

Research/Review Article

Why Customers Repurchase: The Power of Trust, Innovation, Quality, and Satisfaction

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Received: 11-08-2025; Accepted: 25-08-2025

Abstract

The managerial implications of this study suggest that companies should focus on the factors proven to have a positive influence on repurchase intention, namely brand trust, product innovation, and customer satisfaction. Managers can strengthen brand trust by ensuring consistent quality, product authenticity, and transparent communication with consumers. Product innovation should be continuously developed to align with market trends and consumer needs, making customers more interested in making repeat purchases. Furthermore, enhancing customer satisfaction through excellent service, convenient transactions, and positive post-purchase experiences is key to maintaining customer loyalty. The finding that product quality has no significant effect indicates that while quality remains an essential minimum standard, emotional factors such as trust and satisfaction play a more dominant role in driving repurchase intention. Therefore, management should balance both functional and emotional aspects in their marketing strategies.

Keywords: Brand Trust, Product Innovation, Product Quality, Customer Satisfaction, Repurchase Interest

JEL Classification: M31, D91, L15

How to cite: Al-Aluf, N. R., Suyana, H., (2025). Why Customers Repurchase: The Power of Trust, Innovation, Quality, and Satisfaction, *Marketing and Consumer Behavior (MCB)* 1(1), 42-53

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1. Introduction

Along with the development of the business world, fashion is progressing very rapidly and has many types of models that have developed in this era. Fashion is an activity that a person does regarding their daily look and style, including their clothing choices, to produce a trend. However, fashion, when combined with sophisticated and unique design elements, can also be a tool to showcase and enhance the look of the wearer.

Shoes are an essential part of fashion that cannot be forgotten because they are footwear that is widely used by anyone in any event or activity. Shoes have various types, such as mountain shoes, sports shoes, loafers and others that can be used according to needs. The use of shoes cannot be separated from our daily lives today; shoes are not only objects that protect the feet or serve a practical purpose, but also serve to support the appearance (Warno & Ginanjar, 2022).

Nowadays, the term e-commerce is no longer familiar. With the existence of e-commerce, consumer shopping patterns have also changed, especially since e-commerce offers various advantages and conveniences compared to conventional stores. The success of the Online Shop in maintaining its customers is evident in its ability to influence repurchase intentions. According to Hasan (2021), Repurchase interest is a purchase interest based on past purchasing experiences. Fulfilling consumer desires to make repeat purchases is a significant concern for sellers (Bag et al., 2022).

In the sneaker industry, many foreign and domestic brands compete with each other. Among the brands from abroad are Adidas, Nike, Reebok, and others. Among the domestic brands are Compass, Ventela, Piere, Wakai, Aerostreet, and others. According to an article on www.atome.id, 25 January 2022, about ten recommendations for the best local sneaker brands, Aerostreet is one of the recommended local shoe brands.

Aerostreet shoes are a local shoe brand that is currently growing rapidly in Indonesia. Aerostreet is a brand of products produced by PT ADCO Pakis Mas. PT ADCO Pakis Mas is located in Dusun I, Bentangan, Wonosari Subdistrict, Klaten Regency, Central Java. The brand, which began production in 2015, was originally a product brand that only produced school shoes, distributing them through shops to shops, or offline. Over time, to maintain Aerostreet's survival and develop its products, Aerostreet began to produce sports, casual, and formal shoes. By considering various things in 2019, Aerostreet started selling online. Warno & Ginanjar, (2022).

Online shopping offers many advantages, including transactions that can be completed anywhere and anytime, reduced time and costs, more choices of goods and services, and finding information about products and comparing prices between different distributors quickly and easily (Pham et al., 2018).

2. Literature Review and Hypothesis

Brand trust on repurchase intention

In online purchasing activities, Brand Trust is an important factor in repurchase intentions because consumers directly examine various Aerostreet shoe products offered on various online shopping sites, thereby creating a sense of trust in the products offered and making repeat purchases. Ramadhan (2020) says that brand trust is defined as a positive trait of a consumer towards a brand, so that consumers have a strong desire to repurchase the same brand in the present and future.

The results of previous research conducted by Dharmayana & Rahanatha (2017) state that Brand Trust has a positive and significant influence on the intention to repurchase a product. Kevin et al. (2020) stated that Brand Trust has a positive and significant influence on Repurchase Interest, with 155 respondents. Navarone & Evanita (2019) state that there is a positive relationship between Brand Trust and Repurchase Interest in Samsung customers in Padang City. The implication is that to build trust with customers, the company must employ various strategies, such as prioritizing customer satisfaction to encourage repeat business.

Regarding theory and also supported by previous research, the following hypothesis can be formulated:

H1: Brand Trust has a positive and significant effect on Repurchase Interest

Product innovation on repurchase interest

Suharto & Iwan (2018) explain that sustainable innovation in a company is a basic need that will ultimately lead to the creation of competitive advantage. According to Irawan (2015), product innovation leads to the development and introduction of new or improved products that are

successful in the marketing scope. New product development in a company is not an easy job; it requires effort, time, and ability, including the amount of risk and cost of failure. According to Prasetyo (2020), product innovation is a promising area for development. Innovation is deliberately made for development and is an attractive strategy.

The results of previous research conducted by Saraswati et al. (2022) state that product innovation has a positive and significant effect on repurchase intentions for Chatime beverage products in Gianyar City. With a sample size of 155 respondents. Imbayani & Prayoga (2023) also stated that product innovation has a positive and significant effect on Repurchase Interest. The sample used in this study was a non-probability sampling technique, namely purposive sampling.

Concerning theory and also supported by previous research, the following hypothesis can be formulated:

H2: Product Innovation has a positive and significant effect on Repurchase Interest

Product quality on repurchase interest

Product quality is the ability of a product to meet customer expectations, and can even exceed customer expectations (Tjiptono & Chandra, 2016). Shalehah et al. (2019) say quality is an important factor in repeat purchases.

The results of previous research conducted by Saputri & Tjahjaningsih (2022) stated that product quality has a positive effect on repurchase interest. The better the product quality, the more the repurchase interest will increase. Sofi et al. (2024) also stated that product quality has a positive and significant effect on Repurchase Interest in users of Skincare products at MS Glow by Lusskin. The sample used was 288 respondents.

Regarding theory and also supported by previous research, the following hypothesis can be formulated:

H3: Product quality has a positive and significant effect on Repurchase Interest

Customer satisfaction on repurchase interest

Customer satisfaction is a feeling of pleasure or disappointment that arises in a person shortly after comparing the results of the product that is thought of against the expected product (Kotler & Keller, 2016). Customer Satisfaction is proven to have a significant influence on repurchase interest (Mensah, 2018). The results of previous research conducted by Arsyanti & Astuti (2016) state that customer satisfaction has a positive and significant effect on repurchase interest in Shopastelle online store customers. The population used in this study was customers who had purchased Shopastelle products, by testing 100 respondents. Diyanti et al. (2020) also state that customer satisfaction influences Shopee e-commerce Repurchase Interest. The population in this study was Shopee e-commerce users in Jakarta with a sample size of 100 respondents. Data collection in this study used Google Forms distributed through community groups on social media.

Concerning theory and also supported by previous research, the following hypothesis can be formulated:

H4: Customer Satisfaction has a positive and significant effect on Repurchase Interest

Brand trust, product innovation, product quality, and customer satisfaction on repurchase interest

According to Ngabiso et al. (2021), consumer trust is the level of knowledge that consumers have and the conclusions consumers draw about the product's attributes and benefits. Brand Trust is trustworthy and reliable. Willingness does not matter because the argument is that if a consumer is willing to rely on the brand, the consumer will make repeat purchases. Suharto & Iwan (2018) explain that sustainable innovation in a company is a basic need that will ultimately lead to the creation of competitive advantage.

Product Quality is the ability of a product to meet customer expectations, and can even exceed customer expectations (Tjiptono & Chandra, 2016).

Customer Satisfaction is a feeling of pleasure or disappointment that arises in a person shortly after comparing the results of the product that is thought of against the expected product (Kotler &

Keller, 2016). Customer Satisfaction is proven to have a significant influence on repurchase interest (Mensah, 2018).

Based on the theories of several experts and the results of the research previously described, the following hypothesis results can be determined:

H5: Brand Trust, Product Innovation, Product Quality, and Customer Satisfaction simultaneously have a significant effect on Repurchase Interest.

3. Data and Method

Type of Research

This type of research is a quantitative approach that tries to explain the effect of the independent variable on the dependent variable. According to Sugiyono (2017), quantitative research is a research method based on the philosophy of positivism, which studies specific populations or samples, data collection using research instruments, and quantitative or statistical data analysis, which aims to test predetermined hypotheses. In this study, researchers used quantitative methods with explanatory research, which aims to explain the position of the variables studied and the relationship between variables (Sugiyono, 2012).

Data Collection Method

The type of data used in this study is primary data. Primary data was obtained from a research questionnaire by distributing it to Aerostreet Shoes customers in Bekasi City. The research questionnaire consists of 6 sections, namely: (1) Respondent data identity, (2) brand trust variable. (3) product innovation variable. (3) product quality variable. (4) customer satisfaction. (5) repurchase interest.

Population and Sample

The population in this study is consumers of Aerostreet Shoes in Bekasi City who have used Aerostreet shoes, the number of which is not known with certainty. In this study, the sampling technique used was the non-probability sampling method, which does not provide equal opportunities for each element or member of the population to be selected as a sample. This technique is used because of the unknown population size. The criteria in this study are as follows: 1. Respondents who have visited Aerostreet's social media. 2. Have bought and used Aerostreet shoes. 3. Domiciled in Bekasi City. 4. Respondents with an age criterion of 17-50 years. To determine the number of samples used, this study used the formula Hair (2010) because the population size is not known with certainty. The sample determination is based on the formula, namely $N = 8 \times \text{Number of Indicators used}$. By using 23 indicators, the minimum sample size required is 184 respondents.

Data Analysis Method

According to Sugiyono (2014), the data analysis method is a systematic process of searching and organizing data obtained from interviews, field notes, and documents. This process involves grouping data into categories, detailing data into units, synthesizing, organizing data into patterns, selecting important data for study, and making conclusions that are easily understood. To test the effect of two or more independent (explanatory) variables on one dependent variable, multiple linear regression analysis was used with SPSS 25 software.

4. Results

The Validity Test

The validity test, according to Sugiyono (2015), is the degree of accuracy between the data that occurs on the object of research and the data obtained by the researcher; thus, valid data is data that is no different between the data obtained by the researcher and the actual data that occurs on the object of research.

Table 1. Validity Test

Variable	Item Question	R-Count	R-Table	Description
Trust Brand	X1.1	0,757	0,144	Valid
	X1.2	0,764	0,144	Valid
	X1.3	0,782	0,144	Valid
	X1.4	0,774	0,144	Valid
	X1.5	0,730	0,144	Valid
	X1.6	0,772	0,144	Valid
	X1.7	0,719	0,144	Valid
	X1.8	0,475	0,144	Valid
Innovation Product	X2.1	0,696	0,144	Valid
	X2.2	0,616	0,144	Valid
	X2.3	0,547	0,144	Valid
	X2.4	0,663	0,144	Valid
	X2.5	0,584	0,144	Valid
Quality Product	X3.1	0,653	0,144	Valid
	X3.2	0,698	0,144	Valid
	X3.3	0,722	0,144	Valid
	X3.4	0,688	0,144	Valid
	X3.5	0,629	0,144	Valid
	X3.6	0,693	0,144	Valid
	X3.7	0,710	0,144	Valid
	X3.8	0,681	0,144	Valid
	X3.9	0,703	0,144	Valid
	X3.10	0,718	0,144	Valid
	X3.11	0,632	0,144	Valid
	X3.12	0,649	0,144	Valid
	X3.13	0,691	0,144	Valid
Satisfaction Customer	X4.1	0,923	0,144	Valid
	X4.2	0,920	0,144	Valid
	X4.3	0,932	0,144	Valid
	X4.4	0,928	0,144	Valid
	X4.5	0,922	0,144	Valid
	X4.6	0,899	0,144	Valid
	X4.7	0,924	0,144	Valid
	X4.8	0,920	0,144	Valid
Interest Purchase Repeat	Y1	0,774	0,144	Valid
	Y2	0,802	0,144	Valid
	Y3	0,818	0,144	Valid
	Y4	0,815	0,144	Valid
	Y5	0,847	0,144	Valid
	Y6	0,864	0,144	Valid
	Y7	0,800	0,144	Valid

Source: Data processed based on IBM SPSS

Based on the Table above, it can be concluded that all statement items on the variables of Brand Trust, Product Innovation, Product Quality, Customer Satisfaction and Repurchase Interest are declared valid. Thus the variables in this study have alignment to be used as primary data collection tools that can describe the concepts being studied.

Reliability Test

According to Ghazali (2011), reliability is a tool for measuring a questionnaire, which is an indicator of change or construct. The reliability test serves to determine the level of consistency of the questionnaire used in the research conducted. The instrument reliability test uses the Cronbach's alpha technique because the instrument in this study is a questionnaire whose score is a range of 1 to 5. An instrument is said to be reliable if Cronbach's alpha > 0.60 (Ghozali, 2016).

Table 4. 2 Instrument Reliability Interpretation

Magnitude of Cronbach's Alpha	Interpretation
0,00-0,199	Very Low Reliability
0,20-0,399	Low Reliability
0,40-0,599	Medium Reliability
0,60-0,799	Strong Reliability
0,80-1,000	Very strong reliability

Table 4. 3 Interpretation of Questionnaire Reliability Value

Variable	Value Cronbach's Alpha	Interpretation
Brand Trust	0,870	Very Strong Reliability
Product Innovation	0,603	Strong Reliability
Product Quality	0,904	Very Strong Reliability
Customer Satisfaction	0,974	Very Strong Reliability
Repurchase Interest	0,916	Very Strong Reliability

Source: Data processed based on IBM SPSS

Based on the data that has been processed above, the variables (Y) and (X) are reliable because the minimum Cronbach's Alpha required is greater than 0.60 or 60%. It can be seen that the brand trust variable value has a Cronbach Alpha value of 0.870, the Product Innovation variable has a value of 0.603, the product quality variable has a Cronbach Alpha value of 0.904, the customer satisfaction variable has a Cronbach Alpha value of 0.974, and the Repurchase Interest variable has a Cronbach Alpha value of 0.916. Thus, all variables are reliable because each Cronbach Alpha > 0.60.

Normality Test

The normality test is carried out to determine whether the variables corresponding to the residuals being examined are normally distributed. This normality test can be obtained from the distribution of data on the graph and the diagonal axis (Ghozali, 2016). The test uses the Kolmogorov-Smirnov method. If the sg value > 0.05, normal distribution. If the sg value < 0.05, it is not normally distributed.

Table 4. 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		184
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,01762706
Most Extreme Differences	Absolute	,058
	Positive	,048
	Negative	-,058
	Test Statistic	,058
	Asymp. Sig. (2-tailed)	,200

Based on the Table above, which shows that the significance is 0.200 > 0.05, it can be concluded that the data tested is normally distributed.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent) (Ghozali, 2018). To test the presence or absence of multicollinearity in the regression model, the *tolerance* value and *Variance Inflation Factor* (VIF) can be

used. The multicollinearity test has criteria; if the *tolerance* value is greater than 0.10 or equal to the VIF value < 10.00 or close to 1, then there is no multicollinearity.

Table 4.5 coefficient

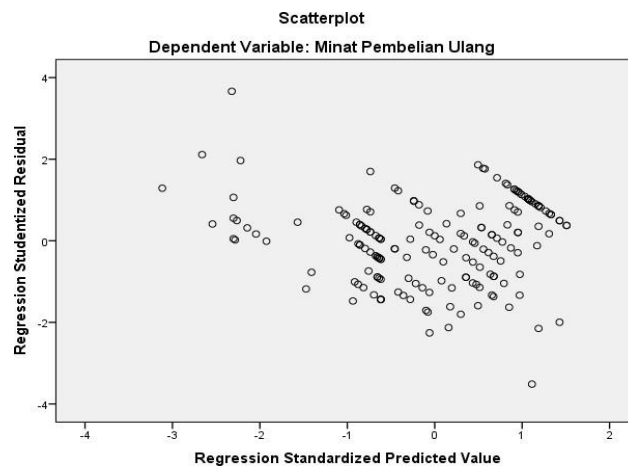
		Coefficients	
	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Trust	,736	1.359
	Product Innovation	,605	1.652
	Product Quality	,644	1.552
	Customer Satisfaction	,531	1.885

Source: Data processed by SPSS software, 2024

Based on the Table above, the tolerance values obtained for the brand trust variable, product innovation variable, product quality variable, and customer satisfaction variable are 0.736, 0.605, 0.644, and 0.531, respectively. The VIF values for each independent variable are as follows: the brand trust variable (1.359), the product innovation variable (1.652), the product quality variable (1.552), and the customer satisfaction variable (1.885). It can be concluded that these variables are free from the classic assumption of multicollinearity because they have a tolerance value above 0.10 and a VIF value below 10.

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to test whether in a regression model there is inequality in the residuals of one observation to another. If there is no clear pattern and the points are spread above and below the number 0 on the Y axis, there is no heteroscedasticity. If the probability value of significance is above the 5 percent confidence level or 0.05, it can be concluded that the regression model does not contain heteroscedasticity.



Source: Data processed by SPSS software, 2024

Figure 4.1 Scatterplot

In a good regression model, heteroscedasticity usually does not occur. The scatterplot graph can be used to see whether the regression model shows heteroscedasticity. If a particular pattern is seen on the graph, this indicates that heteroscedasticity has occurred. It can be seen from the picture that the points are randomly distributed and distributed both above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the regression model of this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to directly determine the effect of the dependent variable (dependent Y) on the independent variable (independent X). The effect of independent variables, namely, brand trust (X1), product innovation (X2), product quality (X3), and customer satisfaction (X4), on the dependent variable of repurchase interest (Y). The following are the results of the regression test.

Table 4. 6 Multiple Linear Regression

Model	Coefficients		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta	
(Constant)	,150	1,739		,932
Brand Trust	,118	,049	,118	,017
Product Innovation	,357	,114	,168	,002
Product Quality	,059	,035	,087	,099
Customer Satisfaction	,413	,040	,598	,000

Source: data processed by SPSS software, 2024

The regression results show that when the variables are held constant, repurchase intention has a base value of 0.150. Brand trust (X1) has a positive coefficient of 0.118, indicating that higher trust leads to greater repurchase intention. Product innovation (X2) shows the most substantial effect with a coefficient of 0.357, meaning that increased innovation significantly boosts repurchase interest. Product quality (X3) also has a positive effect with a coefficient of 0.059, although its influence is relatively small. Meanwhile, customer satisfaction (X4) has the highest impact with a coefficient of 0.413, suggesting that improved customer satisfaction plays the most dominant role in encouraging repurchase intention.

T test

The t-test shows the extent to which the influence of an explanatory variable or independent variable individually explains the dependent variable (Ghozali, 2016). The t-test is a statistical method used by researchers to determine whether there is a partial influence between the independent variable and the dependent variable. This partial test uses a significance level of 0.05. If the significance < 0.05, then H_0 is accepted, meaning that the independent variable individually has a significant effect on the dependent variable. If the significance is greater than 0.05, then H_0 is rejected, meaning that the independent variable individually has no significant effect on the dependent variable.

Table 4. 7 The t-test

Variable	t Table	t Count	Sig	Description
(constant)	1,973	,086	,932	
Brand Trust	1,973	2,407	,017	Significant
Product Innovation	1,973	3,125	,002	Significant
Product Quality	1,973	1,658	,099	Not Significant
Customer Satisfaction	1,973	10,389	,000	Significant

Source: data processed by SPSS software, 2024

The t-test results show that brand trust, product innovation, and customer satisfaction each have a positive and significant effect on repurchase intention, as their t-count values exceed the t-table and significance levels are below 0.05. In contrast, product quality does not significantly affect repurchase intention since its t-count value is lower than the t-table and the significance level is above 0.05. This indicates that trust, innovation, and satisfaction are the main drivers of repurchase interest, while product quality alone is not a determining factor.

F test**Table 4. 8 F test**

Model	Sum of Squares	Df	Mean Square	F Count	Sig
Regression	1623,035	4	405,759	97,496	,000 ^b
Residual	744,960	179	4,162		
Total	2367,995	183			

So $97.496 > 2.42$. From the Table above, the probability (significance level) is $0.000 < 0.05$, so the variables of brand trust, product innovation, product quality, and customer satisfaction simultaneously have a significant influence on repurchase interest. So, H5 brand trust, product innovation, product quality, and customer satisfaction simultaneously affect repurchase intention, and can be accepted.

Coefficient of Determination**Table 4. 9 Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.678	2.04005

Source: data processed by SPSS software, 2024

Based on the results of the Adjusted R Square value in the Table above, it is 0.685 or in percentage (68.5%). This shows that brand trust, product innovation, product quality, and customer satisfaction have an influence of 68.5 percent on repurchase interest in Aerostreet shoes in Bekasi City, and 31.5 percent is influenced by other factors not discussed in this study.

5. Discussion**The effect of brand trust on repurchase intention**

This study found that the brand trust hypothesis has a positive and significant effect on repurchase intention. These results indicate that Aerostreet consumers tend to continue buying products when they feel confident in the brand. This trust can arise from previous positive experiences, quality consistency, and honest communication from the brand. Trust is an important element in maintaining consumer loyalty, especially in the midst of local and global shoe market competition. Therefore, Aerostreet should continue to maintain its reputation and brand communication to maintain trust. This means that the more consumers are satisfied with the products and services provided, the higher the sense of consumer trust in Aerostreet and the desire to make repeat purchases. The results of this study are in line with previous research conducted by Navarone & Evanita (2019), Bawono and Sutanto & Kussudyarsana (2024). They concluded that Brand Trust has a positive effect on Repurchase Interest.

The Effect of Product Innovation on Repurchase Interest

This study found that the product innovation hypothesis has a positive and significant effect on repurchase interest. This result shows that Aerostreet consumers are very concerned about innovation, especially in product design, technology, and convenience. Aerostreet, which can present unique innovations, will find it easier to retain old consumers and attract new ones. In the context of the youth market, dynamic shoe trends make innovation an absolute necessity. An innovation strategy can be a long-term competitive advantage. This means that products that are unique and have distinctive characteristics will attract consumers and make repeat purchases. The results of this study are in line with previous research conducted by Rohadatul Anisa (2021) and Saraswati et al. (2022), who state that Product Innovation has a positive and significant effect on repurchase interest.

The Effect of Product Quality on Repurchase Interest

In this study, it was found that the product quality hypothesis had no positive effect on repurchase interest. This result indicates that consumer perceptions of Aerostreet product quality still vary. Although in general quality remains important, in this study it is not strong enough to significantly influence repurchase decisions. Most likely, other factors such as price or consumer expectations of local brands are the main determinants. This is an input for Aerostreet to better adjust the perception of quality to the expectations of the target market. This means that not all consumers meet their expectations for the quality of Aerostreet products and are more likely to consider buying a different shoe brand from Aerostreet to avoid influencing their repurchase interest. This is not in line with previous research conducted by Sari & Giantari, (2020), Dana & Pramudana, (2021) states that Product Quality has a positive and significant effect on Repurchase Interest, but is in line with the results of research Bahar & Sjaharuddin, (2017) states that Product Quality does not affect Repurchase Interest.

The Effect of Customer Satisfaction on Repurchase Interest

This study found that the customer satisfaction hypothesis has a positive effect on repurchase interest. Customer satisfaction is a crucial factor in maintaining consumer loyalty. The highest coefficient value shows that consumers are very concerned about their overall experience after buying, both in terms of service, quality, delivery, and product authenticity. If Aerostreet can maintain and even improve customer satisfaction levels, then loyalty and repeat purchases will increase significantly. This reinforces the importance of building a superior customer experience. This means that Aerostreet products sold on the official e-commerce site are guaranteed authentic and encourage repeat business. The results of this study are in line with previous research conducted by Tufahati et al. (2021), Yohanes & Sutrisno (2022), stating that Customer Satisfaction has a positive and significant effect on Repurchase Intention.

6. Conclusion

Based on the research findings, brand trust, product innovation, and customer satisfaction each have a positive and significant influence on repurchase interest, while product quality shows no significant effect. However, when tested simultaneously, all variables—brand trust, product innovation, product quality, and customer satisfaction—together have a significant impact on repurchase interest, indicating that improvements in these factors collectively can increase consumer willingness to repurchase.

Recommendation

The researcher recommends that Aerostreet continue to increase unique product innovation and follow market trends to maintain consumer appeal. In addition, the company needs to strengthen its branding strategy through an approach that emphasizes trust and the functional value of the product. It is also important to evaluate product quality to improve overall consumer perceptions of quality.

Limitations and Suggestions for Future Research

This research is limited to the variables studied and was conducted in one city with a quantitative approach. Future research is recommended to expand the area, add new variables such as price or e-WOM, and combine quantitative and qualitative methods for more comprehensive results.

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