

The Effect of Product Variety, Brand Image and Social Media Marketing on Repurchase Interest in Fashion Wearmade Products

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ABSTRACT

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There are many factors that encourage and become consumer considerations in terms of buying interest that is always changing and tends to follow the trends that are happening. In this case, the company must know the trend that occurs so that consumers intend to buy again. This study aims to determine the influence of product variation, brand image and social media marketing on repurchase interest in Wearmade fashion products. The number of samples used was 112 respondents who were Wearmade consumers who had made purchases by sampling using the purposive sampling technique using the hair formula. The data was taken with a Likert scale questionnaire and processed using the Statistical Program for Social Science (SPSS). The results of the study prove that product variation has a positive and significant effect on repurchase interest, Brand image has a positive and significant effect on repurchase interest, and social media marketing has a positive and significant effect on repurchase interest.

Keywords: Brand Image; Product Variety; Repurchase Interest; Social Media Marketing

INTRODUCTION

The fashion industry is indispensable in human life, not only is it a primary need, fashion trends are now a need to compete because in this era of globalization all fields, especially the field of work, require employees to use neat and contemporary clothes. For example, employees who work for startup companies dominated by millennials and gen z, employees are exempt from wearing non-uniform clothing. Therefore, there are a lot of employees who use a variety of clothes and indirectly they compete to look more striking with the clothes they use.

According to [Girsang et al. \(2020\)](#) Repurchase interest is a positive behavior of consumers who are interested in revisiting because of what the company has given. Repurchase interest shows the desire of consumers to make a repeat purchase in the future.

One factor that may influence repurchase interest is product variety. According to [Kotler and Keller \(2019\)](#), product variety refers to unique features such as price, size, appearance, or characteristics that make products more attractive. [More & Amaral \(2022\)](#), [Priyanto \(2024\)](#), [Sasongko et al. \(2023\)](#), and [A'yun & Fitra \(2023\)](#) found that diverse product variations significantly increase repurchase interest. However, [Hidayat & Resticha \(2019\)](#) reported no such effect.

Brand image is another factor influencing repurchase interest. [Atmaja & Menuh \(2019\)](#) define brand image as consumer perceptions or assumptions about a company, while [Firmansyah \(2019\)](#) explains that these perceptions are formed through experiences with the brand. A positive brand image leads to stronger consumer trust. Research by [Anjani \(2021\)](#), [Hidayah and Apriliani \(2019\)](#), [Safitri \(2020\)](#), [Praja and Haryono \(2022\)](#), and [Mulyandi & Tjandra \(2023\)](#) supports this view, although [Maulida \(2021\)](#) found no significant impact.

The final factor is social media marketing. [Saputra et al. \(2020\)](#) state that it involves promoting products using specific strategies through social platforms to build consumer relationships. Engaging promotions can attract consumer attention and boost repurchase interest. This is supported by [Astuti & Abdurrahman \(2022\)](#), [Felencia & Fransisca \(2022\)](#), [Afiqoh et al. \(2024\)](#), [Leksono & Prasetyaningtyas \(2021\)](#), and [Wardi \(2022\)](#). On the other hand, [Ramdani et al. \(2021\)](#) found no significant effect of social media marketing on repurchase interest.

This research was conducted at Wearmade, Wearmade is a business engaged in the fashion sector that was established in 2019 whose main focus is to provide an attractive shopping experience for customers. By presenting a collection of very quality clothes because it has its own brand and is produced by itself, Wearmade also promotes and sells through social media. However, Wearmade does not have a popular image among fashion fans because there are many competitors and are already more famous than Wearmade. The lack of promotions and reviews on Wearmade's social media is also a problem that affects the decline in product sales and causes unstable sales. The results of Wearmade's sales in 2023-2024 can be seen in [Table 1](#) below:

Table 1. Total Wearmade Goods (pcs) Sales 2023-2024

Moon	Shirt (pcs)	Percentage (%)	Pants/Skirt (pcs)	Percentage (%)
July	85	0	80	0
August	80	-6	85	6

September	90	13	85	0
October	100	11	90	6
November	100	0	95	6
December (new year)	150	50	130	37
January	100	-33	105	-19
February (galungan)	120	20	110	5
March	105	-13	95	-14
April	90	-14	100	5
May	85	-6	100	0
June	90	6	115	15
Total	1.195	2,3	1.190	4

Based on [Table 1](#), it can be seen that sales of shirts and pants at Wearmade in 2023-2024 fluctuate and tend to be unstable every month, the highest sales occurred in December, namely 150 pcs or 50% of shirts and 130 pcs of pants or 37%. August is the month with the lowest number of shirt sales, which is 80 pcs of clothes, and the lowest sales of pants and skirts occur in July, which is only 80 pcs of pants and skirts sold. With an average of 2.5% of shirt sales in 2023-2024. Judging from the table above, sales of Wearmade fashion products only increase in certain months where in December there is an increase because of the new year with clothing sales increasing by 50% from the usual month as well as in February when Galungan Day.

Wearmade faces several product variation issues that affect customer satisfaction. Many customers struggle to make purchasing decisions due to poor stock size management. Interviews with three consumers revealed that available sizes are inconsistent. For example, the XL size was too large for someone who usually wears L, even though the product description claimed it fits all body types. Other issues include incomplete size options, limited color choices, and outdated models that do not follow current fashion trends. Additionally, some items run out of stock faster than others, leading to dissatisfaction. These problems reduce product variety and contribute to fluctuating sales seen in 2023–2024.

Furthermore, problems related to the brand image in Wearmade arise when the image to be conveyed is inconsistent or not in accordance with customer perception. After conducting an interview with the owner of Wearmade, Wearmade's brand image is still not optimal in improving user image, especially because other competitors are already more famous than Wearmade, in addition to being a provider of high-quality clothing but often facing complaints related to product variety, this builds an image which is not good for Wearmade because of consumer dissatisfaction when looking for the desired product but not according to the desired due to the limitations of the product owned. In addition, Wearmade, which was established in 2019 which is already known by consumers, but they are inconsistent in marketing their products until there was a vacuum in 2022, which caused a lack of a positive image of Wearmade. If this continues, it will be able to lower the brand image of Wearmade.

The last problem related to Wearmade's social media marketing is its lack of consistency in uploading product catalogs and content on Instagram. In 2022, there was even a complete pause in updates. Wearmade also does not use TikTok and relies only on Instagram, limiting customer interaction. The company is not responsive to customer comments or questions, which creates a negative impression. Additionally, Wearmade

has not used web plugins to display detailed product information and rarely uses celebrity endorsements, even though influencers with large followings could help boost sales. Based on these issues, the author is interested in conducting research titled *“The Influence of Product Variation, Brand Image, and Social Media Marketing on Repurchase Interest in Fashion Wearmade Products.”*

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behaviour (TPB) is a development of the Theory of Reasoned Action (TRA) which was previously proposed by Fishbein and Ajzen in 1975 (Ajzen, 1975). Ajzen's stated that the SDGs have been widely accepted as a tool for analyzing the differences between attitudes and intentions as well as intentions and behaviors. In this regard, attempts to use the TPB as an approach to explain whistleblowing may help address some limitations of previous research, and provide a means to understand the wide gap observed between attitudes and behaviors.

Product Variations

Kotler and Keller (2019) argue that variety is a separate identity owned by a product where the product can be distinguished by price, size, appearance or characteristics. If a product has a variety of changes in size, price and appearance, then the product will have its own appeal for its consumers. Furthermore (Ichsannudin & Purnomo, 2021) states that product variation is a product produced by a company that expects to produce in various types and types of products. Product variety is the variety of products offered by companies to create the availability of varied goods to create a more varied choice of products to consumers according to the personal needs of consumers. According to Ichsannudin & Purnomo (2021), product variation has several indicators as follows: product characteristics, product size, product price, product appearance, and product attributes.

Brand Image

According to Keller and Swaminathan (2020), brand image is a perception of a brand that is reflected by the brand bond that exists in the consumer's mind. According to Atmaja & Menuh (2019), brand image is a perception where consumers can have assumptions and want something that is an opinion about a company without objective evidence. Firmansyah (2019) revealed that brand image is a thought that will cause perception when consumers remember a brand from various certain products. Based on the description above, brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. According to Keller and Swaminathan (2020), brand image indicators can be seen from: company image, product image and user image.

Social Media Marketing

According to Saputra et al. (2020) Social media marketing is an activity to promote products or services by using certain strategies to offer products or services on social media which can ultimately establish good support with consumers. Social Media Marketing is one of the parts of a digital marketing strategy that involves communication between companies through social media to consumers to encourage positive involvement of companies with their brands (Chaffey et al., 2019). To do successful marketing, Social Media Marketing will depend on the elements that will be used, such as entertainment, interaction, trendiness, customization, and electronic word of mouth (Cheung et al., 2020). Based on the opinions of experts, it can be concluded that social media marketing is a marketing tool that encourages promotional activities through

content and stories. According to Willem et al., (2020) social media marketing indicators are as follows: content creation, content sharing, connecting, and community building
Repurchase interest

According to Girsang et al. (2020) Repurchase interest is a positive behavior of consumers who are interested in revisiting because of what the company has given. Repurchase interest shows the desire of consumers to make a repeat purchase in the future. Based on Bahar & Sjaharuddin (2019), the repurchase interest that emerges shows that the level of satisfaction from consumers is high, so that it has an impact on consumers deciding whether to repurchase or not. Tjiptono (2018) states that repurchase interest is not the same as loyalty, where loyalty reflects psychological commitment to a certain brand or product, while repurchase behavior only concerns the purchase of the same brand repeatedly. The definition of repurchase interest according to Hasan (2018) is that repurchase interest is the intention to buy an item with the same experience of buying goods in the past. According to Girsang et al. (2020) There are indicators to measure repurchase interest, namely: transactional interest, referral interest, preferential interest, and explorative interest.

Research Hypothesis

The Effect of Product Variations on Repeat Purchase Interest

Product variations have an important role in influencing consumers' interest in repurchase. When a company offers a wide selection of products, consumers feel more valued and satisfied with their needs. The variety of products gives the impression of being innovative and responsive to the desires of diverse markets. This can increase customer satisfaction, which is an important factor in creating loyalty. This is supported by the research of More & Amaral (2022), Lestari & Novitaningtyas (2021), Priyanto (2024), Sasongko et al. (2023), and A'yun & Fitra (2023) who obtained results that product variations have a positive and significant effect on repurchase interest. Based on the results of previous research, the following hypotheses can be made:

H1: product variation has a positive effect on repurchase interest

The Effect of Career Development on Employee Loyalty

Brand image has an important role in influencing consumer repurchase interest. When a brand has a positive image, consumers are more likely to return to buy the product or service. A strong brand image creates a sense of trust and comfort in consumers, which can increase their satisfaction. A good brand image is also often associated with product quality and reliability, thus encouraging consumers to remain loyal. This is supported by research by Anjani (2021), Hidayah and Apriliani (2019), Safitri (2020), Praja and Haryono (2022), Mulyandi and Tjandra (2023) which obtained brand image results that had a positive and significant effect on repurchase interest. Based on this, the following hypothesis can be formulated:

H2: Brand image has a positive effect on repurchase interest

The Effect of Social Media Marketing on Repeat Purchase Interest

Social media marketing has a big impact on repurchase interest. An effective strategy builds strong relationships with customers, strengthens the brand, and provides relevant information. Through continuous interaction, social media marketing can increase customer awareness and interest in repurchase, as well as strengthen ongoing engagement. Brand image has an important role in influencing consumer repurchase interest. When a brand has a positive image, consumers are more likely to return to buy the product or service. This is supported by the research of Astuti & Abdurrahman (2022),

Felincia & Fransisca (2022), Afiqoh et al. (2024), Leksono & Prasetyaningtyas (2021), and Wardi (2022) found that social media marketing had a positive and significant effect on repurchase interest. Based on this, the following hypothesis can be formulated:

H3: Social media marketing has a positive effect on repurchase interest.

RESEARCH METHOD

This research was conducted at the official store and office of Wearmade which is located at Jalan Cekomaria, Gang Buana No. 10 East Denpasar. The research was conducted at Wearmade, due to a decrease in product sales in certain months. The object of this study is product variety, brand image, social media marketing and repurchase interest in Wearmade fashion products. The population in this study is all consumers who make purchases on Wearmade, the exact number of which is unknown. The sample in this study was determined using purposive sampling with the formula Hair et al. (2019) where the total number of indicators is multiplied by 5-10, namely a total of 16 indicators $\times 7 = 112$ respondents. The data collection methods in this study are observation, interviews and documentation. The analysis technique in this study is multiple linear regression analysis.

RESULTS

Instrument Test Results

Validity Test

In this study, each statement item of each variable of product variation, brand image, social media marketing, and repurchase interest had a correlation value greater than 0.3 and significance less than 0.05 So it can be concluded that all indicators are declared valid.

Reliability Test

In this study, each question item from each variable of product variation, brand image, social media marketing, and repurchase interest had a Cronbach Alpha value greater than 0.6 so it can be concluded that the questionnaire used is reliable.

Multiple Linear Regression Analysis

Table 2. Results of Multiple Regression Analysis Calculation of the Influence of Product Variation, Brand Image and Social Media Marketing on Repurchase Interest

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.889	1.079		2.678	0.009
Product Variations	0.261	0.060	0.345	4.358	0.000
Brand Image	0.561	0.095	0.449	5.907	0.000
Social Media Marketing	0.091	0.045	0.136	2.015	0.046

Based on the values in Table 2, the multiple linear regression equation between product variation, brand image, and social media marketing on repurchase interest shows that the constant value (α) of 2.889 means that if product variation, brand image, and social media marketing are held constant, the repurchase interest score is 2.889. The coefficient B1 of 0.261 indicates that an increase in product variation, while brand image and social media marketing remain constant, will increase the repurchase interest score by 0.261. The coefficient B2 of 0.561 means that an increase in brand image, with product variation and social media marketing held constant, will raise the repurchase

interest score by 0.561. Meanwhile, the coefficient B3 of 0.091 shows that an increase in social media marketing, assuming product variation and brand image remain unchanged, will increase the repurchase interest score by 0.091. These results indicate that the influence of product variation, brand image, and social media marketing on repurchase interest is positive.

Classical Assumption Test Analysis

Normality Test

Table 3. Results of the normality test (Kolmogorov-Smirnov test)

		Unstandardized Residual
N		112
Normal Parametersa, b	Mean	.0000000
	Std. Deviation	1.39179018
Most Extreme Differences	Absolute	.073
	Positive	.056
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.190c

In this study using the Kolmogorov-Smirnov Test, the data is said to be normally distributed if the value of Asymp.Sig (2-tailed) is greater than the significance level of 0.05. The output results of SPSS in Table 3 above show Asymp. Sig. (2-tailed) of 0.190, which is greater than 5%, then the data of the four variables are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Independent Variable	Tolerance	VIF
Product Variations	0,599	1,670
Brand Image	0,649	1,541
Social Media Marketing	0,826	1,210

Table 4 shows that the tolerance value of the independent variables, namely product variation, brand image and social media marketing ≥ 0.10 and VIF value ≤ 10 , it can be concluded that there is no multicollinearity symptom.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,990	0,702		2,833	0,006
	Product Variations	0,014	0,039	0,045	0,364	0,717
	Brand Image	-0,078	0,062	-0,150	-1,267	0,208
	Social Media Marketing	-0,016	0,029	-0,055	-0,528	0,599

One way to test heteroscedasticity is to use the Gleejser test, the test is carried out by regressing the absolute value with the independent variable, provided that if the significance of each independent variable regressed with the absolute residual value of > 0.05 then no heteroscedasticity symptoms occur. The results of the heteroscedasticity test in Table 5 above clearly show that the significance values of the variables of product

variation, brand image, and social media marketing are 0.717, 0.208; and 0.599, respectively. These values are each greater than 0.05 so it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

F Test

Table 6. Test Result F

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	316.975	3	105.658	53.071	.000b
	Residual	215.016	108	1.991		
	Total	531.991	111			

The results of the F test in [Table 6](#) show a significant value of F of 0.000 and this value is less than 0.05. This result means that product variation, brand image and social media marketing have a simultaneous effect on repurchase interest.

Multiple Correlation Analysis (R)

Table 7. Multiple Correlation Analysis (R)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,772	0,596	0,585	1,411

The multiple correlation was obtained from the R value in [Table 7](#) which was 0.772, this value was in the correlation interval of 0.60-0.799 with a strong relationship level. With such results, product variation, brand image and social media marketing have a strong influence on repurchase interest in Wearmade fashion products.

Determination Coefficient Analysis (R²)

Table 8. Results of Determination Coefficient Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,772	0,596	0,585	1,411

The determination coefficient is obtained from the magnitude of the adjusted R-Square in [Table 8](#), of 0.585 or 58.5%. The determination coefficient is 58.5%, meaning that product variety, brand image and social media marketing are able to explain the repurchase interest of 58.5%. The remaining 41.5% (100% - 58.5%) was explained by other factors that were not included in this study.

t Test

Table 9. Test Results t

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2,889	1,079		2,678	0,009
Product Variations	0,261	0,060	0,345	4,358	0,000
Brand Image	0,561	0,095	0,449	5,907	0,000
Social Media Marketing	0,091	0,045	0,136	2,015	0,046

The results of the t-tests show that all three variables, namely product variation, brand image, and social media marketing, have a positive and significant effect on repurchase interest in Wearmade. Product variation has a standardized beta coefficient of 0.261, a t-value of 4.358, and a significance level of 0.000, which indicates a significant effect. Brand image shows an even stronger influence with a beta value of 0.561, a t-value of

5.907, and a significance level of 0.000. Social media marketing also has a positive effect, although smaller, with a beta value of 0.091, a t-value of 2.015, and a significance level of 0.046. Since all significance levels are below 0.05, it can be concluded that all hypotheses are accepted, meaning each variable significantly affects repurchase interest in Wearmade products.

DISCUSSION

The Effect of Product Variation on Repeat Purchase Interest

Results of the t influence test Variations products on repurchase interest stated that product variations have a positive and significant effect on repurchase interest. So the hypothesis that product variation has a positive and significant effect on repurchase interest in Wearmade is accepted. This means that, the more and higher the quality of the variety of products sold on Wearmade, the higher the customer repurchase interest in the collections sold on Wearmade. If a business has a variety of products that it sells, it will attract potential customers to shop at the store.

The positive and significant influence of product variations on repurchase interest in Wearmade can be seen from the opinions of respondents who show that product variations in Wearmade are good. Respondents assessed that the clothes on Wearmade have an attractive design, so that it can cause high customer repurchase interest in Wearmade products. In addition to their attractive designs, clothes on Wearfashion have a variety of models and are available in a variety of sizes. The appearance of clothes on Wearfashion also varies, ranging from semi-formal to formal and elegant. This good variety of products causes the price of clothes on Wearfashion to be quite affordable. This is what triggers the desire of customers to return to shopping at Wearmode.

These results are in line with [More & Amaral \(2022\)](#), [Lestari & Novitaningtyas \(2021\)](#), [Priyanto \(2024\)](#), [Sasongko et al. \(2023\)](#), and [A'yun & Fitra, \(2023\)](#) which prove that product variations have a positive and significant effect on repurchase interest.

The Influence of Brand Image on Repeat Purchase Interest

Results of the t influence test Brand Image to repurchase interest states that Brand Image have a positive and significant effect on repurchase interest. So a hypothesis that states Brand Image had a positive and significant effect on the repurchase interest in Wearmade was received. This result means that the better the Brand Image Wearmade, the higher the customer's buying interest.

Based on the results of the respondent's assessment, it is known that Brand Image Wearmade is good. Brand image which is good among consumers will cause high repurchase interest, because of the quality of trusted goods and affordable prices. Customers consider Wearmade to be a popular store in their neighborhood. Wearmade is known to have good quality, and the design does not give the impression that its users follow the trend in choosing semi-formal clothing. This is what customers like, so that customer repurchase interest will be higher.

These results are in line with the research of [Anjani \(2021\)](#), [Hidayah & Apriliani \(2019\)](#), [Safitri \(2020\)](#), [Praja & Haryono \(2022\)](#), and [Mulyandi & Tjandra \(2023\)](#) which prove that Brand Image have a positive and significant effect on repurchase interest.

The Effect of Social Media Marketing on Repeat Purchase Interest

Results of the t influence test Social Media Marketing to repurchase interest states that Social Media Marketing have a positive and significant effect on repurchase interest. So a hypothesis that states Social Media Marketing had a positive and significant effect on

the repurchase interest in Wearmade was received. This result means that with the Social Media Marketing interesting, the wider the range Marketing Wearmade products, so that the higher the customer's repurchase interest.

Wearmade is known to have a good image among customers because Wearmade utilizes Social Media Marketing well, so that it can reach various circles anywhere. This makes Wearmade known to many people. Wearmade's social media always shares content that always attracts the attention of its customers to shop. In its content, Wearmade is honest in providing information about the product when airing promotions on Instagram, so as not to cause disappointment for customers to the condition of the product when it has been purchased. This advantage can make customers always satisfied with Wearmade, so that repurchase interest in Wearmade products will always be high.

This result is in line with the research of [Astuti & Abdurrahman \(2022\)](#), [Felincia & Fransisca \(2022\)](#), [Afiqoh et al. \(2024\)](#), [Leksono & Prasetyaningtyas \(2021\)](#), and [Wardi \(2022\)](#) who prove that Social Media Marketing have a positive and significant effect on repurchase interest.

CONCLUSION

Based on the results of the discussion in the previous chapter, it can be concluded as follows: Product variations have a positive and significant effect on repurchase interest in Wearmade. This means that, the more and higher the quality of the variety of products sold on Wearmade, the higher the customer repurchase interest in the collections sold on Wearmade. Brand image has a positive and significant effect on repurchase interest in Wearmade. This result means that the better the brand image of Wearmade, the higher the customer's buying interest. Social media marketing has a positive and significant effect on repurchase interest in Wearmade. This result means that with attractive social media marketing, the wider the marketing reach of Wearmade products, so that the higher the customer's interest in re-buying.

LIMITATION

The limitation of this study is that it is known that the variables of product variation, brand image and social media marketing have an effect of 58.5% on repurchase interest. There are still 41.5% of other factors that have not been able to be explained by the existing variables. This study was studied in a limited time that only proved the conditions that occurred at the time of the study, so it did not observe changes that may occur in the future.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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