

# The Influence of Brand Trust and Product Quality on Repurchase Intention Through Customer Satisfaction among Bluder Cokro Madiun Customers in Jabodetabek

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## Abstract

This study aims to analyze the effect of brand trust and product quality on repurchase intention with customer satisfaction as a mediating variable for Bluder Cokro Madiun customers in the Jabodetabek area. The research design uses an explanatory quantitative approach with a survey method of 400 respondents who have bought Bluder Cokro at least twice. The data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS 4.0 software. The results reveal that brand trust and product quality have a significant effect on customer satisfaction. Furthermore, customer satisfaction and brand trust have a significant influence on repurchase intention. However, a negative relationship was found between product quality and repurchase intention directly, although the mediation of customer satisfaction strengthened the relationship positively. These findings suggest that customer satisfaction plays an important role in bridging brand trust and product quality with customer loyalty. This research provides strategic implications for local culinary MSMEs to increase customer repurchase intention through strengthening product quality and building brand trust.

**Keywords:** Brand Trust, Culinary MSMEs, Customer Satisfaction, Product Quality, Repurchase Intention.

## 1. Introduction

The food and beverage industry is one of the key pillars of Indonesia's economy, driven by rising household consumption and the growth of the middle class. Changes in urban lifestyles that demand practical and healthy food are accelerating the development of this sector, coupled with increasing health awareness among young people, which is opening up opportunities for nutritious and innovative products. However, the industry faces challenges such as reliance on imported raw materials, global price fluctuations, and a preference for foreign brands. Therefore, local producers, especially SMEs, need to improve product quality, operational efficiency, and branding strategies to compete in both domestic and international markets (Kemenkeu.go.id, 2022).

The contribution of SMEs is significant, accounting for approximately 97% of employment, 60% of GDP, and 15.5% of exports, with a total of 64.2 million business units or 99.99% of all businesses in Indonesia. However, the majority are still classified as micro-enterprises with low annual income, compounded by the impact of the COVID-19 pandemic, which reduced sales by up to 30%, leaving many businesses struggling to recover their performance (getimedia.id, 2025).



Macroeconomically, Dataindustri Research data shows that the GDP of the food and beverage industry from 2011 to 2024 has continued to increase, reaching Rp 206.187 billion, indicating the vital role of this sector despite facing the pandemic and global dynamics. This growth has fluctuated, peaking in 2013, then slowing down until 2019 due to macroeconomic factors and trade policies, before sharply declining in 2020 due to the COVID-19 pandemic. Recovery began to emerge from 2021 to 2023, demonstrating the sector's resilience in facing global challenges.

Entering 2025, SMEs face complex challenges due to the projected low global economic growth (3.2%) influenced by geopolitical risks, trade wars, and commodity market volatility. This situation impacts the purchasing power of the middle class due to inflation and economic uncertainty, which could suppress demand for SME products, including bluder bread. Weak exports due to declining global demand, trade conflicts, and geopolitical tensions further exacerbate the situation. Data from the Ministry of Trade shows that exports fell by 21.2% in Q2 2023, with SMEs contributing only 15.7% of total national exports, far below Singapore (41%) and Thailand (29%). To enhance competitiveness, market diversification and production strengthening are needed. Additionally, exports of processed food products from Indonesia to ASEAN decreased from USD 9.2 billion in 2022 to USD 7.1 billion in 2023, particularly in palm oil, which dropped from USD 3.3 billion to USD 2.1 billion. On the other hand, imports of processed products also decreased from USD 84.7 billion to USD 81.6 billion, although rice imports increased from USD 2.2 billion to USD 4.4 billion due to inflation. This situation reflects the global economic slowdown and disruptions in the supply chain.

SMEs face serious challenges due to weakening global purchasing power, trade conflicts, geopolitical tensions, and the impact of climate change, which disrupts raw material production and increases logistics costs, particularly in the food, agriculture, and fisheries sectors. Other obstacles include rising non-performing loans that limit access to financing, unexpected changes in government policy, and low digital competence among SME actors outside major cities, even though the adoption of digital technology is key to surviving in the digital economy era (IMF.org). On the other hand, although public preference for local products is increasing, there is still a gap between expectations and perceptions of quality. A Hypefast survey (2024) shows that 90% of consumers have purchased local products in the last three months and 70% actively seek them out, but doubts about the quality and credibility of local brands still weaken Purchase Intent (getimedia.id, 2025). This gap underscores the importance of consumer satisfaction in building brand trust, as positive experiences with product quality, service, and value will strengthen brand trust and drive repurchase intent (Kotler & Keller, 2016).

Brand trust helps consumers feel confident that local brands can deliver consistent quality and experience. Satisfaction motivates them to make repeat purchases, as found by Safitri & Riptiono (2020), who suggest that customer satisfaction mediates the relationship between brand trust and repurchase intention. For example, if customers trust a local brand and have a satisfying purchasing experience, they are more likely to buy again. To reinforce brand trust, local brands can employ strategies such as marketing communication emphasizing cultural values, maintaining product quality consistency, and providing friendly service (Yonathan & Bernarto, 2022). Syafarudin (2021) demonstrates that good product quality can enhance customer satisfaction, leading to loyalty and repeat purchase intention. Consumers who perceive high value in a product are inclined to make repeat purchases, especially when the quality is consistent.

In the midst of challenges and opportunities faced by MSMEs, Bluder Cokro Madiun stands out as an example of a traditional culinary business that has successfully built a

reputation in the local market since its establishment in 1989. By prioritizing consistent product quality, such as authentic flavor, cleanliness, and halal certification from MUI, Bluder Cokro has been able to establish a strong brand trust among consumers.

The success of Bluder Cokro in maintaining its market share can be attributed to strategic branding and adaptation to market trends, including leveraging digital platforms such as social media to reach a wider consumer base. However, challenges such as intense competition on digital platforms and higher consumer expectations for product innovation can weaken repeat purchase intentions if not managed effectively. Therefore, this research is pertinent in examining how Bluder Cokro can optimize product quality and brand trust to enhance customer satisfaction and drive repurchase intention, while also providing insights for other culinary MSMEs in navigating the dynamics of the modern market.

Over the past two years (2023–2024), the bluder bread business in Indonesia has experienced significant growth driven by viral culinary trends, product innovation, and digital marketing. The ‘bluder siram’ phenomenon on social media, particularly TikTok, has successfully captured the attention of Gen Z and millennials as the primary market, further boosted by the momentum of the Jakarta Fair (PRJ) 2023, which helped elevate the popularity of Bluder Cokro with its chocolate, taro, vanilla, and klepon flavours priced at around Rp16,000. This business growth has also been driven by increased online and offline sales. BPS data shows that online sales of food and beverages increased from 18.3% in 2019 to 19.12% in 2022, a trend that continued into 2023, with many bluder shops like Bluder Cokro leveraging e-commerce platforms (Shopee, Lazada) and delivery services (Gojek). Offline, bluder shops in Madiun such as Bluder Cokro, Kresna, and Metro remain popular as souvenir centres, in line with BPS data indicating that 50.44% of medium to large-scale food and beverage businesses are located in malls or large shopping centres. However, this business faces challenges such as intense competition, the need for significant capital for innovation and marketing, and the necessity of a central kitchen management strategy, menu standardisation, and clear SOPs for expansion.

Research related to product quality shows a significant influence on customer satisfaction. Ellitan and Suhartatik (2023) emphasising that the better the quality of the products offered, the higher the level of customer satisfaction, which ultimately drives repeat purchase intent. In the context of Bluder Cokro Madiun, consistency in product quality, in terms of taste, uniqueness, and presentation which is a key factor in building brand trust. Despite having a loyal customer base, sales data from Toko Riza indicates a significant decline, from 6,463 units in 2023 to just 2,673 units by December 2024. This phenomenon underscores the need for further research into the factors influencing repurchase intention, including the role of brand trust, product quality, and customer satisfaction as key variables in maintaining consumer loyalty.

Based on the above description, this research aims to explore the relationship between product quality and brand trust on repurchase intention through customer satisfaction as a mediating variable, with a case study on Bluder Cokro Madiun. This study becomes relevant considering the importance of product quality and brand trust in creating satisfaction and consumer loyalty. Additionally, this research will enrich the literature by providing an overview of how these factors can influence each other in the context of Indonesia's local food industry. The novelty of this research lies in its focus on the role of customer satisfaction as a mediating variable in the post-pandemic era, where consumer behavior has undergone significant changes. This research also considers consumer dynamics in the Jabodetabek region, which represents an urban market with high expectations for Product Quality and Brand Trust.

## 2. Literature Review

### 2.1. Theoretical Framework

Repurchase intention is defined as consumers' intention to repurchase products or services from the same brand based on previous positive experiences. This intention is influenced by customer satisfaction, brand trust, and perceived value (Kotler & Keller, 2012). Repurchase intention is consumers' tendency to return to brands considered reliable, influenced by emotional factors such as trust and satisfaction, as well as functional factors such as product quality (Schiffman & Wisenblit, 2019).

Repurchase intention is defined as consumers' tendency to repurchase products or services from the same brand based on positive experiences and high value perception (Kotler & Keller, 2012). This intention reflects consumer loyalty driven by trust and satisfaction. Repurchase intention is consumers' commitment to choose a particular brand again in the future, influenced by perceived product quality and emotional experiences with the brand (Mothersbaugh et al., 2024).

Brand Trust is a consistent product quality creates positive experiences, which increase satisfaction and strengthen repurchase intentions (Mothersbaugh et al., 2024). Brand trust is consumers' belief that the brand will fulfill its promises, such as consistent quality and product safety. This trust is built through positive experiences and brand reputation (Kotler & Keller, 2012). Brand trust as consumers' perception of brand integrity and reliability, which forms the basis for long-term loyalty and repurchase intentions (Aaker, 2011). Brand trust as consumers' belief that the brand will consistently deliver promised value, including product reliability and company integrity. This trust becomes the foundation for long-term relationships with consumers (Homburg et al., 2012). Solomon (2020) see brand trust as consumers' perception of brand credibility, built through transparency, consistency, and positive experiences.

Product Quality is the level of product excellence in meeting consumer needs, including durability, performance, design, and conformity to expectations. Product quality affects consumer satisfaction and trust (Kotler & Keller, 2012). Garvin (1987) states that product quality is measured through eight dimensions, including performance, features, reliability, and aesthetics, all of which contribute to customer satisfaction. Product quality is defined as the product's ability to meet or exceed consumer needs, measured through attributes such as reliability, durability, and fitness for purpose (Cannon et al., 2023). Product quality (including in service context) is consumers' perception of product or service excellence based on performance, design, and user experience (Wirtz & Lovelock, 2021). Consistent Product Quality creates positive experiences, which increase satisfaction and strengthen repurchase intentions (Mothersbaugh et al., 2024). Good product quality strengthens consumer trust in the brand, as reliable products prove brand promises. This trust drives repurchase intentions (Wirtz & Lovelock, 2021). High-quality products increase the perception that the brand is reliable, affecting repurchase decisions (Cannon et al., 2023).

Customer Satisfaction is positive or negative feelings that arise after consumers compare their expectations with actual experience using products or services. This satisfaction becomes the main driver of repurchase intentions (Kotler, Keller, et al., 2024). Customer Satisfaction is defined as an emotional response to service experience, influenced by product quality, service, and interaction with the brand (Zeithaml et al., 2024).

### 2.2. The Influence of Brand Trust on Repurchase Intention

Brand trust is consumer trust in a brand based on the belief that the brand can fulfill promises and expectations consistently (Yanti & Efendi, 2024). This trust is formed from positive experiences, brand reputation, and transparent communication between companies

and consumers. Brand trust has an important role in driving repurchase intention, as consumers with high trust in a brand tend to make repeat purchases. Recent research shows that brand trust has a positive and significant effect on repurchase intention (Sutanto & Kussudyarsana, 2024). Strong brand trust can increase consumers' intention to repurchase products or services from that brand. Therefore, the proposed hypothesis is as follows:

**H1:** There is an influence between brand trust on repurchase intention.

### **2.3. The Influence of Product Quality on Repurchase Intention**

Product quality is one of the main factors affecting consumer satisfaction and loyalty. Product quality includes various aspects such as durability, reliability, features, and conformity to consumer expectations (Garvin, 1987). High product quality provides positive experiences to consumers, which then strengthens their intention to make repeat purchases. Additionally, research shows that product quality has a direct and significant influence on repurchase intention (Ellitan et al., 2022; Pastikan & Handini, 2022). Consumers tend to form positive perceptions of brands when products they use prove to have consistently good quality. This aligns with findings from Riadi et al. (2021) who state that satisfaction obtained from product quality increases the likelihood of consumers continuing to choose the same product in the future. Therefore, the proposed hypothesis is as follows:

**H2:** There is an influence between product quality on repurchase intention.

### **2.4. The Influence of Brand Trust on Customer Satisfaction**

Brand trust is consumers' belief that a particular brand will consistently fulfill expectations and promises that have been communicated (Mothersbaugh et al., 2024). This trust is formed from repeated positive experiences, good brand reputation, and honest interactions between companies and consumers. When consumers believe that a brand can be trusted, they feel more comfortable and satisfied in making transactions, as the level of uncertainty and perceptual risk decreases. This enhances the overall consumption experience and strengthens satisfaction feelings toward that brand. A study shows that brand trust provides positive and significant contribution to customer satisfaction (Djamaludi & Fahira, 2023). Consumers who trust a brand are more likely to feel satisfied because they believe that the brand will provide value and service that meets or even exceeds expectations. Therefore, the proposed hypothesis is as follows:

**H3:** There is an influence between brand trust on customer satisfaction.

### **2.5. The Influence of Product Quality on Customer Satisfaction**

Product quality plays an important role in forming customer satisfaction. High product quality reflects the extent to which products can meet or exceed consumer expectations, both in terms of functionality, durability, aesthetics, and reliability (Mothersbaugh et al., 2024). Consumers who are satisfied with products they use tend to show loyal behavior, recommend products to others, and have a high likelihood of making repeat purchases. Investigation by Sudarso and Sukiman (2022) also proves that there is a significant relationship between product quality and customer satisfaction. In their findings, quality dimensions such as reliability, performance, and durability prove to provide the greatest contribution in increasing consumer satisfaction. Therefore, the proposed hypothesis is as follows:

**H4:** There is an influence between product quality on customer satisfaction.

### **2.6. The Influence of Customer Satisfaction on Repurchase Intention**

Customer satisfaction reflects consumers' emotional evaluation after using products or services, based on how well their experience compares to established expectations. Customer satisfaction becomes an important indicator in assessing the success of a brand in meeting

consumer needs. High satisfaction levels will increase customer loyalty and drive intentions to make repeat purchases (repurchase intention) (Kotler & Keller, 2012). This is because satisfied customers tend to have positive perceptions of the brand, reduce alternative searches, and increase trust and attachment to that brand. Research by also found that customer satisfaction significantly affects repurchase intention. Satisfied consumers tend to be more motivated to repeat purchases, as they feel safe, comfortable, and get more value from the products or services provided. Therefore, the proposed hypothesis is as follows:

**H5:** There is an influence between customer satisfaction on repurchase intention.

### 2.7. The Role of Customer Satisfaction as Mediation of Brand Trust Influence on Repurchase Intention

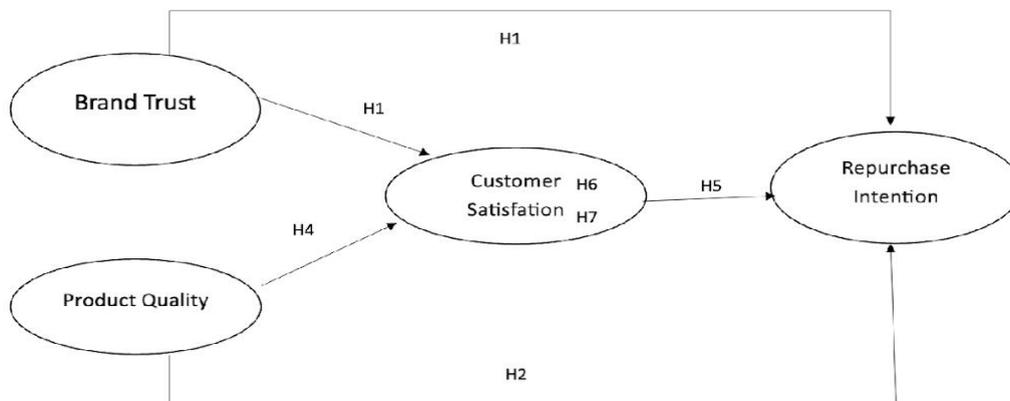
In the relationship between brand trust and repurchase intention, customer satisfaction has an important role as a mediating variable. High brand trust can increase customer satisfaction through a sense of security and trust that products or services provided will meet expectations consistently (Kotler & Keller, 2012). When consumers are satisfied with brands they trust, the opportunity to make repeat purchases will be higher. Brand trust not only directly affects repurchase intention, but also indirectly through customer satisfaction (Solomon, 2020). In this mediation model, brand trust strengthens consumers' positive perceptions, which then increases satisfaction and drives intentions to repurchase products from that brand. This means, the more satisfied customers are with brands they trust, the greater the likelihood they will remain loyal and make repeat purchases. Thus, we formulate the hypothesis as follows:

**H6:** Customer satisfaction mediates the link between brand trust on repurchase intention.

### 2.8. The Role of Customer Satisfaction as Mediation of Product Quality Influence on Repurchase Intention

Good product quality not only affects repurchase intention directly, but also indirectly through customer satisfaction as a mediating variable. High product quality which seen from reliability, durability, function, and conformity to consumer expectations can increase customer satisfaction levels after use (Wirtz & Lovelock, 2021). Satisfied customers who feel they get quality products will tend to make repeat purchases. Consumers who receive high-quality products tend to experience greater satisfaction, which ultimately strengthens their intention to repurchase products from the same brand. Thus, we formulate the hypothesis as follows:

**H7:** Customer satisfaction mediates the link between product quality on repurchase intention.



**Figure 1. Research conceptual framework**

Source: Researcher, 2025

### 3. Methods

#### 3.1. Research Design

This research uses a survey design with an explanatory quantitative approach. The selection of survey design is based on its ability to measure data quantitatively, thus enabling evaluation of consumer perceptions with standardized Likert scales. Additionally, survey design is considered efficient in terms of time and cost, making it ideal for this research. Through this quantitative survey design, research results are expected to provide strategic insights for Bluder Cokro customers in increasing sales.

#### 3.2. Data Sources

Primary data collection in this research is conducted through online surveys distributed to customers aged 10-65 years in Jabodetabek. On the other hand, secondary data is data not obtained directly from its source, but from available sources. Secondary data used in this research includes various reports, scientific articles, and books that serve as reference sources for this research compilation.

#### 3.3. Data Collection Techniques

Data collection for this research is conducted through surveys. Surveys are tools used to obtain data from original sources with intervention from researchers to provide direction in completion (Sugiyono, 2013). This research conducts surveys by distributing online questionnaires hoping for wider distribution. The questionnaire will consist of several measurement items designed beforehand, and completed with written directions on how to fill out guidelines from researchers at the beginning of the questionnaire. This research uses a Likert scale. This scale is often used in measuring individual perceptions and behavioral patterns toward a phenomenon (Sugiyono, 2010). The Likert scale belongs to ordinal measurement scales, where data in this scale reflects certain ranks/levels, but distances between levels are not always the same (Amruddin et al., 2022; Hair et al., 2022). The higher the number obtained, the higher the level of agreement with a statement (Hair et al., 2022).

#### 3.4. Population and Sample

The study population included all individuals aged 15–65 years living in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The selection of no age restrictions was based on the cross-generational appeal of Roti Bluder Cokro, ranging from children who like sweet flavours, teenagers and young adults who are interested in culinary trends, to the elderly who appreciate the nostalgic value of local products. Jabodetabek was chosen as the research location because it is the main economic and culinary hub in Indonesia, with high access to various food brands, and its population is exposed to culinary trends through social media and digital platforms, which support the potential for Purchase Intent of Bluder Cokro as a local brand with authentic value and premium quality. Sample selection was conducted using non-probability sampling techniques, where the probability of each population member being selected as a sample is not equal and unknown (Makwana et al., 2023).

The criteria for respondents were Bluder Cokro customers aged 15–65 years old who lived in Greater Jakarta and had purchased Bluder Cokro more than twice, so that they could provide relevant answers regarding customer satisfaction, brand trust, and product quality perception measurement items. The sample size was determined using the formula by Hair et al. (2022), which requires a minimum of 10 times the number of research indicators. With 40 indicators used, the minimum sample size for this study is 400 respondents.

### 3.5. Data Analysis Techniques

Data obtained from surveys is processed using PLS-SEM (Partial Least Square-Structural Equation Model) analysis techniques with SMART PLS 4.0 tools. PLS-SEM is a method used to analyze models with complex predictive relationships, whether consisting of relationships between several latent variables comprising independent, dependent variables, or the presence of mediation roles (Hair et al., 2022). This method is often used for social science research, due to its ability to analyze latent variables (variables that cannot be measured directly but through indicators), data that doesn't have to be normally distributed, and can handle data with small sample sizes (Monecke & Leisch, 2012).

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1. Measurement Model Evaluation Results (Outer Model)

##### A. Convergent Validity

Convergent validity was conducted to test whether statement items in each variable have sufficiently high correlation with the measured construct. Based on the analysis results, loading factor values from each statement item were measured for variables BT, CS, PQ, and RI. The criterion used is that loading factor values must be greater than 0.70 to be declared convergently valid (Hamid & Anwar, 2019; Savitri et al., 2021).

**Table 1. Outer Loading**

Item	BT	CS	PQ	RI
BT1	0.640			
BT10	0.706			
BT11	0.434			
BT12	0.686			
BT2	0.497			
BT3	0.565			
BT4	0.750			
BT5	0.516			
BT6	0.731			
BT7	0.703			
BT8	0.886			
BT9	0.852			
CS1		0.829		
CS2		0.832		
CS3		0.808		
CS4		0.756		
CS5		0.806		
CS6		0.819		
CS6		0.803		
CS7		0.735		
CS8		0.824		
CS9		0.835		
PQ1			0.795	
PQ10			0.453	
PQ2			0.764	
PQ3			0.864	
PQ4			0.873	
PQ5			0.894	
PQ6			0.873	
PQ7			0.765	
PQ8			0.855	
PQ9			0.674	
RI1				0.694
RI2				0.855

Item	BT	CS	PQ	RI
RI3				0.848
RI4				0.748
RI5				0.869
RI6				0.807
RI7				0.861
RI8				0.732

The analysis results show that in the Brand Trust (BT) variable, several items, such as BT1, BT2, BT3, BT5, and BT11, do not meet the criteria, while the other items are quite good. In the Customer Satisfaction (CS) variable, all items meet the criteria with values above 0.70. For the Product Quality (PQ) variable, most items are valid, except for PQ10 and PQ9, whose values are below the threshold. Meanwhile, all items in the Repurchase Intention (RI) variable are deemed valid. Overall, most items have met the criteria for convergent validity, although there are some items in Brand Trust and Product Quality that require further evaluation.

### B. Discriminant Validity

**Table 2. Discriminant Validity Test Results**

	Brand Trust	Customer Satisfaction	Product Quality	Repurchase Intention
Brand Trust	0.677			
Customer Satisfaction	0.809	0.805		
Product Quality	0.793	0.901	0.791	
Repurchase Intention	0.784	0.779	0.672	0.804

Discriminant validity is measured to ensure that each construct is different from other constructs. Correlation values between constructs are compared with the square root of Average Variance Extracted (AVE). The criterion used is that AVE values must be greater than 0.70 (Hamid & Anwar, 2019: 42; Savitri et al., 2021: 34). AVE values for each variable show that BT (0.677), CS (0.805), PQ (0.791), and RI (0.804) are all above the 0.70 threshold, indicating that the model has good discriminant validity. This means each construct can effectively differentiate itself from other constructs.

### C. Reliability Test

**Table 3. Reliability Test Results**

	Cronbach's Alpha	Composite Reliability (rho_c)
Brand Trust	0.886	0.907
Customer Satisfaction	0.940	0.949
Product Quality	0.929	0.942
Repurchase Intention	0.921	0.936

Reliability testing was conducted to measure internal consistency of each variable using Cronbach's Alpha and Composite Reliability (rho\_c). The criterion used is that Cronbach's Alpha and Composite Reliability values must be greater than 0.70 to be declared reliable. The reliability analysis of the measurement model shows that all variables meet the reliability criteria. The Brand Trust variable has a Cronbach's Alpha of 0.886 and a Composite Reliability of 0.907, indicating good reliability.

Customer Satisfaction demonstrates very strong reliability, with a Cronbach's Alpha of 0.940 and a Composite Reliability of 0.949. Similarly, Product Quality shows high reliability, with a Cronbach's Alpha of 0.929 and a Composite Reliability of 0.942. The Repurchase

Intention variable also meets the reliability standard, with a Cronbach's Alpha of 0.921 and a Composite Reliability of 0.936. Based on these results, all variables are considered reliable, as both Cronbach's Alpha and Composite Reliability values exceed the threshold of 0.70.

#### 4.1.2. Structural Model Evaluation Results (Inner Model)

##### A. R Square

R Square is used to measure the proportion of dependent variable variability that can be explained by independent variables in the model.

**Table 4. R Square Test Results**

	R-Square	R-Square Adjusted
Customer Satisfaction	0.836	0.835
Repurchase Intention	0.696	0.694

The coefficient of determination (R Square) analysis shows that the model has strong explanatory power. The Customer Satisfaction variable has an R Square value of 0.836 and an Adjusted R Square of 0.835, indicating that 83.6% of the variability in Customer Satisfaction can be explained by Brand Trust and Product Quality, while the remaining 16.4% is influenced by factors outside the model. Similarly, the Repurchase Intention variable has an R Square value of 0.696 and an Adjusted R Square of 0.694, meaning that 69.6% of its variability can be explained by Brand Trust, Customer Satisfaction, and Product Quality, with the rest attributed to other external influences. These high R Square values suggest that the model has strong predictive capability for both dependent variables.

##### B. Effect Size

**Table 5. Effect Size ( $f^2$ ) Test Results**

	Customer Satisfaction	Repurchase Intention
Brand Trust	0.144	0.275
Product Quality	1.112	0.065
Customer Satisfaction		0.242

Effect Size ( $f^2$ ) measures the relative contribution of each independent variable to the dependent variable. The interpretation criteria for Effect Size are:  $f^2 < 0.15$  (weak),  $0.15-0.35$  (moderate), and  $f^2 > 0.35$  (strong). The analysis of effect size ( $f^2$ ) reveals varying levels of influence among the variables in the model. The influence of Brand Trust on Customer Satisfaction has an effect size of 0.144, which is below the 0.15 threshold, indicating a weak effect.

In contrast, Brand Trust's influence on Repurchase Intention shows an effect size of 0.275, which falls within the range of  $0.15-0.35$ , signifying a moderate effect. Meanwhile, the influence of Product Quality on Customer Satisfaction is notably strong, with an effect size of 1.112, far exceeding the 0.35 benchmark. On the other hand, Product Quality's influence on Repurchase Intention is weak, as reflected by an effect size of 0.065. Lastly, Customer Satisfaction's influence on Repurchase Intention has an effect size of 0.242, indicating a moderate effect. These results highlight the dominant role of Product Quality in shaping Customer Satisfaction, while Brand Trust and Customer Satisfaction play more moderate roles in influencing Repurchase Intention.

Based on Effect Size analysis results, Product Quality's influence on Customer Satisfaction has strong contribution ( $f^2 = 1.112$ ), showing that product quality plays an

important role in increasing customer satisfaction. Conversely, Brand Trust's influence on Customer Satisfaction ( $f^2 = 0.144$ ) and Product Quality's influence on Repurchase Intention ( $f^2 = 0.065$ ) are considered weak, indicating relatively small contribution. Brand Trust ( $f^2 = 0.275$ ) and Customer Satisfaction ( $f^2 = 0.242$ ) influences on Repurchase Intention have moderate effects, showing that both variables have sufficiently significant contribution in driving repurchase intention, although not as strong as Product Quality's influence on Customer Satisfaction.

### C. Goodness of Fit Model

**Table 7. GoF Value**

	Average Variance Extracted (AVE)	R-Square
Product Quality	-	
Brand Trust	0.458	
Customer Satisfaction	0.648	0.836
Repurchase Intention	0.647	0.696
<b>Average</b>	<b>0.595</b>	<b>0.766</b>

$$GoF\ Value = \sqrt{Average\ AVE \times Average\ R\ Square}$$

$$GoF\ Value = \sqrt{0.595 \times 0.766}$$

$$GoF\ Value = 0.675$$

Based on calculation results, a GoF value of 0.675 was obtained, indicating that the combined performance between outer model and inner model in this study can be classified into the large GoF category.

### D. Hypothesis Test

**Table 6. Hypothesis Test Results**

Path	Path Coefficient	T Statistics	P Values
Brand Trust → Customer Satisfaction	0.252	8.880	0.000
Brand Trust → Repurchase Intention	0.508	10.037	0.000
Customer Satisfaction → Repurchase Intention	0.670	7.238	0.000
Product Quality → Customer Satisfaction	0.701	25.856	0.000
Product Quality → Repurchase Intention	-0.335	3.126	0.002
Brand Trust → Customer Satisfaction → Repurchase Intention	0.169	6.102	0.000
Product Quality → Customer Satisfaction → Repurchase Intention	0.470	6.555	0.000

The following are hypothesis testing results based on path analysis conducted to test relationships between Brand Trust (BT), Product Quality (PQ), Customer Satisfaction (CS), and Repurchase Intention (RI) variables. Testing criteria use P Values < 0.05 to determine relationship significance.

1) Brand Trust → Customer Satisfaction

The Brand Trust → Customer Satisfaction path has a path coefficient value of 0.252, T Statistics of 8.880, and P Values of 0.000. Since P Values (0.000) < 0.05, hypothesis H1 is accepted, meaning Brand Trust significantly influences Customer Satisfaction.

2) Brand Trust → Repurchase Intention

The Brand Trust → Repurchase Intention path has a path coefficient value of 0.508, T Statistics of 10.037, and P Values of 0.000. Since P Values (0.000) < 0.05, hypothesis H2 is accepted, meaning Brand Trust significantly influences Repurchase Intention.

3) Customer Satisfaction → Repurchase Intention

The Customer Satisfaction → Repurchase Intention path has a path coefficient value of 0.670, T Statistics of 7.238, and P Values of 0.000. Since P Values (0.000) < 0.05, hypothesis H3 is accepted, meaning Customer Satisfaction significantly influences Repurchase Intention.

4) Product Quality → Customer Satisfaction

The Product Quality → Customer Satisfaction path has a path coefficient value of 0.701, T Statistics of 25.856, and P Values of 0.000. Since P Values (0.000) < 0.05, hypothesis H4 is accepted, meaning Product Quality significantly influences Customer Satisfaction.

5) Product Quality → Repurchase Intention

The Product Quality → Repurchase Intention path has a path coefficient value of -0.335, T Statistics of 3.126, and P Values of 0.002. Since P Values (0.002) < 0.05, hypothesis H5 is accepted, meaning Product Quality significantly influences Repurchase Intention. However, the negative path coefficient indicates that this relationship is negative, meaning that increased Product Quality tends to decrease Repurchase Intention.

6) Brand Trust → Customer Satisfaction → Repurchase Intention

The mediation path Brand Trust → Customer Satisfaction → Repurchase Intention has a path coefficient value of 0.169, T Statistics of 6.102, and P Values of 0.000. Since P Values (0.000) < 0.05, hypothesis H6 is accepted, meaning Customer Satisfaction significantly mediates the relationship between Brand Trust and Repurchase Intention.

7) Product Quality → Customer Satisfaction → Repurchase Intention

The mediation path Product Quality → Customer Satisfaction → Repurchase Intention has a path coefficient value of 0.470, T Statistics of 6.555, and P Values of 0.000. Since P Values (0.000) < 0.05, hypothesis H7 is accepted, meaning Customer Satisfaction significantly mediates the relationship between Product Quality and Repurchase Intention.

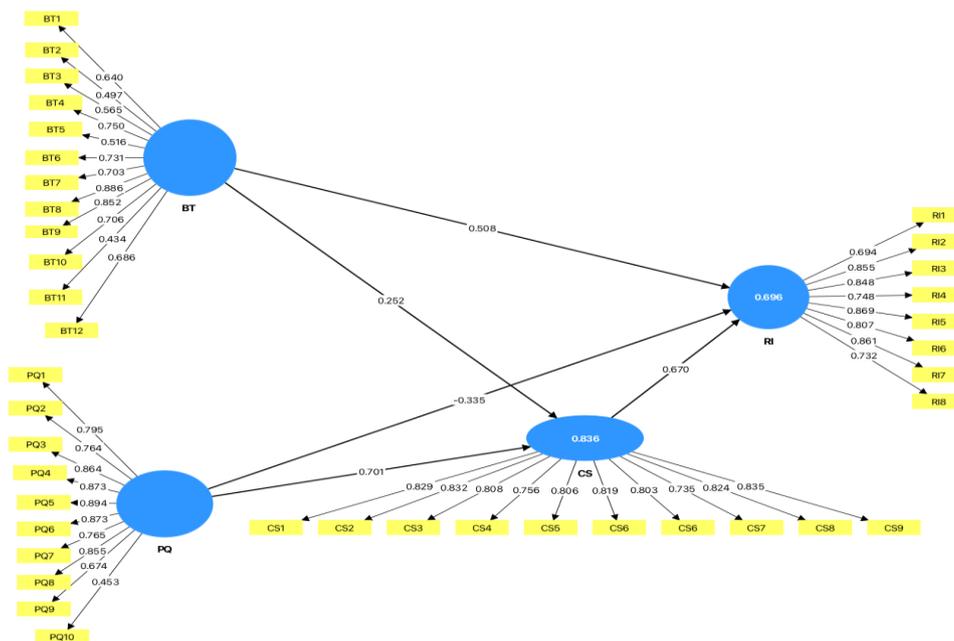


Figure 2. Structural Model

## 4.2. Discussion

### 4.2.1. The Influence of Brand Trust on Repurchase Intention (H1)

The analysis results show that brand trust has a significant positive influence on repurchase intention, so it can be understood that consumers who trust the Bluder Cokro brand tend to have a higher tendency to make repeat purchases. Brand trust is formed through a combination of factors, including positive consumer experiences, brand consistency in fulfilling promises, good reputation, and transparent communication between producers and consumers (Yanti & Efendi, 2024). In the context of consumer behaviour, brand trust not only represents rational belief in product quality but also creates emotional attachment that strengthens the long-term relationship between consumers and brands.

Previous research also shows that brand trust is one of the important determinants in shaping customer loyalty. Consumers who have a high level of trust in a brand tend not to be easily influenced by competitor products and are even willing to recommend the product to others. This aligns with the findings of Sutanto and Kussudyarsana (2024), who emphasise that brand trust consistently has a positive influence on repurchase intention. Thus, it can be asserted that brand trust functions as a strategic variable that bridges consumer satisfaction with long-term loyalty, while also serving as the foundation for business sustainability.

In the context of Bluder Cokro, success in building and maintaining brand trust is highly dependent on the consistency of the quality of the products offered, in terms of taste, texture, and uniqueness of presentation. Furthermore, the implementation of effective communication strategies through social media, transparency in service, and product innovation that maintains authentic value can strengthen brand trust in the eyes of consumers. Therefore, brand trust not only acts as a direct driver of Purchase Intent but also as an important foundation in maintaining consumer satisfaction and creating sustainable competitive advantage for Bluder Cokro.

### 4.2.2. The Influence of Product Quality on Repurchase Intention (H2)

The research findings reveal quite surprising results, namely that product quality actually has a negative effect on repurchase intention. These results are counterintuitive because, conceptually, product quality has always been viewed as the main factor driving consumer satisfaction, loyalty, and repurchase tendency. In classical product quality theory, Garvin (1987) explains that quality encompasses various dimensions, such as durability, reliability, features, and alignment with consumer expectations. Products of good quality should provide consumers with a positive experience, thereby logically strengthening the intention to repurchase. This is supported by previous studies that found that product quality has a positive and significant effect on repurchase intention (Ellitan et al., 2022; Pastikan & Handini, 2022).

However, the results of this study indicate a different dynamic in the context of Bluder Cokro consumers. One possible explanation is consumers' perceptions of the relationship between quality and price. Products perceived to have high quality are often associated with relatively higher prices. For some consumers, this perception may create hesitation to repurchase due to cost considerations. This condition may explain why high product quality does not automatically increase loyalty but instead creates ambivalence toward repurchase decisions.

On the other hand, this finding can also be understood as an indication of a mismatch between consumer expectations and actual experiences. Consumers may expect premium quality that is commensurate with the emotional value and price offered, but if the consumption experience does not fully meet these expectations, then the perceived high

quality can actually become a source of disappointment. This is in line with the argument of Riadi et al. (2021), who emphasise that product quality will only have a positive impact on repurchase intention if consumers are truly satisfied with their consumption experience. For Bluder Cokro, the implication is that it is important not only to maintain product quality consistency but also to ensure that this quality aligns with consumers' perceived value, so as not to create an impression of excessive exclusivity that actually hinders repurchase.

#### **4.2.3. The Influence of Brand Trust on Customer Satisfaction (H3)**

The research findings reveal quite surprising results, namely that product quality actually has a negative effect on repurchase intention. These results are counterintuitive because, conceptually, product quality has always been viewed as the main factor driving consumer satisfaction, loyalty, and repurchase tendency. In classical product quality theory, Garvin (1987) explains that quality encompasses various dimensions, such as durability, reliability, features, and alignment with consumer expectations. Products of good quality should provide consumers with a positive experience, thereby logically strengthening the intention to repurchase. This is supported by previous studies that found that product quality has a positive and significant effect on repurchase intention (Ellitan et al., 2022; Pastikan & Handini, 2022).

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#### **4.2.4. The Influence of Product Quality on Customer Satisfaction (H4)**

Research findings indicate that product quality is the most dominant factor in shaping customer satisfaction. This is in line with the basic concept that product quality reflects the extent to which a product is able to meet or even exceed consumer expectations in terms of function, durability, aesthetics, and reliability (Mothersbaugh et al., 2024). When consumers experience consistent product quality that meets their expectations, their satisfaction tends to increase significantly.

High product quality leads to loyalty, as satisfied consumers are more likely to make repeat purchases, recommend the product to others, and develop an emotional attachment to the brand. Previous research by Sudarso and Sukiman (2022) reinforces this finding by showing that quality dimensions, particularly reliability, performance, and durability, are the factors that contribute most significantly to increasing consumer satisfaction.

At Bluder Cokro, this confirms that consistent and maintained bread quality is the key to maintaining consumer satisfaction. Although other factors such as price, promotions, or brand image also play a role, product quality has proven to be the most crucial aspect in shaping customer satisfaction. Therefore, the primary strategy that the company must prioritise is to maintain product quality consistently, in terms of taste, texture, and food safety, in order to maintain and strengthen consumer satisfaction levels amid increasingly fierce market competition.

#### **4.2.5. The Effect of Customer Satisfaction on Repurchase Intention (H5)**

The results of the study show that customer satisfaction plays a strong role in driving repurchase intention. Consumers who are satisfied with their experience of consuming a product tend to have a greater desire to make repeat purchases. This is because customer satisfaction reflects consumers' emotional evaluation after using a product or service, which is based on the extent to which their experience meets or even exceeds their expectations (Kotler & Keller, 2012).

Customer satisfaction is an important indicator of a brand's success in meeting the needs and expectations of its consumers. High levels of satisfaction will form a positive perception of the brand, reduce consumers' desire to seek alternatives, and increase trust and emotional attachment to the product. Thus, satisfied consumers not only become loyal customers but also act as indirect promotional agents through recommendations to others. Satisfied consumers feel secure, comfortable, and obtain added value from the products or services they use, so they are encouraged to continue their consumption relationship with the same brand. In the context of Bluder Cokro, ensuring customer satisfaction is a top priority, because satisfied customers are the most reliable source for business sustainability and increased long-term loyalty.

#### **4.2.6. Customer satisfaction mediates the influence between brand trust on repurchase intention (H6)**

Customer satisfaction has been shown to mediate the relationship between brand trust and repurchase intention. Trust in a brand not only has a direct impact on repurchase intention, but also works through increased customer satisfaction. Consumers who have high trust in a brand tend to feel secure and confident that the products or services they receive will meet the promises and expectations that have been consistently communicated (Kotler & Keller, 2024). This trust then creates satisfaction, which ultimately strengthens consumers' motivation to make repeat purchases.

Within this mediation framework, brand trust serves as the emotional foundation that builds positive consumer perceptions. When consumers are satisfied with the brand they trust, loyalty levels increase, and the likelihood of repeat purchases becomes greater. This aligns with Solomon's (2020) assertion that brand trust not only directly influences repurchase intention but also indirectly through customer satisfaction.

Thus, it can be understood that the key to successfully building repurchase Purchase Intent lies in strengthening consumer satisfaction. Bluder Cokro, for example, needs to emphasise strategies that not only increase brand trust but also ensure that the customer consumption experience truly provides satisfaction. When consumer trust and satisfaction go hand in hand, long-term loyalty and sustainable customer relationships can be achieved more optimally.

#### 4.2.7. Customer satisfaction mediates the influence between product quality on repurchase intention (H7)

Customer satisfaction mediates the relationship between product quality and repurchase intention. Although the direct relationship between product quality and repurchase intention shows a negative direction, product quality actually contributes positively to repurchase intention through increased customer satisfaction. This confirms that the mediation path through customer satisfaction is more dominant than its direct influence. In other words, product quality primarily works through satisfaction to drive Purchase Intent, making customer satisfaction a key variable in explaining this phenomenon. When consumers experience the tangible benefits of the product quality they purchase, this satisfaction creates a positive experience that encourages them to remain loyal and make repeat purchases. This aligns with empirical findings that satisfied consumers who receive high-quality products tend to exhibit greater loyalty and reduce the likelihood of switching to other brands. Thus, the role of satisfaction as a mediator explains the initially contradictory relationship between product quality and Purchase Intent. For Bluder Cokro, the implication is that it is important to emphasise consistency in quality that not only meets but also exceeds consumer expectations, as it is this perceived quality that shapes satisfaction and ultimately strengthens long-term customer loyalty.

## 5. Conclusion

Based on hypothesis testing results, all tested paths show significant relationships (P Values < 0.05), so all hypotheses (H1 to H7) are accepted. Specifically, the negative relationship in the Product Quality → Repurchase Intention (H5) path shows that increased product quality is not always followed by increased repurchase intention, which may require further analysis to understand contextual factors or other variables affecting this result. The mediating effect of Customer Satisfaction on the relationship between Brand Trust and Product Quality toward Repurchase Intention is also proven influential, confirming the important role of customer satisfaction in driving repurchase intention.

All seven hypotheses were supported, demonstrating that although brand trust and product quality together influence repeat purchase, they operate differently. Customer satisfaction is the most critically mediating variable between these factors with actual repurchase behavior; therefore, Bluder Cokro should focus on delivering satisfied customers over everything else. The negative direct between product quality and repurchase intention unexpectedly show that the company must pay attention to how customer thought the quality based on the price and expectations. In the future, Bluder Cokro is recommended to develop strategies based on integration which focus on trust building quality, and the active measurement of satisfaction in order to create loyalty and sustainable customer and business development.

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