reliability, image and reputation compared to similar products. Tjiptono & Chandra in Yusa, (2022)	Quality Overall	1. The products have good quality in general.	13	Likert
		2. Products provide satisfactory results.	14	
			15	
	Product effectiveness	1. The product is considered effective in protecting the skin from UV exposure.	16	
		2. The product conforms to the promised benefit claims.	17	
	Product advantages	1. The product has advantages compared to other products. 2. The product delivers tangible results.	18	
Repurchase Interest (Y): Repurchase interest is the	Buyback intent	1. Consumers want to buy products back.	19	Likert

tendency of consumers to buy back a product based on positive experiences and satisfaction obtained previously. Hidayat et al. (2020)	Consumer satisfaction	2. Consumers plan to use the product long-term.	20
		1. Consumers are satisfied with the results and experience of using the product.	21
	Recommendations		22
		2. Product conformity with expectations/experiences	23
		1. Consumers are willing to recommend products to others. 2. Consumers are willing to leave reviews about the product.	24

Source: Author's processed data (2025)

4. Findings and Discussion

4.1 Findings

The research data were collected through questionnaires distributed to 100 Sunscreen Unitary users who met the predetermined criteria. This research examined how advertising credibility, brand trust, and perceived product quality influence consumers' intention to repurchase Sunscreen Unitary products. In general, all returned questionnaires could be processed and provided an overview of the respondents' assessments of the research variables.

4.2 Verificative Analysis

a. Validity Test

Pearson correlations were used to assess the validity of the items (X1, X2, X3, and Y) and the total scores for each variable. The validity criteria were:

- 1) The item is valid (if Sig. 2-tailed) < (0.05) and the calculated (r value) > table r (0.195 for n=100).
- 2) All items in the variable are declared valid.

Tabel 3. Results of the Validity Test

Variables	Item	rCount	rTable	Sig.2-tailed	Sig.(2-tailed)<0,05	Information
Advertising	P1	0,597	0,195	<,001	<0,05	Valid

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Credibility (X1)	P2	0,680	0,195	<,001	<0,05	Valid
	P3	0,712	0,195	<,001	<0,05	Valid
	P4	0,721	0,195	<,001	<0,05	Valid
	P5	0,677	0,195	<,001	<0,05	Valid
	P6	0,715	0,195	<,001	<0,05	Valid

Variabel	Item	rCount	rTable	Sig.2-tailed	Sig.(2-tailed)<0,05	Information
Brand Trust (X2)	P7	0,678	0,195	<,001	<0,05	Valid
	P8	0,742	0,195	<,001	<0,05	Valid
	P9	0,748	0,195	<,001	<0,05	Valid
	P10	0,779	0,195	<,001	<0,05	Valid
	P11	0,721	0,195	<,001	<0,05	Valid
	P12	0,804	0,195	<,001	<0,05	Valid

Variabel	Item	rCount	rTable	Sig.2-tailed	Sig.(2-tailed)<0,05	Information
Product Quality Perception (X3)	P13	0,656	0,195	<,001	<0,05	Valid
	P14	0,718	0,195	<,001	<0,05	Valid
	P15	0,664	0,195	<,001	<0,05	Valid
	P16	0,708	0,195	<,001	<0,05	Valid
	P17	0,736	0,195	<,001	<0,05	Valid
	P18	0,678	0,195	<,001	<0,05	Valid

Variabel	Item	r-Count	rTable	Sig.2-tailed	Sig.(2-tailed)<0,05	Information
Repurchase Interest (Y)	P19	0,766	0,195	<,001	<0,05	Valid
	P20	0,731	0,195	<,001	<0,05	Valid
	P21	0,757	0,195	<,001	<0,05	Valid
	P22	0,680	0,195	<,001	<0,05	Valid
	P23	0,704	0,195	<,001	<0,05	Valid
	P24	0,691	0,195	<,001	<0,05	Valid

Source: Author's processed data (2025)

b. Reliability Test

Reliability was evaluated using Cronbach's Alpha, with values above 0.60 indicating acceptable internal consistency. The reliability outcomes for each variable are presented below.

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	N of Item	Information
Repurchase Interest (Y)	0,814	0,60	Reliable
Advertising Credibility (X1)	0,773	0,60	Reliable
Brand Trust (X2)	0,840	0,60	Reliable
Product Quality Perception (X3)	0,784	0,60	Reliable

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Source: Author's processed data (2025)

4.3 Classical Assumption Test

a. Normality Test

Kolmogorov-Smirnov was used to assess the residual values for normality.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.03864002
Most Extreme Differences	Absolute		.081
	Positive		.072
	Negative		-.081
Test Statistic			.081
Asymp. Sig. (2-tailed)			.100 ^c
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: Author's processed data (2025)

Interpretation:

Since Asymp. Sig. When the p-value exceeds 0.05, the normality test indicates that the residuals are normally distributed. Which yielded a significance value of 0.100.

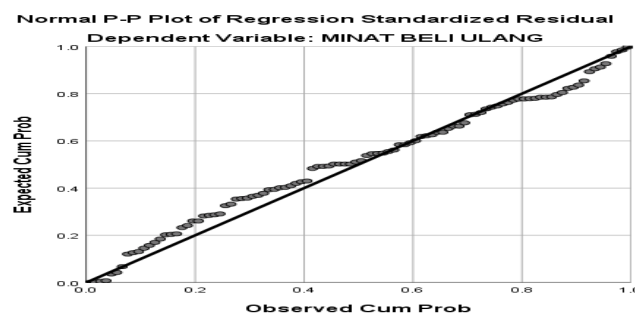


Figure 2. Normality Test

Source: Author's processed data (2025)

Interpretation:

The Normal *P-P Plot* shows that the residual values follow the diagonal pattern, indicating that the distribution is *approximately* normal.

b. Multicollinearity Test

Seeks to determine whether a correlation between independent variables is found by the regression model.

Table 6. Results of the Multicollinearity Test

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Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Advertising Credibility	.357	2.803
	Brand Trust	.293	3.418
	Product Quality Perception	.331	3.025

A. Dependent Variable: Repurchase Interest

Source: Author's processed data (2025)

Interpretation:

The multicollinearity analysis indicated that each independent variable had a tolerance value above 0.10 and a VIF below 10. This result confirms that all predictors can be included in subsequent analyses, as the regression model showed no multicollinearity.

c. Heteroscedasticity Test

This test evaluates the consistency of residual variance in the regression model.

Table 7. Heteroscedasticity Test Results

Model		B	Std. Error	t	sig
1	(Constant)	5.694	1.135	5.016	.000
	Advertising Credibility	-.070	.073	-.960	.339
	Brand Trust	-.059	.069	-.860	.392
	Product Quality Perception	-.044	.074	-.590	.557

Source: Author's processed data (2025)

Interpretation:

If the significance is $> 5\%$, there is no evidence of heteroscedasticity.

If the significance is $\leq 5\%$, then there is heteroscedasticity.

- 1) Advertising Credibility $0.339 > 0.05$
- 2) Brand Trust $0.392 > 0.05$
- 3) Product Quality Perception $0.557 > 0.05$

Considering the heteroscedasticity test results, the output indicates that the absolute residual values and the independent variables are not related, as indicated by a Sig. greater than 0.05. This means that there is no heteroscedasticity in the model.

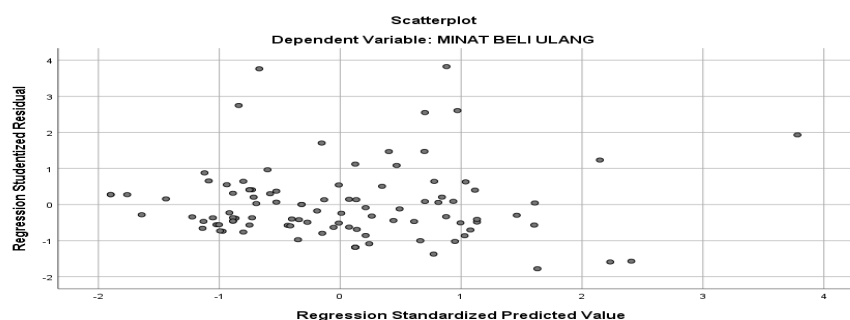


Figure 3. Heteroscedasticity Test
Source: Author's processed data (2025)

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Interpretation:

The scatterplot shows that the residuals are randomly distributed around the zero line, indicating no evidence of heteroscedasticity.

4.4 Multiple Regression Models

The regression equation was formulated based on the *coefficient* result shown below:

$$Y = 3.654 + 0.291 X_1 - 0.016 X_2 + 0.573 X_3$$

Explanation:

X₁ = Advertising Credibility

X₂ = Brand Trust

X₃ = Product Quality Perception

The equation shows that:

- 1) The constant (Y) of 3.654 means that if the three independent variables are 0, then the Repurchase Interest value is 3.654.
- 2) The coefficient of regression of the Advertising Credibility variable (X₁) of 0.291 indicates a positive effect, meaning that the higher the advertising credibility, the higher the repurchase interest.
- 3) The Brand Trust coefficient (X₂) of -0.016 indicates a negative effect, but it is not significant on repurchase interest.
- 4) The coefficient of Product Quality Perception (X₃) of 0.573 shows a positive and significant effect on repurchase intention.

4.5 Hypothesis t - test (Parsial)

Examines individual variable effects.

Table 8. Results of the t-test (partial)

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	3.654	2.450	1.492	.139
Advertising Credibility	.291	.105	2.776	.007
Brand Trust	-.016	.061	-.269	.788
Product Quality Perception	.573	.104	5.518	.000

Source: Author's processed data (2025)

Interpretation:

The regression analysis of the Coefficients table revealed that the independent variables contributed differently to Repurchase Interest.

- 1) The Advertising Credibility variable had a positive regression *coefficient* ($\beta = 0.271$) with a significance level of 0.007, indicating a statistically significant positive effect on Repurchase Intention.
- 2) The Brand Trust produces a negative *coefficient* ($\beta = -0.018$) with a probability value of 0.788, indicating that its effect on Repurchase Intention is not statistically supported.
- 3) Product Quality Perception records the largest regression weight ($\beta = 0.545$) accompanied by a p-value below 0.001, confirming its strong and positive influence on Repurchase Intention.

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4.6 Hypothesis F - test (Simultaneous)

The F test applied to evaluate whether all independent variables simultaneously influence the dependent variable.

Table 9. F Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616.941	3	205.647	46.555	.000 ^b
	Residual	424.059	96	4.417		
	Total	1041.000	99			
A. Dependent Variable: Repurchase Interest						
B. Predictors: (Constant), Product Quality Perception, Brand Trust, Advertising Credibility						

Source: Author's processed data (2025)

Interpretation:

The statistical analysis yields an F-statistic of 46.555 with a p-value of 0.000, which is below the threshold of $p = 0.005$. This suggests that the three independent variables together are able to explain changes in the Repurchase Interest variable.

4.7 Explanation of the regression models (R^2)

The R^2 value reflects the proportion of variance in the dependent variable explained by the regression model.

Table 10. Output of R^2 Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 ^a	.593	.580	2.10173
A. Predictors: (Constant Product Quality Perception, Brand Trust, Advertising Credibility				
B. Dependent Variable: Repurchase Interest				

Source: Author's processed data (2025)

Interpretation:

The coefficient of determination (R^2) was 0.593. This demonstrates that 59.3% of the variations within the variability in the dependent variable of Repurchase. The independent variables can be used to explain interest. of Advertising Credibility, Brand Trust, and Product Quality Perception. In the meantime, additional factors not included in the study model, which were excluded from the regression analysis, account for the remaining 40.7%.

4.8 Discussions

4.8.1 The Effect of Advertising Credibility on Repurchase Interest

The Advertising Credibility variable had a positive regression coefficient of 0.271 in the analysis. The calculated t statistic was 2.776 ($p = 0.007$), indicating that the result falls below the significance level of 0.05, according to the partial test results. Therefore, it can be inferred that the variables are positively and significantly related to advertising credibility and consumer

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repurchase intention, as the H_0 hypothesis is rejected and H_1 is supported. This outcome is in line with earlier studies carried out ([Rohmah, 2022](#)), which explains that the credibility of an advertisement can increase consumer confidence and interest in repeat purchases. Advertisements that are considered honest, informative, and realistic tend to inspire trust, thereby encouraging consumers to repurchase the product. In the context of Sunscreen Unitary, clear, relevant, and non-exaggerated advertising credibility can foster a positive perception among consumers. When the message conveyed through advertising is consistent with the experience of using the product, consumers become more confident and motivated to make repeat purchases. Therefore, one key factor influencing consumer repurchase intentions is the quality of information conveyed through advertising.

4.8.2 The Effect of Brand Trust on Repurchase Intention

The Brand Trust variable shows a negative association, with a regression coefficient of -0.018, a t-value of -0.269, and a significance level of 0.788, indicating that it is greater than 0.05. Given that H_1 is rejected and H_0 is supported, it can be concluded that consumer repurchase intention is not significantly affected by brand trust. This outcome is consistent with the study conducted by ([Asmi & Zaini, 2023](#)), which found that brand trust across several platforms or products does not always drive purchasing decisions. When consumers perceive that the brand is not yet fully reliable or that their previous experience was unsatisfactory, trust in the brand is not a major factor in repurchase decisions. In the context of Sunscreen Unitary, some consumers may not yet have sufficient experience to place full trust in the brand. In addition, brand trust can be influenced by reviews, reputation, and other consumers' experiences, so it is not always a determining factor in repurchase intention. These results show that although brand trust is an important concept in marketing, in this study, customers' decisions to repurchase the product were not significantly impacted by this variable.

4.8.3 The Effect of Product Quality Perception on Repurchase Intention

The Product Quality Perception variable has a positive regression coefficient of 0.545 with a t-statistic of 5.518 with a significance level of 0.000, indicating statistical significance 0.05, according to test results. As a result, H_0 is rejected and H_1 is supported accepted, indicating that repurchase purpose is greatly and favorably impacted by Product Quality Perception. This outcome is consistent with studies by [Minarti & Sarah \(2025\)](#), who also discovered that consumer purchase interest is significantly impacted by quality perception. Products that are considered high quality in terms of safety, ease of use, texture, effectiveness, and suitability, and that make claims, will elicit positive assessments from consumers. In the case of Sunscreen Unitary products, good quality perceptions such as comfortable texture, non-sticky, easy to absorb, and providing effective protection make consumers more confident to repurchase. Customers tend to stick with a product perceived as having superior quality. This explains why the product quality impression variable is the most significant factor impacting repurchase intention in this study.

5. Conclusion

This study concludes that repurchase intention for Sunscreen Unitary products is influenced by several key factors, namely advertising credibility, brand trust, and perceived product quality. Advertising credibility has a favorable and significant impact, indicating that clear, honest, and appropriate promotional messages play a key role in encouraging repeat purchases. Product quality perception has also been shown to have a positive and substantial impact, as satisfying user experiences strengthen consumer loyalty and repurchase intentions. Conversely, brand

trust has no discernible impact, indicating that consumer trust in the brand alone is not yet a dominant factor in repeat purchase decisions. Overall, these findings indicate that consumers prioritize advertising clarity and actual product quality over brand trust in forming repurchase interest.

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