

ABSTRACT

The rapid evolution of the fashion industry, driven by technological advancement, has significantly increased online shopping trends for fashion products on e-commerce platforms. In response to intense competition, many companies-including Exsport-have undertaken rebranding initiatives to remain relevant and boost consumer purchase intention. This study aims to examine the influence of rebranding and brand image on the purchase intention of Exsport bags, with brand trust as a mediating variable.

This study employs a quantitative approach using descriptive and causal research methods, the study surveyed 400 Exsport consumers residing in Bandung who are aware of or have purchased Exsport products via e-commerce, using nonprobability sampling. Data was analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0.

The research findings reveal that rebranding has a positive and significant effect on brand trust and purchase intention. Additionally, the brand image variable also exerts a positive and significant impact on both brand trust and purchase intention. Based on these findings, Exsport is encouraged to enhance communication about its brand changes through e-commerce channels and to improve service quality to strengthen consumer trust and drive purchase intention.

Keywords: *Rebranding, Brand Image, Purchase Intention, Brand Trust, Exsport bags, E-Commerce*