

Original Article

# The Effect of Product Quality and Brand Image on Repurchase Intentions Mediated by Brand Trust (Study on the Yamaha Brand in Denpasar City)

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**Abstract** - Quick changes in the industrial sector have resulted in a flood of products entering the market. Consumers have different attitudes and behaviors toward a product. The success or failure of a product is influenced by consumers' attitudes and behavior towards the product in question. This research aims to examine the effect of product quality and brand image on repurchase intention, which is mediated by brand trust. The sample size taken was 200 respondents spread across four sub-districts in Denpasar City, using a purposive sampling method with the criteria being customers who had purchased a Yamaha brand motorbike one or more. Data collection was carried out by distributing questionnaires and analyzing them using the SEM-PLS analysis technique. Based on the results of the analysis, it was found that product quality and brand image had a significant positive effect on repurchase intentions. This means that the higher the product quality and the better the brand image in the minds of customers, the higher the customer's repurchase intention. The results of the analysis obtained from both analysis techniques show that brand trust can partially and fully mediate the influence of product quality and brand image on the repurchase intention of Yamaha brand motorcycles in Denpasar City.

**Keywords** - Product quality, Brand image, Brand trust, Repurchase intention.

## 1. Introduction

In this era of globalization, trade competition in the automotive industry is increasingly growing. It offers various products and brands from which consumers can choose. Motorbikes are a safe, comfortable, and practical means of transportation to support all activities. Motorbikes in Indonesia are one of the people's choices to support their mobility. Therefore, the need and demand for motorbikes are very high. The sales figures for automatic and non-matic scooters in the first semester of 2021, which reached 2.45 million units, were much better than the same period the previous year. As a comparison, in the first semester of 2020, motorbike sales were recorded at only 1,884,089 units. It is known that in 2020, when the COVID-19 pandemic first appeared in Indonesia, vehicle sales fell very drastically. Motorbike sales this year are still dominated by automatic scooters. A total of 1,666,889 scooter units have been sold. Scooters account for 86.61 percent of total motorbike sales in Indonesia. Next were motorbikes, with sales of 133,481 units (6.95 percent) and sports motorbikes, with sales of 119,719 units (6.24 percent) (otodetik.com, 2021). In 2022, Honda and Yamaha brand motorbikes will top the best-selling sales in the first quarter (pronasantara.com, 2022). In August 2023, Yamaha sales will increase by 100,000 units

(ayopalembang.com, 2023). This proves that consumers still believe in Yamaha brand motorbikes, which cannot be separated from the Yamaha brand image that is embedded in the minds of the public and the good quality of the products. Customer repurchase of products is something that the company hopes will help it maintain its survival. Companies will try to compete competitively to create a good customer experience when using a product or service, which will lead to a tendency for customers' purchasing attitudes within a certain period of time to make repeat purchases (Putri, 2021). At this stage, customers will seek information from other sources if previous purchases have succeeded in creating a sense of trust in the product. In determining purchasing decisions, of course consumers pay attention to the factors that make them interested in buying them. Several factors influence the decision to repurchase a product. Saputra et al. (2021) found that product quality has a positive and significant effect on repurchase intentions. Research conducted by Malinda (2022) regarding increasing trust in repurchase intentions with perceived usefulness as an intervening variable in e-commerce. Wardani (2021) regarding repurchase decisions in terms of brand image, advertising media, and brand trust in *Imboost* products in Surakarta. Based on previous research, it can be said that repurchase can be influenced by brand trust,



brand image, and product quality. According to Kotler and Keller (2016: 389), the purchasing decision is to buy a brand that is in high demand, but two components can exist between the purchase goal and the purchase choice. It could be said that every individual has almost the same decision-making method. According to Peter and Olson (Asrizal and Muhammad, 2018), individual purchasing choices are a compromise pattern that combines data to evaluate a choice around two elective practices and choose one of them. In short, consumer decisions are interactions selecting activities in which at least two decisions are elective to achieve certain critical thinking. Saidani's (2019) research shows that trust has a positive influence on website repurchase intentions. However, this is different from Dzaki and Dinda's (2022) research, which states that the trust variable does not affect repurchase intentions. Mardiah (2020) states that the trust variable has a negative effect on repurchase intention, meaning that when consumers believe in a brand, it does not affect their intention to repurchase.

A brand that has a positive brand image in the minds of consumers is more likely to make repeat purchases. Consumers' decision to buy a motorbike is greatly influenced by the assessment of the quality of the motorbike being offered. This demand for increasingly quality motorbikes is what makes companies in the automotive sector compete to improve the quality of the products (motorcycles) they have to maintain the brand image of their products. At this time, customers tend to want always to try new things that they think are good. Before making a purchase, consumers have to consider a product that is suitable and suits their needs. One of them includes choosing a motorbike. The consumer's decision to buy a motorbike with the latest model and technology according to their needs is the right answer to the problem of needs that many consumers currently feel. It is important for companies always to manage their brand image well to give a good impression to customers. This can help companies to increase repeat purchase decisions and customer trust in the brand. Solihat and Dede (2019) found that brand image has a significant positive influence on brand trust. The better the brand image is in the minds of customers, the more trust customers have in the brand. The level of customer trust in the brand influences a positive image in the minds of customers. Customers who have high trust in a brand will have a positive perception of the brand.

Kotler and Keller (2016:32) define an image as a set of beliefs, ideas, and impressions that a person has of an object. Kotler also revealed that the image of that object very much conditions a person's attitudes and actions towards an object. That someone who has a high impression and trust in a product will not think long about buying and using that product. Kotler and Armstrong (2018:338) state that buyers have different responses to company image or brand image. An effective image will strengthen the character of the product or proposed value, conveying that character in a way that is different from

competitors and providing emotional power that is more than just a mental image. Developing a brand image is a main goal for companies because it is a total reflection of consumers' thoughts on the products and brands they buy. Rohaeti (2021) states that brand image is very influential on repeat purchases and is an important factor that companies must pay attention to.

The quality of a product is a characteristic of a product that can meet implied customer needs (Kotler and Armstrong, 2018: 244). According to Sunyoto (2015: 140), product quality is the extent to which a product can meet its specifications. The quality of a company's products is a company's "strategic weapon", which can create its uniqueness for the company. This uniqueness is an added value for the company, which can create a competitive advantage over its competitors (Wahyoedi 2021). Barney (1991) explains that the characteristics of resources that are valuable for competitive advantage are those related to resources that are valuable, complex, exclusive, easy to generalize, and difficult for competitors to imitate. From this perspective, strategic competitive advantage is obtained from core resources and core competencies that are valuable, rare, difficult to imitate and have no substitute (substitutability). Maupa (2019) explains that the brand image variable does not have a positive and significant effect on the decision to purchase Converse shoes in Makassar.

Research by Yoepitasari and Imroatul (2017) shows that the product quality variable does not have a significant positive effect on the customer loyalty variable. Kurniawan's (2016) research entitled *The Influence of Brand Image on Loyalty Mediated by Brand Trust in Smartphone Users* the results of which prove that brand image has a significant effect on loyalty and the brand trust variable is not proven to be a mediating variable. Research by Pinaria et al. (2018) shows that trust mediates the influence of perceived green product quality on repurchase intentions for Starbucks brand coffee.

Based on previous research, it can be said that growing brand trust in the minds of consumers through brand image and product quality can increase consumer intentions to make repeat purchases. This is due to the emergence of public trust, which is why potential customers are interested in using the products offered by the company. Trust can increase the desire to start using or the continuous use process for potential customers and customers. Indonesia is a large and promising market for companies.

## **2. Research Hypothesis**

### **2.1. The Effect of Product Quality on Repurchase Intentions**

Product quality is defined as an important factor that influences each customer's decision to buy a product (Ernawati, 2019). The quality of the product that customers have felt will influence their repurchase intentions. The better the quality of a product, the greater the possibility of repeat

purchases in the future. Research by Praja and Tulus (2022) states that product quality has a positive and significant effect on product repurchase intentions. The results of research conducted by Mandili et al. (2022) show that product quality influences interest in repurchasing halal cosmetic products. In the sense that the need for good product quality accompanies the need for halal products. Research by Girsang et al. (2020) stated that product quality can have a significant influence on the intention to repurchase Oriflame products. Research conducted by Choi (2019) states that product quality influences e-commerce repurchase intentions. Findings made by Sullivan et al. (2018) show that the product evaluation factor, namely the quality perceived by customers, is important in determining repurchase intentions.

H1: Product quality has a positive and significant effect on repurchase intention.

### **2.2. The Effect of Brand Image on Repurchase Intention**

Brand image is a consumer's perception of a particular brand that is obtained from the experiences felt by consumers when they use the product. The brand image provides confidence and preference for a brand or product. A positive image is built to strengthen brand relationships and image in the minds of consumers. Rohaeti's (2021) brand image is very influential in making repeat purchases in conditions like this, where many competitors prioritize the brand. Huang et al. (2019) found that brand image has a very positive impact on product repurchase intentions. Restu Wati's research (2021) states that brand image has a negative and significant effect on purchasing decisions. In contrast, research conducted by Praja and Tulus (2022) shows that there is a positive but not significant influence between brand image and repurchase intention. Research by Maupa (2019) shows that the brand image variable does not have a positive and significant effect on purchasing decisions.

H2: Brand image has a positive and significant effect on repurchase intention.

### **2.3. The effect of product quality on brand trust**

Good product quality can influence consumer trust in a brand. The better the quality of a product, the more their trust will increase. Brand trust is based on the experiences that consumers have had. Research by Butotihe et al. (2023) found that product quality has a significant effect on brand trust. The higher the product quality, the higher the consumer's brand trust, which can influence intention to use. Rosanti et al. (2022) show that product quality has a significant effect on consumer trust. Pinaria (2018) found that product quality has a significant positive effect on brand trust. Pratama and Suryono (2018) stated that product quality has a positive and significant influence on brand trust. Yulita (2021) states that product quality influences insurance brand trust. The higher the quality of the product, the greater the trust in the brand itself.

H3: Product quality has a positive and significant effect on brand trust.

### **2.4. The Effect of Brand Image on Brand Trust**

A positive perception of a brand shows that the brand has a good image in the minds of consumers. A good image can create consumer trust in the brand. Research by Solihaat and Dede (2019) shows that the Samyang brand image has a significant effect on product brand trust based on the results of calculating respondents' responses. Tingkir (2019) stated that brand image has a positive effect on brand trust. Nugroho (2021) shows that brand image has a positive effect on brand trust. Sudirman et al. (2020) stated that brand image can increase brand trust. Huda and Arief (2020) stated that there is a positive and significant influence between brand image and brand trust.

H4: Brand image has a positive and significant effect on brand trust.

### **2.5. The Effect of Brand Trust on Repurchase Intention**

Brand trust has a positive and significant influence on repurchase intentions (Gültekin, 2020). Research by Babu and George (2022) found that brand trust has a direct and statistically significant influence on repurchase intentions for deodorant brands. Research by Sari et al. (2021) stated that brand trust has a significant positive influence on repurchase intentions. Fauzy and Hapsy (2019) stated in their research that brand trust has a positive and significant relationship with repurchase intentions. With certain brand trust, consumers will find it easier to determine their intentions. High consumer trust in a brand can influence consumers to repurchase, meaning that brand trust has a positive impact on repurchase intentions (Aslam et al., 2018).

H5: Brand trust has a positive and significant effect on repurchase intention.

### **2.6. The Role of Brand Trust Mediates the Effect of Product Quality on Repurchase Intention**

Trust mediates the influence of perceived green product quality on repurchase intentions for Starbucks brand coffee, meaning that consumers' repurchase intentions will increase if perceived green product quality can increase brand trust (Pinaria, 2018). Ernawa's research (2022) shows that product quality has a positive effect on repurchase decisions through brand trust. Rosanti et al. (2022) show that product quality has a positive effect on repurchase decisions through brand trust.

H6: Brand trust mediates the effect of product quality on repurchase intention.

### **2.7. The Role of Brand Trust Mediates the Effect of Brand Image on Repurchase Intention**

Wicaksono and Jeanne (2020) state that the level of brand trust can partially mediate the influence of company image on repurchase intentions. Novrian (2021) shows that brand trust is able to mediate the relationship between brand image and purchasing decisions. Wicaksono and Jeanne (2020) A high level of brand trust in online motorcycle taxi service companies contributes to increasing consumers' repurchase intentions.

The same research results were also found from research conducted by Adlina et al. (2019) found that brand trust has a mediating role in the influence of brand image on the intention to make purchase transactions. Research by Umma and Rifda (2023) found that brand trust can mediate brand image in purchasing decisions.

H7: Brand trust mediates the effect of brand image on repurchase intention.

### 3. Materials and Methods

This research is quantitative research in associative form. This research discusses product quality and brand image as

causes of brand trust and explains the impact of each variable on repurchase intentions. Data collection was carried out using a questionnaire, and then the collected data was processed using the SEM (Structural Equation Model) analysis tool. The location of this research is Denpasar City. This location was chosen because Denpasar City is one of the big cities in Bali. Denpasar City is a very productive city with very high mobility of its people and the highest number of motorbike purchases in the province of Bali. The research will be conducted in 4 sub-districts in Denpasar City, with a data distribution of 25 percent of the total research sample for each sub-district in Denpasar City.

**Table 1. Identification of research variables and indicators**

Variable	Indicator	Source
Product Quality (X <sub>1</sub> )	Performance results (X <sub>1.1</sub> )	(Tjiptono, 2015:315)
	Additional characteristics or privileges (X <sub>1.2</sub> )	
	Reliability (X <sub>1.3</sub> )	
	Compliance with specifications (X <sub>1.4</sub> )	
	Durability (X <sub>1.5</sub> )	
	Serviceability (X <sub>1.6</sub> )	
	Aesthetics (X <sub>1.7</sub> )	
	Perceived quality (X <sub>1.8</sub> )	
Brand Image (X <sub>2</sub> )	Product introduction (X <sub>2.1</sub> )	(Qonita, 2018; Kotler and Keller, 2012:239)
	Product strength (X <sub>2.2</sub> )	
	Product advantages (X <sub>2.3</sub> )	
	Reputation (X <sub>2.4</sub> )	
Brand Trust (Y <sub>1</sub> )	Trust (Y <sub>1.1</sub> )	(Matzler <i>et al.</i> 2008)
	Reliable (Y <sub>1.2</sub> )	
	Honesty (Y <sub>1.3</sub> )	
	Security (Y <sub>1.4</sub> )	
Repurchase Intention (Y <sub>2</sub> )	Intend to purchase in the future (Y <sub>2.1</sub> )	(Rosita 2016; Terblanche 2018; Soliha and Soelasih 2017; Hellier, <i>et al.</i> 2003)
	Want to visit again in the future (Y <sub>2.2</sub> )	
	Want to use products and services in the future (Y <sub>2.3</sub> )	
	Willing to recommend to others (Y <sub>2.4</sub> )	

Source: Primary data processed, 2024

The population in this research are all consumers in Denpasar City who have purchased Yamaha brand two-wheeled motorized vehicles. The population size in this study is infinite or cannot be predicted with certainty. Multivariate research sample size used to obtain valid results can be determined at least (5-10) times the number of research indicators (Sugiyono, 2018: 165). This research uses 20 indicators so that the total sample range used is 100-200 respondents.

Based on these considerations, the sample size used in this research was set at a maximum of 200 respondents. The sampling method used is non-probability sampling with a proportional sampling technique where researchers have certain considerations in determining the sample (Rahyuda, 2016). Consideration of the criteria used in sampling are as follows:

- 1) The respondents were selected from the age range of 18 – 60 years. Generally, 18 years old represents the age that already has an income, can live independently, and can make decisions. The assumption is that at the age of 18, he will be able to decide to purchase a Yamaha brand motorbike.
- 2) Respondents reside in Denpasar City.
- 3) Respondents have purchased a Yamaha brand motorbike at least once or more.

The data collection method in this research was carried out by collecting data through research instruments in the form of questionnaires and using a data measurement scale in the form of a Likert scale. Quantitative data analysis is used in research as a statistical analysis. Two statistical analyses were used, namely descriptive analysis and inferential statistics (Sugiyono, 2018:238). The analysis technique used is variance-based Structural Equation Modeling (SEM) or component-based SEM, known as Partial Least Square (PLS).

**4. Results and Discussion**

In Partial Least Square - Structural Equation Modeling (PLS-SEM) analysis, the outer model is a measurement model to assess the validity and reliability of the model. Evaluating the measurement model is carried out through an algorithm iteration process. The measurement model parameters will be evaluated through values (convergent validity, discriminant validity, composite reliability, and Cronbach's alpha), including the value of the determinant coefficient ( $R^2$ ) as a parameter for the accuracy of the prediction model.

**4.1. Convergent Validity**

The convergent validity test can be carried out by looking at the loading factor value on the indicator of a variable. An indicator that is considered reliable is if it has a factor loading value of  $>0.70$ .

However, for scale development stage research, factor loading values of 0.50 to 0.60 are still acceptable or adequate (Ghozali, 2014). The results of the convergent validity test in this research can be seen in detail in Table 2.

**Table 2. Validity Test Results**

Variable	Indicator	Original Sample (O)	$\sqrt{AVE}$	AVE
Product Quality	X <sub>1.1</sub>	0,554	0,765	0,874
	X <sub>1.2</sub>	0,782		
	X <sub>1.3</sub>	0,582		
	X <sub>1.4</sub>	0,554		
	X <sub>1.5</sub>	0,714		
	X <sub>1.6</sub>	0,663		
	X <sub>1.7</sub>	0,515		
	X <sub>1.8</sub>	0,811		
Brand Image	X <sub>2.1</sub>	0,921	0,647	0,805
	X <sub>2.2</sub>	0,806		
	X <sub>2.3</sub>	0,847		
	X <sub>2.4</sub>	0,918		
Brand Trust	Y <sub>1.1</sub>	0,697	0,754	0,869
	Y <sub>1.2</sub>	0,826		
	Y <sub>1.3</sub>	0,821		
	Y <sub>1.5</sub>	0,864		
Repurchase Intention	Y <sub>2.1</sub>	0,657	0,554	0,744
	Y <sub>2.2</sub>	0,780		
	Y <sub>2.3</sub>	0,725		
	Y <sub>2.4</sub>	0,807		

Source: Primary data processed, 2024

According to the data in Table 2, it can be explained that 20 indicators have good outer loading values according to the criteria for the required threshold value ( $>0.70$ ). If we look at the Average Variance Extracted (AVE) value, all variables have a value of  $>0.50$ , so they have met the requirement threshold value or rule of thumb (Chin, 1995 in Ghozali 2014).

**4.2. Discriminant Validity**

The discriminant validity test can be assessed based on the cross-loading of the measurement with the construct. Apart from looking at the cross-loading of the discriminant validity test, it can also be seen by comparing the root AVE

value for each construct with other constructs in the model. The model has good discriminant validity if the AVE root value of the latent variable is greater than 0.5. This discriminant validity test aims to show the extent to which a latent construct discriminates itself from other latent constructs. The discriminant validity check can be seen in Table 3. In Table 3, it can be explained that the values on the main diagonal in bold are the values that explain the root of AVE. The value below the main diagonal is the value that explains the correlation coefficient. It can be interpreted that the AVE root value is greater than the correlation coefficient value overall.

**Table 3. Discriminant validity test results**

Variable	Brand Image	Brand Trust	Product Quality	Repurchase Intention
Brand Image	<b>0,874</b>			
Brand Trust	0,514	<b>0,805</b>		
Product Quality	0,072	0,178	<b>0,655</b>	
Repurchase Intention	0,589	0,954	0,260	<b>0,744</b>

Source: Primary data processed, 2024

**4.3. Composite Validity**

After all latent variables are declared to have good convergent validity values and good discriminant validity values, the next stage of examination is the composite validity test. Referring to Ghozali (2014), a variable is said to be reliable if the Cronbach alpha value and composite reliability value are >0.70. The results of the reliability test on the model can be seen in Table 4.

**Table 4. Variable reliability test results**

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0,897	0,928
Brand Trust	0,818	0,879
Product Quality	0,829	0,854
Repurchase Intention	0,730	0,832

Source: Primary data processed, 2024

Table 4 shows that the reliability of all variables has good or adequate values because all Cronbach alpha and Composite Reliability (CR) values have values greater than the required threshold, namely >0.70. Paying attention to the Cronbach alpha and composite reliability values, which overall have good and very good values, it can be interpreted that the indicators that have been determined have been able to measure each latent variable well, or it can be said that the measurement model is reliable. Based on Table 5, it can be interpreted that the R<sup>2</sup> value of the brand trust variable is an endogenous variable composed of product quality and brand

image variables. This relationship has predictive power with an R<sup>2</sup> value that is quite strong, namely 0.647. Meanwhile, the R<sup>2</sup> value of the repurchase variable, which is composed of product quality, brand image and brand trust variables, has a predictive power of 0.554, which means it is quite strong.

**4.4. Structural Model Examination (Inner Model Analysis)**

Evaluation of the structural model or inner model can be analyzed through the determinant coefficient (R<sup>2</sup>), and model fit or Goodness of Fit index. Table 5 shows the R<sup>2</sup> value and the number of constituent variables for each endogenous latent in the model.

**Table 5. Statistical value of feasibility of research variables**

Variable	R Square
Brand Trust	0,848
Repurchase Intention	0,921

Source: Primary data processed, 2024

**4.5. Hypothesis Test Results**

The hypothesis is accepted when the t-statistic value is >1.96. Meanwhile, acceptance or rejection uses probability values; namely, the hypothesis is accepted when the p-value is <0.05 (Ghozali, 2014).

The t-statistics and p-values were obtained through a bootstrapping process using a sample size of 200. In detail, the direct effect causal relationship and its significance for the five hypotheses prepared can be seen in Table 6.

**Table 6. Direct Effect of Exogenous Variables on Endogenous Variables**

Hypothesis	Latent Variables		Original Sample	t- Statistics	P Values	Information
	Exogenous	Endogenous				
H <sub>1</sub>	Product Quality	Repurchase Intention	0,107	3,096	0,002	Significant
H <sub>2</sub>	Brand Image	Repurchase Intention	0,147	2,050	0,041	Significant
H <sub>3</sub>	Product Quality	Brand Trust	0,113	2,749	0,000	Significant
H <sub>4</sub>	Brand Image	Brand Trust	0,906	67,066	0,000	Significant
H <sub>5</sub>	Brand Trust	Repurchase Intention	0,800	10,100	0,000	Significant

Source: Primary data processed, 2024

**4.6. First Hypothesis Testing (H1)**

The research results show that the p-value is 0.002, which is smaller than 0.05 (0.002 < 0.05), which means that product quality has a significant effect on repurchase intentions. Judging from the path coefficient value formed in the latent relationship between product quality and latent repurchase intention, it is 0.107, indicating that the product quality variable has a positive effect on the repurchase intention variable. Thus, H1, which states that product quality variables have a significant positive effect on repurchase intentions, is accepted. Product quality is defined as an important factor that influences each customer's decision to buy a product

(Ernawati, 2019). The quality of the product that customers have felt will influence their repurchase intentions. The better the quality of a product, the greater the possibility of repeat purchases in the future. Research by Praja and Tulus (2022) states that product quality has a positive and significant effect on the intention to repurchase Uniqlo products in the city of Solo. The results of this research are in line with those conducted by Mandili et al. (2022), which show that product quality influences interest in repurchasing halal cosmetic products. In the sense that the need for good product quality accompanies the need for halal products. Research by Girsang et al. (2020) states that product quality can have a significant

influence on the intention to repurchase Oriflame products. Research conducted by Choi (2019) states that product quality influences e-commerce repurchase intentions. Findings made by Sullivan et al. (2018) show that the product evaluation factor, namely the quality perceived by consumers, is important in determining repurchase intentions.

**4.7. Second Hypothesis Testing (H2)**

The research results show that the p-value is 0.041, which is smaller than 0.05 ( $0.041 < 0.05$ ), which means that brand image has a significant effect on repurchase intention. Judging from the path coefficient value formed in the latent relationship between brand image and latent repurchase intention, it is 0.147, indicating that the brand image variable has a positive effect on the repurchase intention variable. Thus, H2, which states that the brand image variable has a significant positive effect on repurchase intention, is accepted. Brand image is a consumer's perception of a particular brand that is obtained from the experiences felt by consumers when they use the product. The brand image provides confidence and preference for the brand of a product. A positive image is built to strengthen brand relationships and image in the minds of consumers. Rohaeti's (2021) brand image is very influential in making repeat purchases in conditions like this, where many competitors prioritize the brand. Huang et al. (2019) found that brand image has a very positive impact on repurchase intentions.

**4.8. Third Hypothesis Testing (H3)**

The research results show that the p-value is 0.000, which is less than 0.05 ( $0.000 < 0.05$ ), which means that product quality has a significant effect on brand trust. Judging from the path coefficient value formed in the relationship between product quality and brand trust, it is 0.113, indicating that product quality has a positive effect on brand trust. Thus, H3, which states that product quality variables have a significant positive effect on brand trust, is accepted. Good product quality can influence consumer trust in a brand. The better the quality of a product, the more their trust will increase. Brand trust is based on the experiences that consumers have had. The results of this study are in line with Butotihe et al. (2023) found that product quality has a significant effect on brand trust. The higher the product quality, the higher the consumer's brand trust, which can influence consumers to use salicyl powder. Rosanti et al. (2022) show that product quality has a significant effect on consumer trust. Pinaría (2018) stated that product quality has a significant positive effect on brand trust. Pratama and Suryono (2018) stated that product quality has a positive and significant influence on brand trust. Yulita (2021)

states that product quality influences trust. The higher the product quality, the more trust in the brand itself increases.

**4.9. Fourth Hypothesis Testing (H4)**

The research results show that the p-value is 0.000, which is smaller than 0.05 ( $0.000 < 0.05$ ), which means that brand image has a significant effect on trust. Judging from the path coefficient value formed in the relationship between brand image and brand trust, it is 0.906, indicating that brand image has a positive effect on brand trust. Thus, H4, which states that the brand image variable has a significant positive effect on brand trust, is accepted. A positive perception of a brand shows that the brand has a good image in the minds of consumers. A good image can create consumer trust in the brand. The results of this research are in line with Solihaat and Dede (2019), who show that the Samyang brand image has a significant effect on product brand trust based on the results of calculating respondents' responses. Tingkir (2019) stated that brand image has a positive effect on brand trust. Nugroho (2021) shows that brand image has a positive effect on brand trust. Sudirman et al. (2020) stated that brand image can increase brand trust. Huda and Arief (2020) stated that there is a positive and significant influence between brand image and brand trust.

**4.10. Fifth Hypothesis Testing (H5)**

The research results show that the p-value is 0.000, which is less than 0.05 ( $0.000 < 0.05$ ), which means that brand trust has a significant effect on repurchase intention. Judging from the path coefficient value formed in the relationship between brand trust and repurchase intention, it is 0.800, indicating that brand trust has a positive effect on repurchase intention. Thus, H5, which states that product quality variables have a significant positive effect on repurchase intentions, is accepted. Brand trust has a positive and significant influence on repurchase intentions (Gültekin, 2020). The results of this research are in line with Babu and George (2022), who found that brand trust has a direct and statistically significant influence on the intention to repurchase a deodorant brand. Fauzy and Hapsy (2019) stated in their research that brand trust has a positive and significant influence on repurchase intentions. With certain brand trust, consumers will find it easier to determine their intentions. High consumer trust in a brand can influence consumers to repurchase, meaning that brand trust has a positive impact on repurchase intentions (Aslam et al., 2018). Apart from the direct effect, there is also an indirect effect between the exogenous latent variable and the endogenous latent variable through the sustainable tourism variable. The indirect effects contained in the model can be seen in Table 7.

**Table 7. Indirect effect of exogenous variables on endogenous variables**

Variable Exogenous → Endogenous	Original Sample	t-statistics	P Values	Information
Brand Image -> Brand Trust -> Repurchase Intention	0,725	10,615	0,000	Significant
Product Quality -> Brand Trust -> Repurchase Intention	0,090	2,512	0,012	Significant

Source: Primary data processed, 2024

Based on Table 7, it can be explained that the indirect effect in the model shows a significant influence. Examining the relationship between the brand image variable and repurchase intention through the brand trust variable shows that the p-value is 0.000, which means the value is significant, so the influence of brand image on repurchase intention through brand trust is declared significant. The product quality variable on repurchase intention through the brand trust variable shows that the p-value is 0.012, which means the

value is significant, so the effect of product quality on repurchase intention through brand trust is declared significant. The total effect on the model formed can be seen in Table 8. Apart from direct and indirect effects, total influences are also formed in the model. When compared with the direct effect in the model, the total influence has an additional significant influence, namely the influence of brand trust. This is due to the additional influence value of the indirect effect.

**Table 8. Total effect of exogenous variables on endogenous variables**

Latent Variable		Original Sample	t-statistics	P Values	Information
Exogenous	Endogenous				
Brand Image	Brand Trust	0,906	67,066	0,000	Significant
Brand Image	Repurchase Intention	0,872	50,896	0,000	Significant
Brand Trust	Repurchase Intention	0,800	10,100	0,000	Significant
Product Quality	Brand Trust	0,113	2,749	0,006	Significant
Product Quality	Repurchase Intention	0,197	3,967	0,000	Significant

Source: Primary data processed, 2024

**4.11. Test Mediation Effects**

The mediation effect shows the relationship between the independent and dependent variables through the mediating variable. If the VAF value is above 80 percent, it indicates a role as a full mediator (full mediation). A variable is categorized as a partial mediator if the VAF value ranges from 20 percent to 80 percent; however, if the VAF value is less than 20 percent, it can be said that there is almost no mediation effect. The VAF value for testing the mediating effect of brand trust on the relationship between product quality and, brand image and repurchase intention can be calculated in Table 9.

**Table 9. Test of the Mediating Effect of Brand Trust**

Effect	Product Quality on Repurchase Intention Through Brand Trust	Brand Image on Repurchase Intention Through Brand Trust
Indirect Effect	0,09	0,725
Total Effect	0,197	0,872
VAF	0,457	0,831
Effect size	Partial mediation	Full mediation

Source: Primary data processed, 2024

The results of the VAF calculation show that brand trust as a mediator influences product quality on repurchase intention, obtaining a value of 0.457 or 45.7 percent, and shows that brand trust plays a partial mediating role because the VAF value is between 20 percent and 80 percent. Based on the research results, it is stated that the influence of brand image on repurchase intention through brand trust is significant. Good product quality creates a positive reputation for the brand. Consumers who are satisfied with product quality tend to form trust in the brand. This trust includes consumer confidence in the brand's consistency, reliability and integrity. The brand trust serves as a link between a positive experience with a product and the desire to

repurchase. Consumers who trust a brand have confidence that the product they will buy in the future will also meet or exceed expectations, as well as previous experiences. Strong and positive brand trust then drives repurchase intentions. Consumers who have trust in a brand tend to choose to buy products from the same brand again because of their confidence in the quality presented by that brand. The results of this research are in line with Ernawati (2022), who shows that product quality has a positive effect on repurchase decisions through brand trust. Rosanti et al. (2022) show that product quality has a positive effect on repurchase decisions through brand trust. The results of the VAF calculation showed that brand trust as a mediator of the relationship between brand image and repurchase intention obtained a value of 0.831 or 83.1 percent and showed that brand trust played a role as a full mediation because the VAF value is greater than 80 percent. Based on the research results, the product quality variable on repurchase intention through the brand trust variable shows a significant value. The brand image includes consumer perceptions of the brand's reputation, values and characteristics.

A positive image can increase consumer interest in purchasing products or services from the brand. A good brand image provides the basis for forming consumer trust. Consumers tend to trust brands that have a positive image because they are considered to provide a consistent and satisfying experience. Strong brand trust then influences repurchase intentions. Consumers who trust a brand have a greater desire to buy products or services from that brand again because they are confident in the quality and satisfaction promised. Wicaksono and Jeanne (2020) state that the level of brand trust partially mediates the influence of company image on repurchase intentions. Novrian (2021) shows that brand trust can fully mediate between brand image and purchasing decisions.



## 5. Conclusion

This research can provide an empirical contribution to the relationship between the influence of product quality, brand image, brand trust and repurchase intention for the development of marketing management science. By knowing that product quality influences repurchase intentions through the mediation of trust in the Yamaha motorbike brand in Denpasar City, manufacturers and managers of Yamaha brand motorbikes can focus more on improving product quality. Investment in improving performance, reliability, and technological features can have a positive impact on trust. consumer. Yamaha brand motorbikes in Denpasar City need to ensure that their brand image is in line with consumer

values and preferences. Marketing strategies should be focused on building a positive and relevant brand image with the target market and strengthening emotional bonds with customers. Yamaha brand motorbike managers in Denpasar City need to manage every aspect that builds consumer trust carefully. This includes transparency in communications, responsive customer service, and product reliability. Brand trust strengthens the relationship between product quality, brand image, and repurchase intention. Suggestions for further research in the future are that the sample be added to include non-Yamaha motorbike users, researchers should also focus on one type of motorbike vehicle, and focus more on studies on customer intensity to upgrade products.

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