



Brand Trust and Service Quality's Impact on Customer Satisfaction and Repurchase

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Abstract: Decisions on recurring purchases are influenced by customer satisfaction. Companies must therefore prioritize brand image and service quality as key tactics to enhance consumer choices and retain devoted clients.

The purpose of this research is to: 1) ascertain how customer satisfaction is impacted by brand trust. 2) Being aware of how customer satisfaction is impacted by service quality. 3) being aware of how brand trust affects decisions to repurchase. 4) Being aware of how service quality influences decisions to repurchase. 5) being aware of how customer satisfaction influences decisions to repurchase. Explanatory research using a quantitative methodology is the methodology employed.

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The location of the study was conducted on Fareza Tour and Travel. The study population was all Fareza Tour and Travel customers who had made repeat purchases, totaling 277 customers. The Slovin method was used to establish the study's sample size, which resulted in 104 customers. The stratified proportional random sampling method was used to choose the sample strategy. The proportionate approach of client numbers from 2017 to 2023 was applied in this selecting process. Primary data served as the research data source. Customers of Fareza Tour & Travel were the respondents to the questionnaires that were distributed as part of the data collection technique.

The findings demonstrated that: 1) Customer satisfaction is significantly improved by brand trust. 2) Customer satisfaction is significantly positively impacted by service quality. 3. Repurchase decisions are significantly impacted favorably by brand trust. 4) Repurchase decisions are significantly influenced favorably by service quality. 5) Repurchase decisions are significantly influenced favorably by customer satisfaction. According to this study, a decisive element in customer happiness is the price that is commensurate with the value that is obtained.

Keywords: Repurchase Decision, Customer Satisfaction, Brand Trust, Service Quality.

Introduction

Due to the increased level of business competition, particularly from comparable businesses, businesses must move more quickly to draw in customers (Budiono, 2020). Businesses now have to move faster to attract customers because of the increased level of competition, especially from similar businesses (H. Ali et al., 2023) and repurchase (Bhakuni et al., 2021); (Prihatini & Gumilang, 2021). Consumer trust in the brand can affect brand loyalty Huang et al., (2019), in order for customers to see the brand favorably. Based on happiness and experience, brand trust is the sense of security that customers get from their experiences with the company. As stated by Saputra & Ekawati, (2020), It demonstrates that brand trust and repurchases have a strong and positive correlation (Ali, 2019). This shows that consumers who have brand trust will be more interested in making repurchases.

According to Mahendrayanti & Wardana, (2021) The standard of goods or services offered by a company can influence repurchase decisions. Consumers who are interested in high-quality products or services will be more interested in making repurchases. Service quality is an important factor influencing repurchase decisions. According to Sianturi et al., (2019), if consumers get satisfaction then they will make repurchases.

The results of Saputra & Ekawati's (2020) research, demonstrate how customer happiness can operate as a mediator between the influence of brand image on repurchase decisions. Consumer satisfaction contributes to repeat buying behaviour (Waluya et al., 2019). Fareza Tour and Travel is a company engaged in services where service quality is the main thing. The level of service quality perceived by customers has an impact on repurchases made by customers. The number of customers and customers have repurchased in table 1:

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Table 1. Total Number of Customers and Repurchases by Customers

No	Year	Number of Customers	Repurchase	Percentage Repurchased
1	2017	61	20	33%
2	2018	89	30	34%
3	2019	210	40	19%
4	2020	104	27	26%
5	2021	62	32	52%
6	2022	318	50	15%
7	2023	498	78	15%
	Total	1342	277	100%

Source: Fareza Tour and Travel (2023)

According to Table 1. It is well known that the proportion of customers who make purchases in 2022 and 2023 has decreased from previous years, this is the reason researchers are interested in researching the topic of repurchase decisions on the Fareza Tour and Trafel. Another reason is due to the inconsistency of previous research results. Research Results Saputra & Ekawati (2020); Budiono, (2020); Mas'ud et al., (2018); A. Ali & Bhasin (2019) Suggesting that there is an influence on consumer satisfaction with repurchase intentions. However, there are differences in the results of the study (Teja Kusuma, et al., 2021), which actually says if satisfaction has no effect on repurchases. According to Saputra & Ekawati, (2020), It demonstrates that brand trust and repurchases have a significant and positive correlation (Ali, 2019). Meanwhile, according to Ananda et al., (2021), Decisions to repurchase are unaffected by brand image.

The goal of the research was to ascertain the impact of: 1) Brand Trust on Consumer Satisfaction. 2) Quality of Service to Customer Satisfaction. 3) Brand Trust in Repurchase Decisions. 4) Quality of Service to Repurchase Decisions. 5) Consumer Satisfaction with Repurchase Decisions.

Theoretical Background

Consumer behaviour is essentially about understanding why consumers do and what they do. (Solomon et al., 2006) suggests that The study of consumer behavior looks at how people choose how to divide up the resources they have (money, time, effort, and energy). The consumer has fascinating variety to research because it encompasses the entire individual. There are two important things in consumer behaviour, namely: (1) as a kind of exercise and (2) as a method of making decisions. According to Assael (2013), Repurchase Brand loyalty is intimately linked to behavior, which most companies strive for because it helps to make the market more stable. Repurchase decisions occur when consumers decide to buy back a product that may be based on the consumer's agreement that the product meets what they want (H. Ali, 2019). Repurchase decision measurement consists of 2 measurement indicators, namely the repurchase of the same product in the future, and the number of purchases. According to Saputra & Ekawati (2020), shows that trust in the brand can increase consumer satisfaction. According to Huang et al., (2019), Customers will have a favorable view toward the brand since their trust in it can

influence their brand loyalty. Based on happiness and experience, brand trust is the sense of security that customers get from their experiences with the company. Theoretical and empirical research allow for the formulation of hypothesis 1 (H1): Customer satisfaction is significantly impacted by brand trust.

The standard of products or services provided by the company will have an impact on the satisfaction felt by customers (Mahendrayanti & Wardana, 2021); (Waluya et al., 2019); (Wijaksono & Ali, 2019). Consumers who feel the product or service used is considered Satisfaction is affected by quality. The following formulation of hypothesis 2 (H2) is possible based on theoretical and empirical research: Significant influence is exerted by Service Quality on Customer Satisfaction.

Consumers reputable brands because their interactions with the brand provide them a sense of security, and this trust will have a direct impact on future purchases of the same product by customers (Saputra & Ekawati, 2020). Studies carried out by (Bhakuni et al., 2021) explains that brand trust influences repurchase decisions. The greater the level of brand trust by consumers, the higher the consumer's repurchase decision of a product. While the research conducted by Prihatini & Gumilang (2021), Mentioning that the trust of a brand will have an impact on repurchase decisions and satisfaction with a product.

This is consistent with studies carried out by Wijaksono & Ali (2019), It explains why the existence of high repurchase intentions reflects that these consumers feel satisfaction from the products consumed. According to Saputra & Ekawati, (2020), shows There is a substantial and favorable correlation between brand trust in repurchases (Ali, 2019). Consumers who have brand trust will be more interested in making repurchases (Budiono, 2020). Theoretical and empirical research support the formulation of hypothesis 3 (H3), which states that brand trust significantly influences repurchase decisions.

Quality perception also influences decisions to repurchase, according to A. Ali & Bhasin (2019), one of the values that can be produced by a good perception of quality is the reason to buy. The perception of quality must be followed by a noticeable improvement in the product's quality. The appearance or attribute felt reflects the overall way consumers feel about a brand, so it becomes very instrumental in consumer decisions in deciding

which brand to buy. According to Wijaksono & Ali (2019), Quality perception is a variable that influences repurchase decisions. While according to Waluya et al., (2019), Explain that quality perception can lead to a repurchase decision of a product. This is consistent with research findings that indicate perceived quality will later affect customer repeat purchases because one of the results of perceived quality itself is the reason to buy. According to Mahendrayanti & Wardana, (2021), The standard of goods or services offered by a company can influence repurchase decisions. Consumers are more likely to make repeat purchases if they are pleased with high-quality goods or services.. According to Sianturi et al., (2019), Service quality has a significant impact on repurchases. In light of both theoretical and empirical research, hypothesis 4 (H4) can be stated as follows: Decisions to repurchase

are significantly impacted by service quality. In the meanwhile, Saputra & Ekawati (2020) The relationship between brand image and repurchase decisions might be mediated by consumer satisfaction. Customer satisfaction influences the likelihood of repeat purchases (Waluya et al., 2019). This demonstrates that decisions about recurrent purchases are significantly influenced by customer satisfaction. Recurring purchasing decisions can be enhanced by Consumer satisfaction. Theoretical and empirical research allow for the formulation of hypothesis 5 (H5): Customer satisfaction has a big impact on whether or not people make repeat purchases. The researcher contends that the following conceptual framework was employed, drawing from a number of theories and earlier studies that have been previously discussed:

Figure 1. Research Conceptual Model

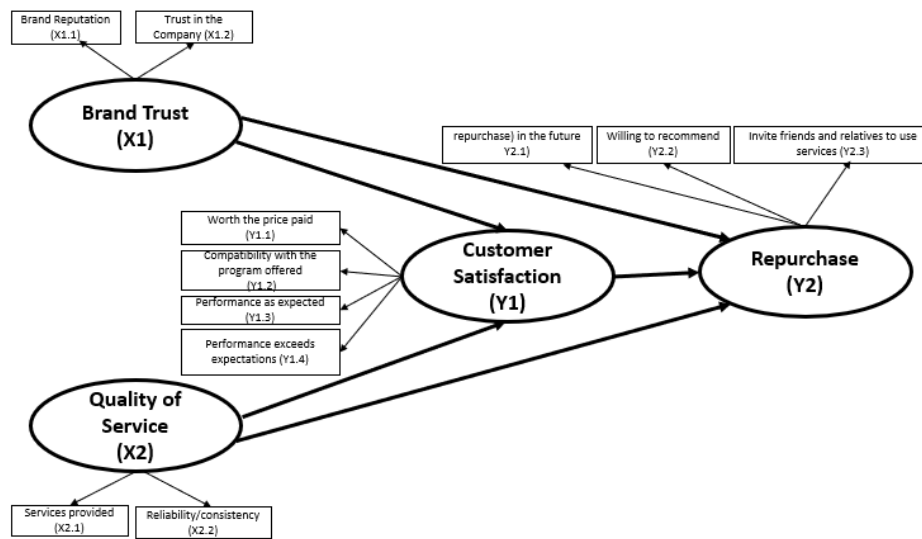






Image caption:

-  Variables
-  Indicators
-  The effect between variables
-  The effect of indicators on variables

The study's conceptual model explains that repurchase choices can be impacted by several factors including price perception, brand trust, quality perception and other factors. This conceptual framework explains the Impact of Quality Perception and Brand Trust on Fareza Tour & Travel Customer Satisfaction and Repurchase Intentions. The dependent variables are Service Quality (Y1) and Repurchase Decision (Y2), while the influencing variables (independent variable) are Brand Trust (X1) and Quality Perception (X2).

Methods

This study employed a quantitative, explanatory research methodology. The study's research population is customers who have made repeat purchases from 2017-2023, amounting to 277 customers at Fareza Tour and Travel, Malang, Indonesia. The Slovin formula, which yields 104 responders, was used to calculate the study's sample size. Stratified proportional random sampling

determines the sampling method. From 2017 to 2023, this electoral strategy applies the proportionality principle. Additionally, research samples are chosen at random in order to implement the research sampling technique. Primary data is the source of research data. The technique used to gather the data was carried out through the distribution of questionnaires to respondents, namely Fareza Tour and Travel customers who had made repeat purchases. Data collection in this study relied on the results of questionnaires developed from variables and indicators in the form of closed statements. The distribution of questionnaires is carried out through google forms. The questionnaire is prepared relevantly based on research variables and is a closed question. Data collection was carried out during August-November 2023 which was given to respondents. The following steps were taken in order to determine the research sample using the stratified proportional random sampling method: 1) The first stage determines the number of customers from 2017-2023. 2) The second stage determines the number of customers who make repeat purchases from 2017-2023. 3) The third stage determines the minimum sample by the Slovin method. 4) The fourth stage determines the number of research samples in each year using the proportional random sampling method. 5) The fifth stage randomly selects the research sample from step number four. 6) Dissemination of questionnaires through google form. This study highlights four variables, namely brand trust, service quality, consumer satisfaction and repeat purchase

decisions. Brand trust is the readiness of customers to put their faith and confidence in a brand despite all of its dangers because they anticipate the brand to deliver dependable and favorable outcomes for them. Opinion is used to measure brand trust Lau G.T & Lee S.H, (1999), Brand Reputation dan Trust in the Company. Service quality is the customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer with the desired goal (Bhakuni et al., 2021). This study focuses on indicators of Service provided and Reliability/consistency. Customer satisfaction (Waluya et al., 2019) That is what consumers feel both happy and disappointed after consuming a product by juxtaposing the expected. Indicators used: 1) Proportional to the price paid, 2) Conformity with the program offered, 3) Performance as expected, and 4) Performance exceeding expectations. Repurchase decisions occur when consumers decide to buy back a product, which could be based on the consumer's agreement that the product meets what they want (Ananda et al., 2021). Indicators used: 1) Will make repurchases in the future, 2) Willing to suggest to friends and family, 3) Ask

friends and family to try the goods or services. The Likert scale was employed as the scoring method in the research questionnaire. PLS (Partial Least Square) is the data analysis method employed in this investigation.

Result

The outer and inner models are analyzed as part of the Partial Least Square (PLS) analysis stages. While the inner model is used to ascertain the influence between variables, the outer model is used to assess the validity and reliability of data. Testing the validity and reliability of the indicator in measuring variables is the first step in the analysis of the outer model. to assess the validity of data using discriminant and convergent validity. In the meanwhile, composite reliability is used to gauge the reliability of the data. Finding out if indicators are reliable for measuring variables is the goal of convergent validity. If the loading factor is positive and higher than 0.6, the indicator is considered legitimate. Table 2 displays the findings of the convergent validity test:

Table 2. Convergent Validity

Variable	Indicator	Loading Factor	SE	P value
Brand Trust (X1)	Brand Reputation X1.1	0.888	0.077	<0.001
	Trust in the Company X1.2	0.888	0.077	<0.001
Quality of Service (X2)	Services provided X2.1	0.720	0.081	<0.001
	Reliability/consistency X2.1	0.720	0.081	<0.001
	Worth the price paid Y1.1	0.842	0.078	<0.001
Customer Satisfaction (Y1)	Compatibility with the program offered Y1.2	0.736	0.081	<0.001
	Performance as expected Y1.3	0.589	0.084	<0.001
	Performance exceeds expectations Y1.4	0.761	0.080	<0.001
	Repurchase in the future Y2.1	0.903	0.077	<0.001
Repurchase (Y2)	Willing to recommend to friends and relatives Y2.2	0.878	0.078	<0.001
	Invite friends and relatives to use services Y2.3	0.907	0.077	<0.001

Source: processed primary data in 2023

All indicators that evaluate the variables of Brand Trust, Service Quality, Customer Satisfaction, and Repurchase Decision yield a loading factor larger than 0.6, according to the findings of the measurement model study. The indicator that measures the indication is deemed legitimate. Convergent Validity can be

determined using Average Variance Extracted (AVE) in addition to the loading factor. When an instrument's Average Variance Extracted (AVE) is greater than 0.5, it is said to pass convergent validity testing. Table 3 displays the Convergent Validity test results:

Table 3. Average Variance Extracted (AVE)

Variable	AVE
Brand Trust (X1)	0.788
Quality of Service (X2)	0.519
Customer Satisfaction (Y1)	0.544
Repurchase (Y2)	0.803

Source: processed primary data (2023)

Table 3 shows that the variables Repurchase, Customer Satisfaction, Service Quality, and Brand Trust all produce Average Variance Extracted (AVE) values higher than 0.5. Thus, it is determined that the indicator that measures the indication is legitimate. Cross loading is used to determine discriminant

validity, and if an indicator's loading factor value is higher than its correlation value with other indicators, the indicator is deemed valid for measuring the related indicator. Table 4 displays the outcomes of cross loading:

Table 4: Cross loading between variables is used to quantify discriminant validity.

Indicator	Brand Trust	Quality of Service	Customer Satisfaction	Repurchase
Brand Reputation X1.1	0.892	0.266	0.089	0.099
Trust in the Company X1.2	0.892	0.266	0.089	0.099
Services provided X2.1	0.397	0.724	0.342	0.314
Reliability/consistency X2.1	0.397	0.724	0.342	0.314
Worth the price paid Y1.1	0.077	0.069	0.846	0.060
Compatibility with the program offered Y1.2	0.218	0.056	0.740	0.095
Performance as expected Y1.3	0.217	0.567	0.593	0.082
Performance exceeds expectations Y1.4	0.042	0.309	0.765	0.094
Repurchase in the future Y2.1	0.148	0.059	0.004	0.907
Willing to recommend to friends and relatives Y2.2	0.016	0.026	0.150	0.882
Invite friends and relatives to use services Y2.3	0.163	0.033	0.142	0.911

Source: processed primary data (2023)

Table 4's cross loading shows that overall indicators measuring customer satisfaction, brand trust, service quality, and repurchase decisions have a higher loading factor than cross loading on other factors. Thus, it can be said that the indicator that measures the variable has been deemed legitimate. Composite Reliability is used to test construct reliability. According to the test criteria, the construct is deemed reliable if Composite Reliability is higher than 0.7. The summary shown in table 5 displays the Composite Reliability calculation's findings:

Table 5. Composite Reliability

Variable	Composite Reliability
Brand Trust	0.882
Quality of Service	0.683
Customer Satisfaction	0.824
Repurchase	0.924

Source: processed primary data (2023)

According to Table 5. The variables Brand Trust, Service Quality, Customer Satisfaction, and Repurchase all have Composite Reliability values that are higher than 0.6. Therefore, all indicators that gauge the variables of Brand Trust, Service Quality, Customer Satisfaction, and Repurchase are deemed reliable based on Composite Reliability calculations.

Outer Model Evaluation

The measurement model of the outside or the outer model is another name for the measurement of the outside, or simply the measurement model. Finding out how indicators contribute to measuring variables is the goal of the outer model test. In table 6, the Brand Trust variable measurement model is displayed.

Table 6. Brand Trust variable measurement model

Variable	Indicator	Loading Factor
Brand Trust	Brand Reputation X1.1	0.888
	Trust in the Company X1.2	0.888

Source: processed primary data (2023)

The Brand Trust variable measurement model informs that the Brand Reputation X1.1 and Trust in the Company X1.2 indicators have the same loading value of 0.888. This means that the Brand Reputation X1.1 and Trust in the Company X1.2 indicators are equally dominant indicators in assessing the variable of brand trust. Table 7 illustrates the Service Quality variable measuring model:

Table 7. Service Quality variable measurement model

Variable	Indicator	Loading Factor
Quality of Service	Services provided X2.1	0.720
	Reliability/consistency X2.2	0.720

Source: processed primary data (2023)

According to the Service Quality variable's measurement approach, the Service indicator supplied X2.1 and Reliability/consistency X2.2 have the same loading value of 0.720. This means that the Service indicator provided X2.1 and Reliability/consistency X2.2 are equally dominant indicators in measuring Service Quality variables. The measurement model of the Customer Satisfaction variable can be seen through table 7:

Table 7. Customer Satisfaction variable measurement model

Variable	Indicator	Loading Factor
Customer Satisfaction	Worth the price paid Y1.1	0.842
	Compatibility with the program offered Y1.2	0.736
	Performance as expected Y1.3	0.589
	Performance exceeds expectations Y1.4	0.761

Source: primary data processed (2023)

According to the Customer Satisfaction variable measurement model, the indicator with the highest loading value (0.842) is Comparable to the price paid (Y1.1). This indicates that the most important indicator for gauging the customer satisfaction variable is the Comparable to the Price Paid indicator Y1.1. Table 8 illustrates the Repurchase variable measurement model:

Table 8. Repurchase variable measurement model

Variable	Indicator	Loading Factor
Repurchase	Repurchase in the future Y2.1	0.903
	Willing to recommend to friends and relatives Y2.2	0.878
	Invite friends and relatives to use services Y2.3	0.907

Source: primary data processed (2023)

The Repurchase variable measurement model informs that the indicator Inviting friends and relatives to use the services of Fareza Tour and Travel Y2.3 has the highest loading value, which is 0.907. Accordingly, the most important sign for assessing the variable of repurchase is asking friends and family to use Fareza Tour and Travel Y2.3 products.

Inner Model (Structural Model)

In order to forecast causality relationships—also known as cause-and-effect relationships—between latent variables or variables that are not immediately measurable, the inner model is a structural model. The inner model's stages consist of: 2) Direct effect testing (also known as hypothesis testing), 3) Indirect influence testing, and 1) Model goodness of fit. A model quality A model is used to calculate the extent to which exogenous variables can explain endogenous variables, or, to put it another way, the extent to which exogenous variables contribute to endogenous variables. In PLS analysis, the coefficient of determination (R-Square) is used to assess the model's goodness of fit, and the degree of prediction of exogenous variables to endogenous variables is assessed using Q-Squared predictive relevance (Q2). The following are the requirements for Q-Squared predictive relevance (Q2): are > 0.35 (strong), 0.02 - 0.15 (weak), and 0.15 - 0.35 (strong enough).

Table 9 provides a summary of the Goodness of Fit Model's findings.

The inner model is a structural model used to predict causality relationships (cause-and-effect relationships) between

latent variables or variables that cannot be measured directly. The stages in the inner model include: 1) Goodness of fit Model, 2) Direct influence testing (Hypothesis testing), 3) Indirect influence testing

Goodness of fit Model is used to determine the magnitude of the ability of exogen variables to explain endogen variables, or in other words to determine the magnitude of the contribution of exogen variables to endogen variables. Goodness of fit Model in PLS analysis is done using the coefficient of determination (R-Square) and Q-Squared predictive relevance (Q2) is used to determine the degree of prediction of exogenous variables to endogen variables. The criteria for Q-Squared predictive relevance (Q2) are 0.02 – 0.15 (weak), 0.15 – 0.35 (strong enough), > 0.35 (strong). The results of the Goodness of fit Model have been summarized in table 9.

Table 9. R Squared dan Q-Squared

Endogen	R Squared	Q Squared
Customer Satisfaction	0.452	0.456
Repurchase	0.234	0.237

Source: primary data processed (2023)

45.2%, or 0.452, is the R-square for the customer satisfaction variable. This indicates that Brand Trust and Service Quality account for 45.2% of the diversity of Customer Satisfaction variables, or that these factors contribute to Customer Satisfaction to the tune of 45.2%, with other variables not covered in this study accounting for the remaining 54.8%. The Customer Satisfaction variable's Q-square is 0.456 since it is greater than 0.35. This demonstrates that there is a substantial predictive power between the variables of customer satisfaction and brand trust and service quality. The value of the variable R-square for repurchase is 0.237 (23.7%). This demonstrates how Brand Trust, Service Quality, and Customer Satisfaction can all be used to explain the variety of Repurchase variables.

Goodness of fit To ascertain the degree to which exogenous variables impact endogenous variables, the PLS model employs effect size in addition to R-square and Q-square. If the effect size is between 0.02 and 0.15, it indicates that exogenous variables have a minor impact on endogenous variables. If the effect size is between 0.15 and 0.35, the exogenous variable has a significant impact on the endogenous variable. When the effect size exceeds 0.35, it indicates that the exogenous variable has a significant impact on the endogenous variable. Table 10 summarizes the effect size results:

Table 10. Goodness of fit Model using effect size measurement

Exogen	Endogen	Effect Size
Brand Trust	Customer Satisfaction	0.223
Quality of Service	Customer Satisfaction	0.233
Brand Trust	Repurchase	0.058
Quality of Service	Repurchase	0.077
Customer Satisfaction	Repurchase	0.108

Source: primary data processed (2023)

The effect size of brand trust on customer satisfaction is 0.223. According to the test results, the effect size ranges from

0.15 to 0.35. Accordingly, customer satisfaction is significantly impacted by brand trust. Brand trust has a 0.233 effect size on repurchases. According to the test results, the effect size ranges from 0.15 to 0.35. This indicates that repurchase is significantly impacted by brand trust. The effect size for the relationship between customer satisfaction and service quality is 0.058. According to the test results, the effect size ranges from 0.02 to 0.15. Accordingly, customer satisfaction is not significantly impacted by service quality. The impact of service quality on repurchase yields an effect size of

Direct Influence (Hypothesis Testing)

To determine if there is a substantial impact of exogenous variables on endogenous variables, hypothesis testing is utilized. According to the test criteria, there is a substantial influence of exogenous variables on endogenous variables if the probability is less than the level of significance (Alpha (α) = 5%). Table 11 provides the findings of the hypothesis test.

Table 11. Direct effect between variables

Exogen	Endogen	Path Coefficient	SE	P Value
Brand Trust	Customer Satisfaction	0.401	0.088	<0.001
Quality of Service	Customer Satisfaction	0.413	0.088	<0.001
Brand Trust	Repurchase	0.166	0.094	0.044
Quality of Service	Repurchase	0.204	0.093	0.017
Customer Satisfaction	Repurchase	0.250	0.092	0.004

Source: 2023 primary data processing

According to Table 11. The resulting structural model, which shows that customer satisfaction is impacted by brand trust, has a probability value of less than 0.000. The test findings show that the probability is less than the significance level (Alpha (α) = 5%). This indicates that brand trust has a big impact on customer satisfaction. With a coefficient of 0.397, the route of influence of brand trust on customer satisfaction is shown to be positive. Customer satisfaction is thus positively impacted by brand trust. Accordingly, there is a greater tendency for customer satisfaction to rise with brand trust. A probability value of less than 0 is the outcome of the relationship between service quality and customer satisfaction.

When customer satisfaction is impacted by service quality, the probability value is less than zero. Probability < level of significance (Alpha (α) = 5%) is the test outcome. This indicates that customer satisfaction and service quality are significantly impacted. A positive path coefficient is indicated by the effect of service quality on customer satisfaction, which has a path coefficient of 0.409. Accordingly, customer satisfaction is positively impacted by service quality. Therefore, customer satisfaction tends to rise with the effectiveness of quality of service. The Repurchase's variable equation is Equation 2.: $Y_2 = 0.166X_1 + 0.204X_2 + 0.250Y_1$, or

$$\text{Repurchase} = 0.166 \text{ brand trust} + 0.204 \text{ quality of service} + 0.250 \text{ customer satisfaction.}$$

The likelihood value of 0.044 is the outcome of the relationship between Brand Trust and Repurchase. Alpha (α) = 5% indicates that the test results are at the probability < level of significance. This indicates that brand trust has a big impact on repurchases. The path coefficient is negative, as indicated by the Brand Trust on Repurchase path coefficient of 0.166. This indicates that repurchases are adversely impacted by brand trust. The likelihood that recurring business will decline increases with brand trust. A probability value of 0.017 is the outcome of the relationship between service quality and repurchase. Alpha (α) = 5% indicates that the test results are at the probability < level of significance. This indicates that service quality has a big impact on repurchases.

A positive path coefficient is indicated by the influence of service quality on repurchase, which has a path coefficient of 0.204. This indicates that Repurchase is positively impacted by Quality of Service. Customers are therefore more inclined to make repeat purchases when the quality of service is higher. The likelihood value for the relationship between customer satisfaction and repurchases is 0.004. Alpha (α) = 5% indicates that the test results are at the probability < level of significance. This indicates that customer satisfaction has a big impact on repurchases.

Customer satisfaction has a positive path coefficient of influence on repurchase, as seen by its value of 0.250. This indicates a favorable relationship between customer satisfaction and repurchase decisions. Customers are therefore more likely to make repeat purchases when they are satisfied. In figure 2, a diagram representing the study path is created based on the Partial Least Square (PLS) analysis that was completed.

Figure 2 indicates that customer satisfaction is highly positively impacted by service quality, and that customer satisfaction has a significantly positive impact on repurchase. It was also claimed that service quality had a very favorable impact on repurchase. This demonstrates that the relationship between service quality and repurchases is partially mediated by customer satisfaction. With a total influence of 0.413 on customer satisfaction, service quality is the variable with the largest overall coefficient. This indicates that the factor that most affects customer satisfaction is service quality. With a total effect of 0.304, Service Quality is the variable with the highest total coefficient of repurchase.

This demonstrates that the factor that most affects recurring business is service quality. The R value of 2 for customer happiness is 0.452, indicating that 45.2% of the explanation of customer satisfaction can be attributed to brand trust and service quality, with other variables accounting for the remaining 1.1-452. Repurchase's R2 value is 0.234, or 23.4%, which indicates that customer satisfaction, service quality, and brand trust account for 0.234, or 23.4%, of the decision to repurchase; the remaining portion is explained by other factors (1-0.234).

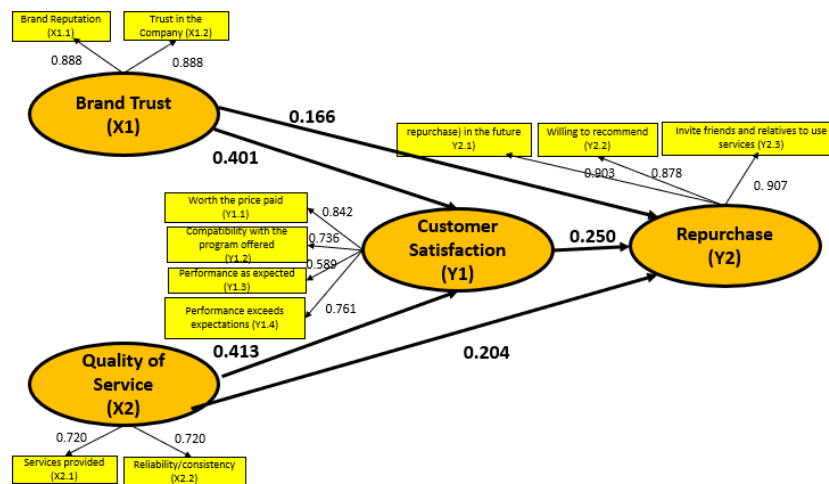


Figure 2. Research path diagram

Indirect Effect

In order to determine if the indirect influence of exogenous variables on endogenous variables through mediation variables is significant or not, the indirect influence hypothesis is tested. Massage with indirect impact utilizing the Sobel Test method.

According to the test criteria, there is a significant impact of exogenous variables on endogenous variables through mediation variables if the p-value is less than the significance level (alpha = 5%). The summary in Table 12 displays the findings of the indirect impact hypothesis test:

Table 12. Indirect influence between variables

Exogen	Endogen	Endogen	Indirect Coefficient	SE	P Value
Brand Trust	Customer Satisfaction	Repurchase	0.098	0.042	0.028
Quality of Service	Customer Satisfaction	Repurchase	0.101	0.043	0.027

Source: Primary data processed (2023)

The impact of Brand Trust on Repurchase through Customer Satisfaction yields a p-value of 0.028, according to the experiments presented in Table 12. The test findings indicate that the p-value is less than the significance level (alpha = 5%). This shows that the route coefficient is positive and that Brand Trust has a strong impact on k on Repurchase through Customer Satisfaction of 0.098. This indicates that through customer satisfaction, brand trust has a favorable impact on repurchases. Repurchases tend to rise as customer satisfaction rises due to increased brand trust. The p-value for the relationship between customer satisfaction and service quality and repurchases was 0.027. According to the test results, the p-value is less than the significance level (alpha = 5%). This indicates that, through customer satisfaction, service quality has a major impact on repurchases. With a path coefficient of 0.101, the relationship between service quality and customer satisfaction and repurchase is positive. This indicates that through increasing customer satisfaction, service quality influences repurchases. This implies that repurchases are likely to rise in proportion to the level of customer satisfaction brought about by improved quality of service.

Discussion

The Effect of Brand Trust on Customer Satisfaction

Brand Trust causes customers to be loyal to a brand (Diputra & Yasa, 2021). Consumer satisfaction as a subjective emotion and objective judgment that determines consumer choices in meeting

their needs or goals. According to Ananda et al., (2021) A person's experience of pleasure, or vice versa, derived from comparing performance (or results) with expectations is known as consumer satisfaction. Customer satisfaction metrics influence whether or not customers recommend a service to others and return (Saputra & Ekawati, 2020). With a probability value of less than 0.000, a path coefficient of 0.397 indicates that Brand Trust significantly improves Customer Satisfaction. The sense of assurance that customers get from a brand is known as brand trust, and it is founded on satisfaction and experience. In line with Sianturi et al., (2019), The customer will make another purchase if he is satisfied. The findings of this investigation are consistent with the findings of the Saputra & Ekawati (2020), proves that customer satisfaction is influenced by brand image. Customer satisfaction influences the likelihood of repeat purchases (Waluya et al., 2019).

The Effect of Service Quality on Customer Satisfaction

Customer satisfaction and service quality have a 0.409 relationship. The findings demonstrated that Service Quality has a stronger impact on Customer Satisfaction than Brand Trust. The findings of this investigation validate the study. It claims that the level of customer satisfaction will be influenced by the company's quality of goods or services. Satisfaction is impacted by customers who believe the used product or service is of excellent quality (Mahendrayanti & Wardana, 2021); (H. Ali, 2019); (Sianturi et al., 2019); (Fared et al., 2021); (Wijaksono & Ali, 2019).

The Effect of Brand Trust on Repurchase

Brand trust has a 0.162 impact on decisions to repurchase. This indicates that repurchases are positively impacted by brand trust. As stated by Waluya et al., (2019) In order to boost repurchases, businesses need constantly uphold their brand's reputation or trust. According to Saputra & Ekawati, (2020), demonstrates that repurchases and brand trust have a favorable and significant link (H. Ali, 2019). Customers who trust a brand will be more inclined to make repurchases. The findings of this investigation are consistent with the findings of the Ali et al., (2023) which supports study findings and claims that consumer trust in brands might affect consumers' willingness to purchase.

It claims that a customer's decision to make a repeat purchase can be influenced by their level of brand trust (Bhakuni et al., 2021); (Prihatini & Gumilang, 2021); (Budiono, 2020). As stated by Huang et al., (2019), Consumer trust in the brand can affect brand loyalty, so consumers will have a positive attitude towards the brand.

The Effect of Service Quality on Repurchase

Service quality is the customer's assessment of the general excellence or quality of a product or service in relation to what the consumer expects with the desired goal (Ananda et al., 2021). This study focuses on service quality indicators consisting of: Services provided and reliability / consistency. The degree to which service quality influences The path coefficient is positive, as indicated by the Repurchase Decision of 0.204. Thus, repurchase is positively impacted by quality of service. Repeat business from customers is more likely to increase with improved quality of service. The Service Quality Indicator influences repeat business in the same way or has the same loading factor. The study's outcomes validate the findings. Fared et al., (2021) explains that one factor influencing recurring business is the perception of quality. Although the study carried out by Huang et al., (2019), Describe how a product's perceived quality can influence a customer's decision to buy it again. This is consistent with the hypothesis proposed by Diputra & Yasa (2021), states that perceived quality can influence repeat purchases. According to Mahendrayanti & Wardana, (2021), repurchases may be impacted by the caliber of the company's goods or services. Customers are more likely to make repurchases when they are pleased with high-quality goods or services. However, in accordance with Sianturi et al., (2019), Recurring business is significantly influenced by service quality.

The Effect of Customer Satisfaction on Repurchase

Repurchase occurs when a consumer decides to repurchase a product that could have been based on their knowledge of the product (Herjanto & Amin, 2020). The repurchase decision indicators used in this study consist of: 1) Will make a repurchase in the future, 2) Willing to recommend to friends and relatives. 3) Invite friends and relatives to use the product/service. The results of this study confirm the study Saputra & Ekawati (2020); , which states that consumer satisfaction influences repurchase decisions. Consumer satisfaction contributes to repurchase (Waluya et al., 2019). This shows that consumer satisfaction plays an important role in influencing repurchases. It is also expressed by (Mas'ud et al., 2018), Consumer satisfaction can increase repeat purchases. The findings of this investigation are consistent with the findings of the (A. Ali & Bhasin, 2019), which states that the price is

proportional to the quality of service received increases repurchase. According to A. Ali & Bhasin, (2019) Repurchase occurs when the customer pays a price proportional to the value he receives.

Conclusion

The findings demonstrated that: 1) Customer satisfaction is significantly improved by brand trust. 2) Customer satisfaction is significantly positively impacted by service quality. 3. Brand trust significantly improves repurchase. 4) Repurchase is positively impacted by service quality. 5) Repurchase is significantly impacted favorably by customer satisfaction. This research contributes that the price that is comparable to the service received turns out to have an impact on how satisfied customers are. Meanwhile, the variable that makes customers make repurchases because of the satisfaction obtained after using the service.

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