

The Effect of Brand Ambassadors and Logo Design on Repurchase Interest through Consumer Trust as a Mediating Variable in Tiebymin Hijab Products on TikTok Shop

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Abstract

The growth of live commerce on TikTok Shop has encouraged hijab businesses to strengthen marketing strategies through promotional figures and brand visual identity. This study examines the effects of Brand Ambassadors and Logo Design on repurchase intention through consumer trust for Tiebymin hijab products, particularly following a logo redesign that elicited varied consumer responses. A quantitative explanatory approach was applied, collecting data from 100 consumers through an online 1–5 Likert-scale questionnaire using purposive sampling. Data were analyzed with Partial Least Squares–Structural Equation Modeling (PLS-SEM) via measurement and structural model evaluation. Findings indicate that Brand Ambassadors and Logo Design positively influence Consumer Trust, which mediates and reinforces their impact on Repurchase Intention. These results highlight that repurchase decisions in live-commerce depend not only on promotional appeal and visual identity but also on consumer confidence in the brand. Businesses are advised to select Brand Ambassadors aligned with brand character and to maintain consistent logo design; future research may include additional factors to expand understanding of repurchase behavior.

Keywords: Brand Ambassador, Logo Design, Consumer Trust, Repurchase Intention, TikTok Shop.

1. Introduction

The hijab fashion industry in Indonesia continues to grow in line with the increasing public interest in modern fashion products and the widespread use of digital technology. According to a digital report released by We Are [Social and Meltwater \(2025\)](#) In Indonesia, there are 212 million people who access the internet, covering 74.6% of the total population, and 143 million user accounts on social media platforms, reaching 50.2%, shows how important social media is

in marketing. Platforms such as TikTok, with its live-streaming and direct-interaction features, make it easier for businesses to showcase their products in real time and build consumer trust.

The 2025 Digital Report by [We Are Social and Meltwater \(2025\)](#) also notes that the number of TikTok users has reached 108 million adults, while YouTube and Facebook have 143 million and 122 million users, respectively. The dominance of women on visual platforms and the 2.9% growth in social media users further strengthen the potential for hijab marketing. With Indonesia's population reaching 285 million, the majority of whom live in urban areas, and mobile broadband coverage of 96.4% of 356 million connections, digital marketing strategies, especially for the 18-34 age group, have enormous potential.

Tiebymin is a local hijab brand that actively implements digital marketing strategies through the TikTok Shop platform, using live-streaming content and brand ambassadors to expand its market reach and build closer relationships with consumers. However, in mid-2025, Tiebymin underwent a visual identity change, including a new logo, which elicited mixed reactions. Based on observations of a video posted on the @Tiebyminofficial TikTok account, 401 comments were analyzed; 213 were relevant, comprising 188 negative (88.3%) and 25 positive (11.7%). The dominance of negative comments indicates that the logo change has not been fully accepted by consumers and may affect trust and repeat-purchase intentions.

Tiebymin stated that the logo change was implemented as part of a business development strategy without compromising product quality. However, the gap between the message the brand intended to convey and consumer responses indicated a mismatch between the new visual identity and consumer expectations. In addition, the effectiveness of brand ambassadors in maintaining consumer trust during the rebranding process has not been empirically demonstrated. This condition served as the basis for selecting Tiebymin as the research object because it highlights issues related to the role of brand ambassadors, acceptance of logo design changes, and the potential for a decline in consumer trust.

Previous studies on brand ambassadors have produced mixed conclusions. According to [Putri and Masreviastuti \(2024\)](#) Brand ambassadors have a positive and meaningful impact on customer trust in skin care products. However, [Sumarni et al. \(2024\)](#) state that brand ambassadors have no significant influence on TikTok platform users. This inconsistency indicates that the effectiveness of brand ambassadors is influenced by industry context and audience characteristics, underscoring the need to test this in the context of hijab fashion on TikTok Shop.

Research related to logo design by [Rafiq et al. \(2020\)](#) shows that logo changes can affect loyalty and repurchase intention through attitudes toward the brand. However, few studies have examined consumer trust as a mechanism explaining the influence of changes in visual identity on purchasing behavior. This research gap underscores the need for further study of how changes in logo design affect consumer behavior and the formation of trust.

Unlike previous studies that generally examine brand ambassadors and logo design separately, this study highlights how these two variables simultaneously shape consumer trust in the context of Tiebymin's logo change. This approach is important because changes in visual identity and the presence of brand ambassadors can influence consumer perceptions through different mechanisms, requiring a more comprehensive analysis of their relationship with repurchase interest. Based on the above description, The focus of this study is to determine how brand ambassadors and logo design influence consumers' desire to repurchase, with trust

serving as a mediator.

2. Literature Review

2.1 Brand Ambassador

People who act as brand representatives and campaign to increase brand awareness, build a positive image, and influence consumer purchase interest ([Nurhasanah et al., 2021](#)). In the brand equity theory framework, the effectiveness of promotional figures is determined by their ability to build strong and credible brand associations, which are influenced by the attractiveness, trustworthiness, and expertise of these figures ([Keller, 2013](#)).

Previous studies have shown varying results. On platforms with low interaction, brand ambassadors only increase awareness ([Wibowo & Yusuf, 2023](#)). Meanwhile, on more interactive digital platforms, the credibility and popularity of figures have been proven to build consumer trust ([Octaviani & Selamat, 2023](#)). [Kim \(2022\)](#) findings on Instagram also show that the effectiveness of figures is influenced by engagement patterns, particularly through social presence, which encourages parasocial interaction and purchase intention. Empirically, That brand ambassadors increase purchase interest, because figures who are relevant to trends are able to strengthen the brand's appeal ([Daniyati & Sarah, 2024](#)). In addition, brand ambassadors play a role in increasing purchase decisions by forming positive perceptions of the brand ([Putri et al., 2025](#)).

In the real-time context of TikTok Shop, the figure's ability to build trust becomes increasingly crucial. Direct interaction allows consumers to evaluate the credibility of figures more closely, so that the effectiveness of brand ambassadors is determined not only by personal characteristics but also by their fit with the platform's interaction patterns and user characteristics. However, discussion of the role of brand ambassadors in live commerce activities remains relatively limited, leaving gaps in understanding how real-time interactions shape trust and purchase intention.

2.2 Logo Design

Logo design is the visual identity of a brand that is built through elements of color, shape, and typography, thereby influencing brand perception and recognition ([Febrian et al., 2025](#)). As a core element of brand identity, logos shape brand awareness by helping consumers recognize and remember a brand and differentiate it from competitors. The effectiveness of a logo is not only determined by its visual appeal, but also by its consistency and suitability with the brand character that is being built ([Keller, 2013](#)).

[Febrian et al. \(2025\)](#) emphasize the importance of typography and color in shaping brand perception. While [Setiadi et al. \(2023\)](#) show that simple logo designs are more recognizable on digital platforms. [Shams et al. \(2024\)](#) add that consistent use of a logo can strengthen customer confidence and support sales performance.

In the context of TikTok Shop, which is based on short videos, simplicity, visual contrast, and readability are important factors in ensuring that brand identity is accurately captured by consumers. Thus, logo design not only serves as an aesthetic element but also as a means of shaping perceptions of brand professionalism and reliability. However, studies linking logo design to consumer trust in live commerce remain relatively limited, particularly in a dynamic, fast-paced digital environment. This condition presents an opportunity for research to examine the role of visual identity in driving trust and repeat-purchase behavior on TikTok Shop.

2.3 Consumer Trust

Consumer trust can be understood as consumers' belief in a brand's ability to act with care and integrity in fulfilling its promises and providing appropriate value (Priansa, 2021). Previous research indicates that the dimensions shaping consumer trust vary with market context. [Fitriyadi and Ratnaningtyas \(2023\)](#) found that the dimension of concern is a dominant factor in large-scale marketplaces, while [Adirama et al. \(2024\)](#) emphasizing the importance of capability and integrity in small-scale online store businesses. [Tiurmaida and Suhardi \(2025\)](#) emphasize that all three dimensions collectively serve as the primary predictors of consumer trust in the digital context. Additionally, consumer trust is also formed through clear, informative, and easy-to-understand digital marketing communications, thereby increasing consumer confidence in the benefits and credibility of products ([Taufiq et al., 2022](#)). In the context of marketplaces, high levels of consumer trust encourage purchasing decisions because they reduce the perception of risk in online transactions ([Aliciana et al., 2024](#)).

However, there has been little research that simultaneously explains how visual stimuli in the form of logo design and interactional stimuli in the form of brand ambassadors work together to shape consumer trust, especially in live-commerce ecosystems such as TikTok Shop. This indicates a theoretical and empirical gap regarding the mechanism of consumer trust formation in interactive digital environments.

2.4 Repurchase Interest

Repurchase interest can be defined as consumers' desire to repurchase the same product based on their previous experience. ([Setiawardani et al., 2023](#)). The main driving factors include positive experiences, subscription commitment, and willingness to recommend the product ([Mardiah & Anugrah, 2020](#)).

[Faizah et al. \(2023\)](#) state that satisfaction acts as the main mediator in driving repurchase intention, while [Ellitan et al. \(2022\)](#) show that the influence of satisfaction can weaken when external factors such as price are more dominant. [Ayu and Berliana Susila \(2025\)](#) found that product quality consistently increases repurchase intention through consumer satisfaction. Additionally, [Putri and Mubarak \(2025\)](#) emphasize that repurchase intention increases when consumers perceive price and service quality as consistent with their previous purchasing experiences.

A synthesis of these findings shows that repurchase intention is influenced by a combination of consumer experience, trust, and visual identity consistency, especially on dynamic digital platforms such as TikTok Shop. However, research integrating the role of trust and visual identity in driving repurchase intention in the context of live-commerce is still limited, opening up opportunities for empirical contributions to the digital marketing literature .

2.5 Previous Research

Table 1. Previous Research

No	Title	Author	Research Results	Similarities	Differences
1	The Effect of E-Wom, Brand Trust, and Brand Ambassador on	(Nurhasanah et al., 2021)	Brand ambassadors, e-WOM, and brand trust	Both studies examine brand ambassadors	Focuses on purchase decisions, not repurchase

No	Title	Author	Research Results	Similarities	Differences
	Purchase Decisions at Tokopedia Online Shopping Site		have a significant effect on purchase decisions.	in influencing consumer behavior.	intent, and does not involve logo design or consumer trust mediation.
2	Increasing Repurchase Interest Through E-Service Quality (A Study of Bukalapak Consumers)	(Setiawardani et al., 2023)	E-service quality has been proven to increase consumer repurchase interest.	Both studies discuss repurchase intention as the dependent variable.	Different independent variables (e-service quality, not brand ambassador/logo design) and no mediating variables.
3	Consumer Trust in Online Shopping: A Study on the Shopee Platform	(Fitriyadi & Ratnaningtyas, 2023)	Consumer trust is influenced by transaction security, reputation, and shopping experience.	Both examine consumer trust as an important factor in online behavior.	Does not examine repurchase intent, brand ambassadors, or logo design; instead, it focuses on trust-forming factors.
4	Logo Design by Haidar in Efforts to Enhance Brand Image and Consumer Appeal	(Febrian et al., 2025)	An appropriate logo design enhances brand image and consumer appeal.	Related to logo design as a visual element that influences consumer perception.	Does not test repurchase interest or mediating variables; focuses solely on the logo design process and image.
5	The Influence of Shopping Orientation, Trust, and Purchase Experience on Repurchase Intentions Online	(Mardiah & Anugrah, 2020)	Shopping orientation, trust, and purchase experience significantly influence repurchase intention.	Both study repurchase intention and consumer trust.	Does not involve brand ambassadors or logo design; different context and variables.

2.6 Conceptual Framework

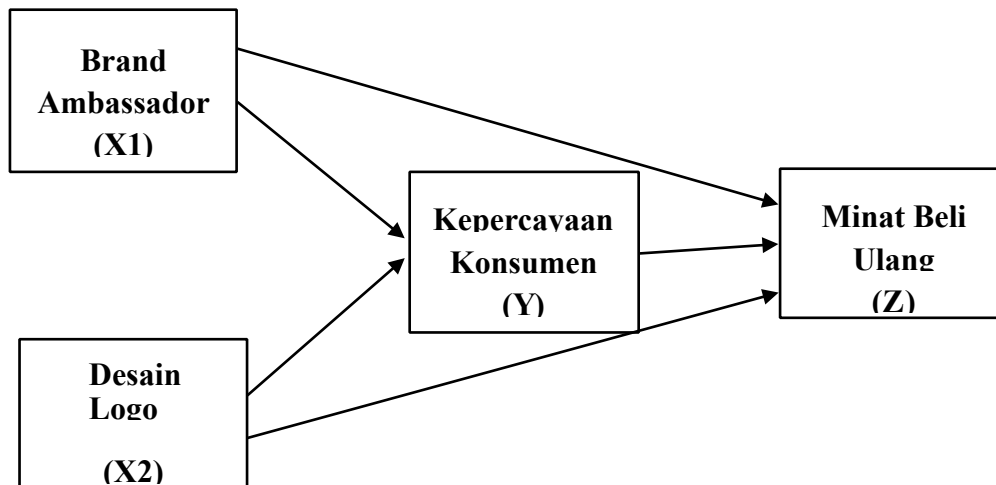


Figure 1. Conceptual Framework

Source: Author (2025)

3. Research Method

3.1 Type and Approach of Research

Using a quantitative approach, this study examines the relationships among variables, including the roles of Brand Ambassadors and logo design, in generating repeat-purchase intention, mediated by consumer trust. Given SmartPLS's ability to test predictive models with reflective constructs and mediating effects, the PLS-SEM approach was used to analyze these relationships.

3.2 Population and Sample

This study focuses on TikTok users who are aware of Tiebymin products and are potentially interested in becoming consumers. At the time of the study, the TikTok account @tiebyminofficial had approximately 240,000 followers, which informed the calculation of the sample size.

Respondents were selected through purposive sampling, targeting individuals with prior experience purchasing Tiebymin products. The minimum number of respondents was determined based on the Slovin formula calculation with a margin of error of 10% and met the sample size recommendations for PLS-SEM analysis ([Hair et al., 2021](#)).

In accordance with the Slovin formula:

$$n = \frac{N}{1 + N \cdot e^2} = \frac{240,000}{1 + 240,000 \cdot 0,1^2} \approx 100$$

Therefore, the recommended number of respondents is around 100 people.

3.3 Research Variables and Instruments

The research variables include:

1. Independent variables: Brand Ambassador, Logo Design
2. Dependent variables: Repurchase Interest
3. Mediating variable: Consumer Trust

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The research instrument is a 1–5 Likert scale questionnaire adapted from previous research with the indicators developed to be clear, appropriate, and feasible prior to analysis using PLS-SEM

3.4 Data Collection Techniques

An online survey was administered to TikTok users who follow Tiebymin's TikTok account and TikTok users who are familiar with the product. Respondents who completed the questionnaire were those who knew about Tiebymin products and were willing to participate, thereby aligning the collected responses with the focus of the study.

3.5 Data Analysis Techniques

PLS-SEM was employed as the analytical approach, with SmartPLS 4 used to process the data. The analysis encompassed an assessment of both the measurement and structural components of the model, including the evaluation of construct validity and reliability through convergent and discriminant validity as well as internal consistency. Furthermore, relationships among the study variables were examined by analyzing the model's predictive capability and testing direct and indirect effects, including the mediating role of consumer trust, using a bootstrapping technique.

3.6 Operationalization of Variables

Table 2. Operationalization of Variables

Variable	Dimension	Indicators	Question Number	Scale
Brand Ambassador (X1) A person who represents and promotes a brand to increase awareness, build a positive image, and influence consumer purchasing interest. (Nurhasanah et al., 2021)	1. Popularity	1. Brand ambassadors are widely known on social media.	1	Likert
		2. Brand ambassadors have a large following on social media.	2	
	2. Credibility	1. Brand ambassadors have knowledge about the products they promote.	3	
		2. Brand ambassadors are trusted by consumers because of their reputation.	4	
	3. Brand alignment	1. The character of the brand ambassador matches the brand image.	5	

Variable	Dimension	Indicators	Question Number	Scale
		2. Brand ambassadors are able to convey brand values effectively.	6	
Logo Design (X2) Logo design is the visual identity of a brand that reflects its characteristics through color, shape, and typography, which serve to shape brand perception and recognition. (Febrian et al., 2025)	1. Color	1. The color combination of the logo reflects the brand's character.	7	Likert
		2. Logo colors attract consumer attention.	8	
	2. Shape	1. The logo shape is easily recognizable and memorable.	9	
		2. The logo shape reflects the product's identity.	10	
	3. Typography	1. The logo's font is easy to read and aligns with the brand's character.	11	
		2. Typography creates a professional impression for the brand.	12	
Consumer Trust (Y) Consumer confidence in the brand's ability and integrity to fulfill its promises and deliver value that meets consumer expectations. (Priansa, 2021)	1. Capability	1. The brand is able to deliver products that meet consumer expectations.	13	Likert
		2. The brand has consistent product quality.	14	
	2. Concern	1. The brand shows concern for consumer needs.	15	
		2. The brand provides responsive and friendly service.	16	
	3. Integrity	1. The brand keeps its promises to	17	

Variable	Dimension	Indicators	Question Number	Scale
		consumers.		
		2. The brand is honest in conveying product information.	18	
Repurchase Intention (Z) The tendency of consumers to repurchase the same product after a previous purchase experience. (Setiawardani et al., 2023)	1. Satisfaction	1. Consumers are satisfied with their previous purchasing experience.	19	Likert
		2. The product meets consumer expectations.	20	
	2. Repurchase intention	1. Consumers intend to repurchase products from the same brand.	21	
		2. Consumers will continue to choose the same brand in the future.	22	
	3. Recommendation	1. Consumers are willing to recommend the brand to others.	23	
		2. Consumers share positive experiences about the brand on social media.	24	

Source: Author (2025)

4. Results And Discussion

4.1 Respondent Description

Most respondents were aged 18-22 years old, representing young consumers who are active users of TikTok Shop. All respondents were female, in line with the characteristics of Tiebymin hijab products, which are specifically targeted at female consumers. Based on occupation, the majority of respondents were students. Regarding purchase frequency, most respondents reported purchasing Tiebymin products once or twice to three times. Making it relevant for measuring consumer confidence and repurchase intentions.

4.2 Data Analysis

This section presents an evaluation of measurement and structural models to assess construct quality and test relationships among research variables. Details of the results of each evaluation

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are described in the following subsections.

4.3 Model Evaluation and Structural Analysis Results

4.3.1 Measurement Model Evaluation (Outer Model)

Testing at this stage included convergent validity, discriminant validity, and construct reliability, which were evaluated through factor loading values, *Average Variance Extracted* (AVE), and *Composite Reliability*.

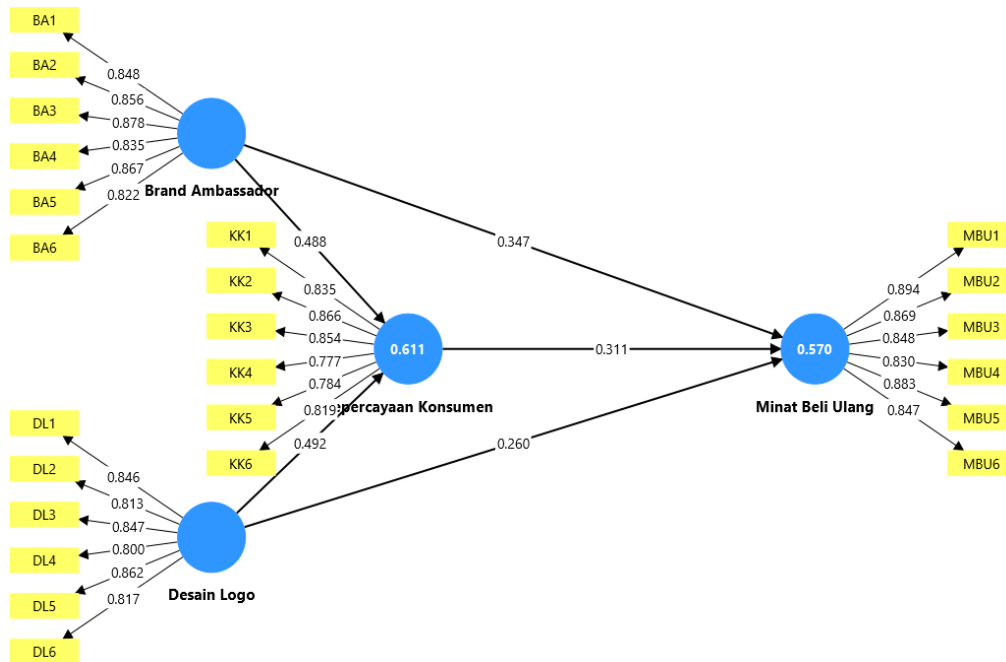


Figure 2. PLS-SEM Measurement and Structural Model

Source: Author (2025)

The results of data processing present measurement models and structural paths, including factor loadings for each indicator and path coefficients between constructs. In addition, the R-square values for the Consumer Trust and Repurchase Interest constructs indicate the model's ability to explain endogenous variables.

1. Convergent Validity

Table 3. Convergent Validity

	Brand Ambassador	Logo Design	Consumer Trust	Repurchase Intention
Brand ambassador Tiebymin is widely known by social media users.	0.848			
Brand ambassador Tiebymin has many followers on social media.	0.856			
Brand ambassador Tiebymin has extensive knowledge about the products being promoted.	0.878			

Brand ambassador Tiebymin is trusted by consumers because of his good reputation.	0.835			
The brand ambassador's character matches the image of the Tiebymin brand.	0.867			
Tiebymin brand ambassadors are able to effectively convey the values of the Tiebymin brand to consumers.	0.822			
	Brand Ambassador	Logo Design	Consumer Trust	Repurchase Intention
The color combination of the Tiebymin logo matches the modern character of the brand.		0.846		
The color of the Tiebymin logo caught my attention as a consumer.		0.813		
The Tiebymin logo is easily recognizable and memorable.		0.847		
The Tiebymin logo reflects the identity of the hijab product.		0.800		
The font used in the Tiebymin logo is easy to read.		0.862		
The typography in the Tiebymin logo gives a professional and elegant impression.		0.817		
	Brand Ambassador	Logo Design	Consumer Trust	Repurchase Intention
Tiebymin is able to deliver products that meet my expectations.			0.835	
Tiebymin products have consistent quality.			0.866	
Tiebymin pays attention to the needs and comfort of its customers.			0.854	
Tiebymin provides fast and friendly service.			0.777	
Tiebymin keeps its promise regarding the promised product quality.			0.784	
Tiebymin is always honest in conveying information about its products.			0.819	

	Brand Ambassador	Logo Design	Consumer Trust	Repurchase Intention
I am satisfied with my previous experience purchasing Tiebymin products.				0.894
Tiebymin products meet my expectations.				0.869
I intend to repurchase Tiebymin products in the future.				0.848
I will continue to choose Tiebymin products for my next purchase.				0.830
I am willing to recommend Tiebymin products to friends or family.				0.883
I am willing to share my positive experience with Tiebymin products on social media.				0.847

Source: Author (2025)

every indicator shows a loading factor higher than 0.70. Thus, all indicators have met the convergent validity criteria and are declared capable of adequately reflecting the measured construct.

2. Discriminant Validity

Table 4. Discriminant Validity

	Brand Ambassador	Logo Design	Consumer Trust	Repurchase Intention
Brand Ambassador	0.851			
Logo Design	0.271	0.831		
Consumer Trust	0.622	0.625	0.823	
Repurchase Interest	0.611	0.549	0.690	0.862

Source: Author (2025)

The AVE values for each construct exceeded their correlation values with other constructs, so all constructs were considered discriminant valid.

3. Construct Reliability

Table 5. Construct Reliability

	Cronbach's alpha	Composite reliability (rho_c)
Brand Ambassador	0.924	0.940
Logo Design	0.910	0.930
Consumer Trust	0.905	0.926
Repurchase Interest	0.931	0.945

Source: Author (2025)

The Cronbach's Alpha and Composite Reliability scores for all variables exceed the 0.70 threshold, indicating that each construct demonstrates adequate internal consistency and can be regarded as reliable.

4.3.2 Structural Model Evaluation (Inner Model)

Structural model evaluation was conducted to assess the strength and significance of the relationships between constructs in the research model. Testing at this stage included analysis of the coefficient of determination (R-square), effect size (f^2), and testing the significance of direct and indirect influence paths based on bootstrapping results in PLS-SEM analysis.

1. Coefficient of Determination (R Square)

Table 6. R-Square

	R-square	Adjusted R-square
Consumer Confidence	0.611	0.603
Repurchase Interest	0.570	0.556

Source: Author (2025)

The results show that the Brand Ambassador and Logo Design variables account for 60.3% of the variance in Consumer Trust, with an adjusted R-squared of 0.603. However, Logo Design, Consumer Trust, and Brand Ambassador account for 55.6% of the variance in Repurchase Intention, as indicated by an adjusted R-squared of 0.556. Both values fall within the moderate range of model explanatory power according to PLS-SEM evaluation criteria.

2. Effect Size (f^2)

Table 7. Effect Size (f^2)

	Brand Ambassador	Logo Design	Consumer Trust	Repurchase Interest
Brand Ambassador			0.567	0.166
Logo Design			0.577	0.092
Consumer Trust				0.088
Repurchase Interest				

Source: Author (2025)

Brand Ambassadors and Logo Design have a significant influence on Consumer Trust ($f^2 = 0.567$ and 0.577), while their influence on Repurchase Intention is relatively small ($f^2 = 0.166$ and 0.092). Consumer Trust also contributes only slightly to Repurchase Intention ($f^2 = 0.088$), indicating that the influence of Brand Ambassador and Logo Design is more dominant on Consumer Trust than on Repurchase Intention.

3. Results of the Inter-Variable Relationship Analysis (Structural Model)

Table 8. Results of Inter-Variable Relationship Analysis (Structural Model)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Ambassador -> Consumer Trust	0.488	0.488	0.072	6.742	0.00

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Ambassador -> Repurchase Interest	0.347	0.347	0.079	4.369	0.00
Logo Design -> Consumer Trust	0.492	0.496	0.069	7.12	0.000
Logo Design -> Repurchase Interest	0.26	0.264	0.081	3.19	0.001
Consumer Confidence -> Repurchase Interest	0.311	0.306	0.113	2.748	0.006
Brand Ambassador -> Consumer Trust -> Repurchase Interest	0.152	0.151	0.064	2.38	0.017
Logo Design -> Consumer Trust -> Repurchase Interest	0.153	0.151	0.059	2.603	0.009

Source: Author (2025)

All direct paths were significant ($p < 0.05$), and Consumer Trust mediated the effect of Brand Ambassador and Logo Design on Repurchase Intention.

4.4 Discussion

4.4.1 The Influence of Brand Ambassadors on Consumer Trust

Brand ambassadors have been proven to play an important role in shaping consumer trust in Tiebymin hijab products on TikTok Shop. The presence of well-known, trusted, and relevant figures to the brand's character can increase consumer confidence in the product's quality and credibility. In the context of digital marketing, brand ambassadors serve as brand representatives who can reduce consumer uncertainty when shopping online. These findings are in line with the views of [Nurhasanah et al. \(2021\)](#) and [Octaviani and Selamat \(2023\)](#), who emphasize that credible promotional figures contribute greatly to building consumer trust on digital platforms.

4.4.2 The Influence of Brand Ambassadors on Repeat Purchase Intentions

In addition to building trust, Brand Ambassadors also play a role in encouraging Repeat Purchase Intentions. Consumers tend to form stronger emotional attachments to brands when the figures representing them are perceived as attractive and aligned with their preferences. This attachment encourages consumers to make repeat purchases. These results support the findings of [Daniyati and Sarah \(2024\)](#) and [Putri et al. \(2025\)](#), who stated that the use of brand ambassadors for fashion products can increase the tendency to repurchase.

4.4.3 The Influence of Logo Design on Consumer Trust

Logo design plays a strategic role in shaping consumer trust. Visual elements such as color, shape, and typography not only serve as brand identity but also reflect the professionalism and consistency of the brand. A well-designed logo can create a positive impression and increase consumer confidence in product quality. These findings are in line with the research by [Rafiq et al. \(2020\)](#) and [Shams et al. \(2024\)](#), which emphasizes the importance of visual identity in building trust in a brand.

4.4.4 The Effect of Logo Design on Repurchase Interest

Logo design also contributes to driving repurchase intention. A recognizable and consistent logo makes it easier for consumers to remember the brand and to form positive associations with prior purchase experiences. This encourages consumers to choose the same brand when making repeat purchases. These results support the research by [Rafiq et al. \(2020\)](#), which states that logo design influences repurchase intention by fostering positive attitudes toward the brand.

4.4.5 The Influence of Consumer Trust on Repurchase Intention

Consumer trust is a key factor in driving repurchase intention. Consumers who feel confident in a brand's reliability and integrity tend to have greater commitment to returning and making another purchase. In online transactions, trust plays an important role in reducing perceived risk and increasing consumer comfort. These findings are in line with the research by [Mardiah and Anugrah \(2020\)](#) and [Setiawardani et al. \(2023\)](#), which confirms that trust is a major determinant in repurchase decisions.

4.4.6 The Mediating Role of Consumer Trust

Consumer trust acts as a mediator in the relationship between Brand Ambassadors and Logo Design on Repurchase Intention. This shows that marketing strategies and visual identity not only directly influence repurchase decisions but also work through the formation of consumer trust. With increased trust, the influence of Brand Ambassadors and Logo Design on Repurchase Intention becomes stronger and more sustainable.

5. Conclusion

Findings indicate that Brand Ambassadors and Logo Design play an important role in shaping Consumer Trust and encouraging Repeat Purchase Interest in Tiebymin hijab products on TikTok Shop. Consumer Trust also mediates the effects of these two variables, indicating that repeat purchase decisions are shaped not only by marketing strategies and visual identity but also by consumers' perceptions of brand integrity and reliability. In practice, businesses are advised to select Brand Ambassadors who align with the brand's character and maintain consistent logo design to enhance consumer trust and purchase intention. Future research could incorporate additional variables, such as social interaction, consumer reviews, and price factors, to broaden the understanding of repurchase behavior on live-commerce platforms.

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