

The Influence of Product Quality, Service Quality, Price, and Consumer Trust on Repurchase Intention for Household Appliance Products

Iza Muzaki Anwar Rosid, Albari

Universitas Islam Indonesia

Email: 22911049@students.uui.ac.id, albari@uui.ac.id

ABSTRACT

This study aims to analyze the influence of product quality, service quality, price, and consumer trust on the repurchase intention of household products at Ananda Company, referring to the Theory of S-O-R (Stimulus-Organism-Response). S-O-R theory explains that product quality, service quality, price, and consumer confidence act as external stimuli that affect consumers' internal conditions in the form of consumer confidence representing the organism, which then produces a response in the form of repurchase intentions. This study employs a quantitative method using the Structural Equation Modeling (SEM) technique. Data were collected through a questionnaire distributed to 300 respondents. The results indicate that three hypotheses are supported, while four hypotheses are not supported. Service quality has a positive and significant effect on repurchase intention, product quality has a positive and significant effect on consumer trust, and consumer trust has a positive and significant effect on repurchase intention. However, service quality and price do not have a positive and significant effect on consumer trust, and price does not have a positive and significant effect on repurchase intention.

KEYWORDS

Product quality, Service quality, Price, Consumer trust, Repurchase intention



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INTRODUCTION

Economic growth is a continuous process experienced by a country to transform its economic conditions toward a better state within a specific period (Martadinata, 2024). In Indonesia, economic growth has consistently increased each year (Siswajanthi et al., 2024). For instance, in the first quarter of 2024, Indonesia's economy grew by 5.11 percent compared to the same quarter in 2023. From the production side, the Government Administration, Defense, and Social Security sector recorded the highest growth of 18.88 percent, while on the expenditure side, the Household Non-Profit Institutions (PK-LNPRT) consumption component showed the highest growth at 24.29 percent (Badan Pusat Statistik, 2024).

Aligned with Indonesia's economic development, the household appliances industry has also experienced rapid expansion over the past decades. According to Custom Market Insights (2024), the global household appliances market is projected to reach USD 1,115.4 billion by 2033, driven by rapid urbanization, rising incomes in Asia-Pacific, and increasing demand for efficient and eco-friendly products. These dynamics create both opportunities and challenges for companies competing in this sector. Competition has become an inevitable force in business, influencing strategic planning and shaping organizational survival (Bába et al., 2024).

One of the companies operating in this industry is Ananda, a household appliances distributor based in Yogyakarta, established in 1998. The company serves its customers

through both cash and installment systems. To survive in a competitive environment, Ananda continuously strives to provide high-quality service to retain customer trust and encourage repeat purchases. This reflects the importance of customer-centered strategies in sustaining business growth.

Consumer purchase intention, particularly repurchase intention, plays a central role in consumer psychology. Repurchase intention refers to the willingness of consumers to buy again from the same company after evaluating their initial purchasing experience (Wei et al., 2023). It is often used as an indicator of customer satisfaction and loyalty (Pandiangan et al., 2021; Yasri et al., 2020). For companies like Ananda, encouraging repurchase intention is crucial for maintaining revenue stability and long-term customer relationships.

Building trust is one of the most critical factors influencing repurchase intention. Trust shapes consumers' attitudes toward a company and its products (Arslan, 2020). When consumers believe in the reliability and integrity of a business, they are more likely to continue purchasing, even at higher prices, and recommend products to others (Darmawan, 2019; Mashuri, 2020). Thus, cultivating trust can transform satisfied customers into loyal advocates, which is especially significant in competitive industries such as household appliances.

Besides trust, product quality is another determinant of repurchase behavior. High-quality products enhance customer satisfaction, increase competitive advantage, and foster repeat purchasing (Abigail et al., 2024; Grace et al., 2021). Prior studies, such as Qudus & Amelia (2022) and Ekaprana et al. (2020), confirm that product quality positively influences repurchase intention. Therefore, for Ananda, ensuring that its household appliances meet durability, reliability, and functional standards is essential in retaining customers and strengthening market position.

Service quality also plays a significant role in shaping repurchase intention. Over the past two decades, service quality has been recognized as a key driver of business productivity and customer loyalty (Khan et al., 2024). Models such as *SERVQUAL* emphasize dimensions including reliability, assurance, tangibility, empathy, and responsiveness (Ternate & Ralahallo, 2020). Studies by Berliana & Mashadi (2022) and Satriandhini et al. (2019) show that higher service quality significantly boosts repurchase intention, as customers prefer returning to businesses that consistently deliver positive service experiences.

Finally, price is another important factor affecting repurchase decisions. Consumers generally seek to maximize benefits in each transaction, making price an essential consideration (Ali & Bhasin, 2019). Research by Muthi & Utama (2023) and Priyanto & Sudrartono (2021) indicates that competitive pricing has a strong influence on repeat purchasing. In the household appliances market, where competition is intense, pricing strategies must balance affordability and perceived value. Against this background, this study seeks to examine the simultaneous influence of product quality, service quality, price, and consumer trust on repurchase intention in Ananda Company. By adopting the *S-O-R* (Stimulus-Organism-Response) theory (Arora et al., 2020), the study contributes both theoretically and practically to understanding consumer behavior and formulating effective business strategies.

METHOD

This research employs a quantitative approach. In this study, the quantitative method was applied to identify and test the hypotheses formulated earlier. The data used were primary data,

referring to information obtained directly from the source. To collect primary data, researchers typically use techniques such as observation, interviews, open discussions, and questionnaires (Sari & Zefri, 2019). In this case, data were collected through questionnaires distributed to consumers who had purchased products from Ananda Company. The questionnaire was delivered *via* Google Forms, targeting customers with prior purchase experiences. The analytical tool used was Structural Equation Modeling (SEM), which is suitable for testing both direct and indirect relationships among latent variables.

The population in this research consisted of consumers who had previously purchased products from Ananda Company. According to Thacker (2020), a population is the entire group of individuals sharing certain characteristics, while a sample refers to a subset of the population selected for observation (Susanto et al., 2024). In this study, the sample included consumers who had purchased products more than once from Ananda. Since the population could not be clearly defined, the study employed non-probability sampling, specifically convenience sampling. Convenience sampling allows researchers to select respondents based on accessibility and willingness to participate (Golzar & Tajik, 2022). This approach was considered practical for distributing questionnaires online *via* Google Forms.

Sample size determination followed SEM guidelines, which recommend 5–10 times the number of indicators used in the questionnaire (Fauzi & Sutopo, 2024). In this research, there were 24 indicators spread across five variables: service quality (5 indicators), product quality (4 indicators), price (4 indicators), trust (4 indicators), and repurchase intention (4 indicators). Based on the SEM rule of thumb, the required minimum sample was calculated as: $[\{\text{Number of Indicators} + \text{Number of Variables}\} \times 2] \times 5 = [24 + 5] \times 2 \times 5 = 290$ respondents. To ensure adequacy, a total of 300 respondents were targeted as the final sample size.

The questionnaire was structured into six sections to capture the necessary data from respondents. The first section contained screening questions to ensure that participants met the eligibility criteria (*e.g.*, having purchased products from Ananda more than once). The second to sixth sections contained items measuring the research variables: product quality, service quality, price, trust, and repurchase intention. Each item was designed using a Likert scale, allowing respondents to express their level of agreement or disagreement with the given statements.

To strengthen validity and reliability, the questionnaire items were adapted from previous studies and modified to suit the context of household appliances distribution. A pilot test was conducted prior to full data collection to identify potential ambiguities and refine question wording. The final data were then processed using SEM to analyze relationships between variables, assess model fit, and evaluate both direct and indirect effects. This methodological framework ensures that the research provides statistically reliable insights into the factors influencing repurchase intention among Ananda's consumers.

RESULT AND DISCUSSION

Descriptive Analysis Of Respondent Characteristics

The descriptive analysis of respondent characteristics in this study, which involved 300 participants, reveals several key demographic and behavioral patterns. In terms of gender, the majority were female with 160 respondents (53%), while males accounted for 140 respondents (47%). Age distribution showed that the dominant group was 40–50 years old with 94

respondents (31%), followed by 29–39 years old with 72 respondents (24%), and 18–28 years old with 71 respondents (24%), while 63 respondents (21%) were above 50 years old. Regarding educational background, most respondents had completed primary to secondary education (SD/SMP/SMA or equivalent) with 135 respondents (45%), followed by Diploma/Bachelor (S1) graduates with 104 respondents (35%), and Postgraduate (S2) with 61 respondents (20%). In terms of occupation, the largest proportion were entrepreneurs (72 respondents or 24%), followed by employees (69 respondents or 23%) and students (68 respondents or 23%), while 51 respondents (17%) worked as civil servants, military, or police officers, and 40 respondents (13%) fell into other occupational categories. In terms of purchasing behavior, most respondents reported buying household appliances 3–5 times (109 respondents or 36%), followed by 1–2 times (99 respondents or 33%), and more than 5 times (92 respondents or 31%). These findings indicate that the majority of respondents were female in the 40–50 age group, with secondary or diploma-level education, and primarily engaged in entrepreneurship or employment, while their purchasing behavior was dominated by a medium frequency of 3–5 purchases, suggesting a relatively consistent pattern of household appliance consumption driven by replacement needs and product functionality.

Hypothesis Testing

The next stage in this study is to conduct a full model Structural Equation Model (SEM) analysis to test the hypothesis that has been formulated. Hypothesis testing was carried out by looking at the Critical Ratio (CR) and Probability (P) values of the data processing results. The relationship between variables is analyzed based on the estimated value, where a positive estimate indicates a positive relationship between variables, while a negative estimate indicates a negative relationship. In addition, a relationship between exogenous and endogenous variables is said to be significant if the CR value is > 1.645 and $P/2 < 0.05$ (5%). Details of the results of the regression weight test in this study are in Table 4.10.

Table 1. Hypothesis Test Results

No	Hypothesis	Estimate	C.R.	P	P/2	Information
H1	Service Quality → Trust	-0,108	-1,319	0,187	0,094	H1 Not supported
H2	Service Quality → Repurchase Intention	0,076	1,742	0,081	0,041	H2 Supported
H3	Product Quality → Trust	0,184	2,098	0,036	0,018	H3 Supported
H4	Product Quality → Repurchase Intention	-0,084	-1,800	0,072	0,036	H4 Not supported
H5	Price → Trust	-0,097	-1,385	0,166	0,083	H5 Not supported
H6	Price → Repurchase Intention	-0,039	-1,064	0,287	0,144	H6 Not supported
H7	Trust → Repurchase Intention	1,018	13,869	0,000	0,000	H7 Supported

Source: Data Processing, 2025

Table 1 displays the results of the hypothesis test, the analysis is carried out by looking at the estimated value, Critical Ratio (C.R.), and probability (P). A relationship between variables is said to be significant if the $C.R. > 1.645$ and the $P < 0.05$. In this study, the part of the probability value (P) obtained is divided by 2, this is done because the calculation results are designed for 2 sides, while in the hypothesis used only one side is positive. The following is a detailed discussion of the results of the hypothesis test:

1. The Influence of Service Quality on Trust

In the first hypothesis (H1), the results of the analysis showed that Service Quality had an estimated value of -0.108, C.R. -1.319, P 0.187, and a P/2 value of 0.094. Since the C.R. value < 1.645 and the $P > 0.05$, this relationship was negative and insignificant on the single-sided test with a significance level of 5%. This means that the quality of the services provided does not have a strong enough influence to increase customer trust in the product or brand. Therefore, the H1 hypothesis is not supported.

2. The Influence of Service Quality on Repurchase Intention

The results of the analysis of the second hypothesis (H2) showed that Service Quality had an estimated value of 0.076, C.R. 1.742, P 0.081, and a P/2 value of 0.041. With a C.R. > 1.645 , it can be concluded that the relationship between service quality and repurchase intent was positive and significant on a one-sided test with a significance level of 5%. This shows that the improvement in service quality contributes to the increase in customer intention to make a repeat purchase. Therefore, the H2 hypothesis is accepted, which means that Service Quality has a significant influence on repurchase intent.

3. The Influence of Product Quality on Trust

In the third hypothesis (H3), Product Quality has an estimated value of 0.184, C.R. 2.098, P 0.036, and P/2 is 0.018. Since the C.R. value was greater than 1.645 and the P was less than 0.05, these results suggest that the relationship was positive and significant on the single-sided test with a significance level of 5%. This means that product quality can encourage the level of customer trust in the brand or company. Therefore, the H3 hypothesis is acceptable.

4. The Influence of Product Quality on Repurchase Intention

Based on the results of the analysis on the fourth hypothesis (H4), Product Quality has an estimated value of -0.084, C.R. -1.800, P 0.072, and P/2 is 0.036. Since the C.R. value was still below 1.645 and the P was greater than 0.05, the relationship between product quality and repurchase intention was negative and not proven significant in a single-sided test with a significance level of 5%. This shows that even if a product is of high quality, it does not necessarily increase the tendency of customers to make a repeat purchase. Thus, the H4 hypothesis is not supported.

5. The Influence of Price on Trust

The results of the analysis of the fifth hypothesis (H5) show that Price has an estimated value of -0.097, C.R. -1.385, P 0.166, and P/2 is 0.083. Since the C.R. value is still smaller than 1.645 and the P is greater than 0.05, the relationship between price and customer confidence is negative and insignificant on a one-sided test with a significance level of 5%. This means that the prices applied by the company are not influential enough in building customer trust in the products or services offered. Therefore, the H5 hypothesis is unacceptable.

6. The Influence of Price on Repurchase Intention

In the sixth hypothesis (H6), the results of the analysis show that Price has an estimated value of -0.039, C.R. -1.064, P 0.287, and P/2 is 0.144. Because the C.R. value is smaller than 1.645 and the P is greater than 0.05, this relationship has a negative and insignificant effect on the single-sided test with a significance level of 5%. Thus, the prices offered by the company have no direct influence on the customer's decision to make a repurchase. Therefore, the H6 hypothesis cannot be supported.

7. The Influence of Trust on Repurchase Intention

The results of the analysis of the seventh hypothesis (H7) show that the Trust has an estimated value of 1.018, C.R. 13.869, P 0.000, and P/2 is 0.000. With a C.R. value exceeding 1.645 and a P below 0.05, it can be concluded that this relationship is significant and positive on a one-sided test with a significance level of 5%. This means that the higher the level of customer trust in a product or brand, the more likely they are to return to purchase. Therefore, the H7 hypothesis is proven.

Discussion

Based on the results of the Structural Equation Modeling (SEM) analysis in this study, of the seven hypotheses proposed, three hypotheses were supported by data (H2, H3, and H7), while the other four were not supported (H1, H4, H5, and H6). These findings are in line with several previous studies that highlighted the relationship between service quality, product quality, price, trust, and repurchase intent. This study modifies research conducted by Kartikasari & Albari (2019) which examined the influence of product quality, service quality, and price on customer satisfaction and loyalty. This study replaced customer loyalty with repurchase intention and added trust as a new variable that plays a role in influencing repurchase intention.

The results of the study show that service quality, which includes service reliability, responsiveness, and guarantee, does not have a significant effect on trust but has a positive and significant effect on repurchase intention. This indicates that the quality of service encourages the determination of repurchase for consumers. In addition, product quality, which consists of product durability, features, and suitability with customer needs, has a significant and positive effect on trust but does not affect repurchase intention. Meanwhile, price, which includes price affordability, conformity with quality, and price compared to competitors, does not have a significant effect on trust or repurchase intention. Furthermore, the trust variable has a positive and significant effect on repurchase intention, showing that consumer trust has an important role in driving repurchase decisions.

In addition to this research, this study also refers to research conducted by Bahri et al. (2023) regarding the effect of service quality on patient satisfaction and trust in the inpatient unit of Arifin Nu'mang Hospital. The results of the study showed that service quality had a positive and significant effect on patient satisfaction, but did not have a significant direct effect on patient trust. Trust is more influenced by satisfaction as an intervening variable.

Another research is a study conducted by Aningtyas & Supriyono (2022) related to the influence of price and trust on the purchase decision of Zoya products at Kediri Outlets. The results of the study show that price and trust have a significant effect on purchasing decisions. This shows that the factors of price, service quality, and product quality do not always directly

build consumer trust, but can be influenced by other variables such as satisfaction or previous purchase experience. However, the price and trust factors can increase consumers' desire to re-purchase. The following is a discussion to assess the difference between this study and previous research.

Service Quality to Trust

Based on the results of the study, H1 which states that service quality has a positive effect on trust is not supported by data. This is shown by the estimated value of -0.108, the Critical Ratio (C.R.) value of -1.319, the probability value (P) of 0.187, and the value of P/2 is 0.094, which means that the relationship is negative and insignificant. Several previous studies have shown that the service quality variable has a positive and significant effect on trust. The findings of this study are not in line with the findings of Natanael's (2019) research which revealed that service quality has a positive and significant effect on brand trust. In addition, the study of Rizan et al. (2019) also had a positive and significant relationship between service quality and trust in Grab users. In the study, Bernarto et al. (2019) also revealed that service quality has a positive and significant effect on trust. In this study, if the service quality is getting better, it will have an impact on increasing trust. The findings of this study are in line with research conducted by Lestariningsih (2021), that the quality of service on customer satisfaction through trust has no influence in the scope of research on online motorcycle taxi customers in Banyuwangi. This indicates that service quality does not play much of a role in increasing trust directly.

Customers tend to build trust based on the overall experience, not just the quality of service received. In addition, consumer perception factors also play a role (Fadhilah & Nainggolan, 2024). If customers have high expectations for services and the reality is not suitable, then their trust can be reduced, even though the quality of the services provided is actually adequate (Pramuditha, 2021). Another factor that can affect is previous experience and brand reputation. Customers who have had bad experiences in the past tend to find it more difficult to trust the service, even if the service provided today is of good quality (Rita et al., 2019). In addition, trust is also more influenced by personal interactions such as communication between customers and service providers, so service quality in general is not the main factor in building trust (Peng et al., 2020).

Therefore, the results of this study provide significant implications related to the influence of service quality on trust. This insignificance can be caused by various factors such as brand reputation, and personal interactions that can play a role in forming trust. Therefore, companies need to consider other approaches in building customer trust, such as by improving service quality and consistency in providing an experience that meets customer expectations.

Service Quality on Repurchase Intention

Based on the results of the study, the second hypothesis (H2) which states that service quality has a positive effect on repurchase intention is supported by data. This is shown by the estimated value of 0.076, the Critical Ratio (C.R.) value of 1.742, the probability value (P) of 0.081, and the P/2 value of 0.041, which means that the relationship is positive and significant. Several previous studies have shown that the service quality variable has a positive and significant effect on repurchase intention.

The findings of this study are in line with the findings of the Wiradarma & Respati (2020) study which revealed that the service quality variable has a positive and significant relationship with repurchase intention. This means that the better the quality of service provided to customers, the more likely customers are to return to make purchases. In addition, research by Safitri et al. (2022) states that the variables of trust, price, and service quality have a simultaneous effect on repurchase intention at Sinar Bahagia Supermarket. In the study, the combination of customer trust, competitive prices, and good service quality was a key factor in encouraging customers to return to shop in the same place. Research by Sumara & Salim (2020) also revealed that service quality variables have a positive and significant effect on repurchase intention. This means that when customers feel that the service received meets or even exceeds their expectations, then they are more likely to come back to make a repeat purchase.

Companies can strategically market home appliance products that can improve aspects of service quality, such as response speed, service reliability, empathy for consumer needs, and after-sales service guarantees. Companies also need to implement a service evaluation system on a regular basis to identify weak points in customer interactions and develop training programs for employees to be able to provide more personalized, proactive, and solution-oriented services. These measures can improve the customer experience and encourage the formation of sustainable repurchase behavior.

Therefore, the results of this study have significant implications regarding the influence of service quality on repurchase intention. Good service quality creates a pleasant experience for customers, so customers feel valued by the company (Tien et al., 2021). When customers feel satisfied with the services provided, they will tend to develop an attachment to the brand or service provider. So that in the end it encourages the decision to make a repurchase (Hargyatni et al., 2022). Customers who consider that the services received are of good quality and in accordance with the cost or time spent will be more likely to return to use the service. In the long run, positive service interactions can increase repurchase intention as well as encourage customers to recommend the service to others (Majeed et al., 2022).

Product Quality to Trust

Based on the results of the study, the third hypothesis (H3) which states that product quality has a positive effect on trust is supported by data. This is shown by the estimated value of 0.184, the Critical Ratio (C.R.) value of 2.098, the probability value (P) of 0.036, and the P/2 value of 0.018, which means that the relationship is positive and significant. The findings of this study show that product quality has a positive and significant influence on trust, which is in line with various previous studies.

One of them is research conducted by Afrianata et al. (2022) which found that product quality plays an important role in building customer trust in a brand or company. In the study, the higher the quality of the product felt by customers, the greater the level of trust they have in the product. Another study conducted by Samuel & Claranita (2020) where the results of the analysis showed that product quality has a positive and significant influence on brand trust. Brand trust is an important aspect in building customer loyalty, as customers tend to stick with products or services from brands they trust. Thus, good product quality not only increases trust, but can also strengthen the long-term relationship between customers and brands.

In addition, research by Joshua (2021) shows that product quality has a significant impact on consumer trust. In the study, consumers who rated a product as having high quality tended to have a greater level of trust in the product, so they were more willing to make a repeat purchase and recommend the product to others. Trust in a brand or product is generally formed when consumers experience satisfaction from using a product that meets their expectations. If the product is of good quality, consumers will feel more confident that it can meet their needs consistently. Companies can invest in conducting strict product selection for better product quality. In addition, the transparency of product information can also be an important factor in building and maintaining trust. Product quality improvement strategies can have an impact on sustainable trust.

Thus, the positive and significant relationship between product quality and trust can be explained by the customer satisfaction resulting from a good user experience. In addition to the personal experience factor, the influence of product quality on trust is also amplified by external factors, such as the testimonials of other users and the brand image in the market (Al-Adwan et al., 2020). Consumers tend to seek information from a variety of sources before trusting a product, including customer reviews, ratings, and third-party recommendations. If the majority of reviews show that the product is of high quality, consumer trust in the brand will increase (Mulyati & Gesitera, 2020). This is supported by research that shows that word-of-mouth and electronic word-of-mouth have a big role in building consumer trust in a product (Al-Adwan et al., 2020). Therefore, the hypothesis that product quality has a positive effect on trust is acceptable, as it is supported by psychological and social mechanisms that strengthen the relationship between product experience and customer trust.

Product Quality on Repurchase Intention

Based on the results of the study, the hypothesis that product quality has a positive effect on repurchase intention is not supported by data. This is shown by the estimated value of -0.084, the Critical Ratio (C.R.) value of -1.800, the probability value (P) of 0.072, and the value of $P/2$ is 0.036, which means that the relationship is negative and insignificant. Several previous studies have shown that the product quality variable has a positive and significant effect on repurchase intention. The findings of this study are not in line with the findings of Ginting & Harahap (2022) research which found that product quality variables have a positive and significant effect on repurchase intention. Another study conducted by Aulia & Herawati (2023) found that product quality variables have a positive and significant effect on consumer repurchase interest. In addition, research by Ramadhan & Adialita (2024) states that product quality has a significant and positive influence on repurchase intention. Meanwhile, this study has findings that are in line with research conducted by Prastiwi et al. (2019), which show that the product quality variable does not have a significant effect on trust and repurchase intention. Similarly, research by Aprina & Hadi (2024) indicates that the results of the study show that product quality does not have a significant effect on repurchase intention. This study indicates that Skintific consumers do not consider product quality as the main factor in their repurchase decisions. This indicates that product quality may play a role in increasing customer satisfaction rather than driving repurchase intent directly.

Another factor that product quality does not affect the intention to buy again, one of which is the change in customer preferences over time. Consumers can look for variation in

their product choices, even if the previous product quality has been good. This phenomenon is known as variety-seeking behavior, where customers want to try other brands or products to gain new experiences (Budiarti & Wijayanti, 2024). In addition, market trends and product innovations can also shift customer preferences, making them more interested in products with the latest features rather than staying loyal to one brand. Another factor that can affect is the marketing effectiveness of competitors. If competitors offer more attractive promotions, such as large discounts or product bundling, customers may be more motivated to try other products rather than re-buying the same product, even if the quality is good (Ferika & Mandasari, 2025). This shows that the decision to buy a repurchase depends not only on the quality of the product, but also on the market dynamics and marketing strategies implemented by the company.

The implication of insignificant results related to the influence of product quality on repurchase intention can also be caused by the majority of consumers can assume that product quality is at an adequate level so that it is no longer the main determinant in repurchase decisions. In order to address this, companies can focus on improving product value differentiation. In addition, companies can strengthen product benefit communication that is unique and relevant to customer needs and actively collect and follow up on consumer feedback to keep product quality relevant and high value in the long run.

Price against Trust

Based on the results of the study, the H5 hypothesis which states that price has a positive effect on trust is not supported by data. This is shown by the estimated value of -0.097, the Critical Ratio (C.R.) value of -1.385, the probability value (P) of 0.166, and the P/2 value of 0.083, which means that the relationship is negative and insignificant. Several previous studies have shown that the price variable has a positive and significant effect on trust. The findings of this study are not in line with the findings of the research of Satrio & Putri (2023) which said that variable price has a significant and positive effect on variable trust. Another study conducted by Adhinda et al. (2022) also produced price variables that had a significant and positive effect on trust variables. Meanwhile, in the results of this study, findings were obtained that are in line with research by Pratiwi (2020), which indicates that price does not have a significant influence on consumer confidence in purchase decisions on the Shopee online buying and selling application in the STIESIA Surabaya environment. Although the price offered is in accordance with the condition of the product, consumer confidence is more influenced by other factors such as service and the quality of the products received. Similarly, research by Sakka & Winarso (2022) shows that price prices do not have a significant influence on consumer confidence in shopping on the Tokopedia marketplace. Trust depends more on consumers' perception of the quality of the products and services provided, not just on the price offered. This shows that even though the prices offered are competitive, it is not necessarily enough to build customer trust.

The insignificance of the influence of prices on confidence can be caused by several factors. One of them is the dominance of non-monetary factors in building customer trust, such as brand reputation, or previous experience. In addition, trust is often built through the perception of a company's stability and reliability. If the price of a product is too volatile or much lower than competitors, customers can actually feel doubts about the company's credibility (Artino et al., 2024). Another factor that plays a role is the customer's focus on long-

term benefits. In some instances, customers are more likely to consider the product or service they are buying providing sustainable benefits rather than simply assessing the price offered (Juanita et al., 2024).

Companies need to ensure that the prices offered reflect values commensurate with the quality of the product, as well as increase price transparency through clear and honest communication strategies. The addition of elements such as product warranties, free trials, or customer testimonials can also reinforce the perception that prices reflect trustworthy value, thereby indirectly increasing consumer trust. Additionally, companies with strong product differentiation strategies often have loyal customers, where their trust is based more on long-term experience with the brand than on the price aspect (Andirwan et al., 2023). Therefore, customer trust is more influenced by transparency, communication, and experience gained from a brand than from just the price factor.

Price on Repurchase Intention

Based on the results of the study, the sixth hypothesis (H6) which states that price has a significant effect on repurchase intention is not supported by data. This is shown by the estimated value of -0.039, the Critical Ratio (C.R.) value of -1.064, the probability value (P) of 0.287, and the P/2 value of 0.144, which means that the relationship is negative and insignificant (C.R. > 1.96 and P < 0.05). Several previous studies have shown that the price variable has a positive and significant effect on repurchase intention. The findings of this study are not in line with the findings of a study conducted by Sari et al. (2020) which show that price has a positive influence on buying interest. This shows that consumers tend to consider price and product quality in their repurchase decisions. Similarly, research by Gunarsih et al. (2021) indicates that price has a significant effect on consumers' purchasing decisions at Toko Pelita Jaya Buyungon Amurang. In addition, a study by Sari & Hariyana (2019) found that price has a significant and positive effect on repurchase interest. Teens in Situbondo tend to make repeat purchases due to the affordable prices, which also encourages them to recommend their subscription online stores to others.

Meanwhile, to support the findings in this study, there is a study conducted by Nurdiansah & Widyastuti (2022) that found that price has no effect on repurchase intention. The results of this study show that while price is one of the aspects that consumers pay attention to in their purchase decisions, other factors such as product quality, customer experience, and brand loyalty can play a greater role in encouraging consumers to make repeat purchases. Similarly, the findings of the Darmanto et al. (2025) study which stated that price variables have no effect on customer repurchase interest. This suggests that under certain conditions, customers may still make a repeat purchase despite the price change, especially if they already have a positive experience with the brand or product they are using.

The insignificance of the influence of price on repurchase intention in this study can be caused by consumers' opinion that price is not the only or main factor that determines product repurchase decisions (Hidayah & Apriliani, 2019). In addition, consumer income on prices can be relative (Ronasih & Widhiastuti, 2021). When the price is considered not to consistently reflect the quality or benefits of the product, then the impact on the intention of repurchase becomes weak or even negative. To overcome this, companies can implement a value-based pricing strategy, providing competitive price quotes but accompanied by increased perception

of product benefits such as bundling, warranty, or good after-sales service. Effective communication about the reasons behind the pricing structure is also important so that consumers feel that the price paid is worth and worth the value received, thus strengthening the likelihood of a repurchase.

Trust on Repurchase Intention

Based on the results of the study, the seventh hypothesis (H7) which states that trust has a significant positive effect on repurchase intention is supported by data. This is shown by the estimated value of 1.018, the Critical Ratio (C.R.) value of 13.869, the probability value (P) of 0.000, and the P/2 value of 0.000, which means that the relationship is positive and significant (C.R. > 1.96 and $P < 0.05$). These findings are in line with the research of Saidani et al. (2019) which revealed that trust affects repurchase interest. In the study, it was found that the higher the level of customer trust in a product or brand, the more likely they are to return to make transactions in the future. In addition, a study by Annisa et al. (2022) shows that consumer trust has a significant influence on purchase decisions on the Shopee platform. Consumers tend to be more loyal and willing to make a repeat purchase if they feel confident in the safety, quality, and credibility of the brand and shopping platform used.

These findings indicate that the higher the level of customer trust in the company or product, the more likely they are to make a repeat purchase. Strong trust makes customers feel safe and confident in the quality and consistency of the products or services offered, thereby encouraging loyalty and intention to continue transacting in the future (Ramadhan, 2019). High trust in a brand or company can increase customer intent to make a repeat purchase.

Companies need to develop an approach to strengthen the element of trust, not only through the delivery of honest and transparent product information, but also through quality consistency, responsive customer service, clear return policies, and increased personal and digital interactions to build emotional relationships with customers. Companies are also advised to actively utilize customer reviews and testimonials to strengthen the brand's positive image and credibility in the eyes of new consumers.

Customers who have a high level of trust feel more confident in the quality of the products or services they receive, so they are more likely to buy from the same provider again (Yani & Sugiyanto, 2022). This trust can be formed through previous positive experiences, consistency in product quality, and good interaction between customers and companies (Arriana et al., 2025). In addition, customers who believe in a brand tend to feel safer and more comfortable in transactions, thereby reducing the risk of uncertainty that can hinder repurchase intentions (Armediansari & Ariadi, 2024). The trust built can also strengthen customer loyalty, which ultimately contributes to long-term business growth. In addition, companies also need to maintain a good reputation so that customers still feel valued and more confident to make repeat purchases.

In this study, the Stimulus-Organism-Response (S-O-R) theory was used to explain that stimuli from the marketing environment affect the internal conditions of consumers, which ultimately encourages the emergence of repurchase intention. In the S-O-R framework, service quality, product quality, price, and trust act as stimuli, namely external elements that can trigger psychological or affective reactions of consumers. Customer trust plays a role as part of the organism, which is a representation of the internal condition of the consumer formed from the

interpretation of the stimulus received. Repurchase intent is a form of response, or actual behavior that arises as a result of the internal process.

In this study, service quality and price act as a stimulus, which is an external stimulus that is expected to affect the internal condition of consumers, especially customer trust as part of the organism. However, the results of the analysis show that the two stimuli do not have a significant influence on the formation of trust. Based on the S-O-R theory, this suggests that not all stimuli are capable of creating strong affective or cognitive reactions in consumers (Kim et al., 2020). In other words, the organism (consumer trust) in this study can be influenced by other factors, not only by stimuli such as prices or services received.

Meanwhile, the product quality factor has a significant influence on trust. In the S-O-R theory, product quality acts as a stimulus that provides a positive stimulus to consumers. This stimulus is then responded to by the organism which in this study is reflected in customer trust. The results show that product quality has a significant influence on the formation of trust, which means that the stimulus is able to effectively trigger the internal processes of consumers (Mertaningrum et al., 2023). When consumers gain comfort and confidence that the brand is reliable due to the high quality of the product, it can then form a strong organism (trust) (Chavadi et al., 2023). This reaction will ultimately result in a response in the form of intention, such as a repurchase. This makes product quality not only a functional trigger, but also touches on an emotional aspect that strengthens trust as a form of internal reaction to external stimuli.

Service quality is a variable that has been proven to significantly affect repurchase intentions. In the framework of S-O-R theory, service quality acts as a stimulus, which is an external stimulus received by consumers. This stimulus affects the internal or organismal conditions, which are represented by the consumer's trust in the service. This internal process then produces a response, namely the intention to buy back (Phung & Tran, 2023). Research findings show that good service quality is able to create a positive experience in consumers, which strengthens psychological reactions such as satisfaction and loyalty. In other words, when the stimulus in the form of the service provided is felt to meet or exceed expectations, the organism responds by forming a desire to buy again, as a form of final response from the interaction.

Trust has also been proven to be a significant factor in influencing repurchase intentions. In the framework of S-O-R theory, trust is part of the organism, which is the internal condition of consumers that is formed in response to various stimuli such as positive experiences with products or services and the company's reputation. This stimulus provides stimuli that create a sense of security and control in consumers, thus building strong trust. The condition of the organism then triggers a response, namely the intention to buy again (Phung & Tran, 2023). In other words, trust formed through consumer interaction with products, services, and company image as an external stimulus will encourage consumers to take repurchase actions in response to these positive internal conditions.

The implication of the use of the S-O-R theory in this study is that the analysis of stimuli such as service quality, price, and product quality affects the internal conditions of consumers (organisms), especially trust, which then determines the response in the form of repurchase intentions. The results of the study show that to increase repurchase intentions, companies need to focus more on strengthening effective stimulus in forming a positive organism, namely building consumer trust. Meanwhile, while service quality, price, and product quality are

important stimuli, their influence on repurchase decisions is indirect in the absence of supporting internal factors such as trust. In other words, the stimulus must be able to trigger a strong organism to produce the desired repurchase response.

CONCLUSION

Based on the results of this study, it can be concluded that customer trust is the most influential factor in driving repurchase intention, while product quality contributes indirectly by strengthening trust, and service quality has only a minimal direct effect. The research objectives of analyzing the influence of service quality, product quality, price, and trust on repurchase intention were achieved, showing that companies should prioritize strategies that enhance product reliability and foster customer trust to increase loyalty, rather than relying solely on service improvements or competitive pricing. Future research is suggested to explore additional mediating or moderating factors such as customer satisfaction, brand reputation, or social influence, as well as to apply longitudinal designs across different industries to better understand the dynamics of repurchase intention over time and provide more comprehensive insights into consumer behavior.

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