



**THE ROLE OF PRODUCT QUALITY AND BRAND IMAGE ON
REPURCHASE INTENTION MEDIATED BY BRAND TRUST AMONG
CONSUMERS OF HEALTHY FOOD PRODUCTS**

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Abstract

The rapid growth of the healthy food industry in Indonesia has increased competition, making it important for companies to understand the factors influencing consumers' repurchase intention. This study aims to examine the effects of product quality and brand image on repurchase intention, with brand trust as a mediating variable, among consumers of Hotto healthy food products. A quantitative approach was employed using a survey of 130 consumers. Primary data were collected through an online questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that product quality and brand image have positive and significant effects on repurchase intention. Both variables also positively and significantly affect brand trust. In addition, brand trust positively influences repurchase intention and significantly mediates the relationships between product quality, brand image, and repurchase intention. These findings suggest that maintaining product quality, strengthening brand image, and building consumer trust are essential strategies for increasing repeat purchases. This study contributes to the marketing literature by confirming the mediating role of brand trust in explaining repurchase intention in the healthy food industry.

Keywords: Product Quality; Brand Image; Brand Trust; Repurchase Intention; Healthy Food.



INTRODUCTION

The healthy food industry in Indonesia has experienced significant growth alongside increasing public awareness of the importance of maintaining a healthy lifestyle. This shift has encouraged consumers to become more selective in choosing food products that not only offer good taste but also provide health benefits. As a result, the industry presents substantial opportunities for businesses to introduce innovative healthy food and beverage products. However, the growing number of healthy food producers has intensified market competition, requiring companies not only to attract new customers but also to retain existing ones. Customer retention is particularly important because repeat purchases contribute to long-term business sustainability and profitability (Santoso & Ardiansyah, 2023).

Repurchase intention refers to consumers' willingness to purchase a product again after evaluating their previous consumption experience. It is influenced by consumers' perceptions of product benefits, the extent to which the product meets their expectations, and their overall experience. High repurchase intention reflects consumers' confidence in product quality, whereas negative experiences increase the likelihood of switching to competing products. Therefore, understanding the factors that enhance repurchase intention is essential for maintaining customer loyalty.

One of the key determinants of repurchase intention is product quality. According to Wijaya and Kusuma (2021), product quality reflects a product's ability to satisfy consumer needs and expectations through its characteristics. In the healthy food industry, product quality is assessed not only by taste but also by nutritional value, ingredient safety, production processes, and perceived health benefits. Products that consistently deliver their promised benefits are more likely to enhance customer satisfaction and encourage repeat purchases.

Brand image also plays an important role in shaping consumer preference. It distills consumer experiences and external information into specific mental associations, and establishing a strong, favorable perception improves market recognition and credibility, which in turn shifts consumer preference away from competitors with weaker reputations (Pratama & Lestari, 2024). In the healthy food industry, where many products offer similar health benefits, consumers often rely on brand image to reduce uncertainty before making purchasing decisions. A favorable brand image not only strengthens confidence in product quality but also fosters emotional attachment, thereby encouraging repurchase intention.



Beyond product quality and brand image, repeat purchases are also driven by consumer trust in a company's ability to fulfill its promises, alongside product features and reputation. This trust element is vital for healthy food items, which operate as experience goods since individuals must consume them continuously before verifying their benefits (Rahmawati & Setiawan, 2021). This characteristic creates greater uncertainty than many other consumer products, making brand trust an important mechanism for reducing perceived risk and increasing consumers' willingness to repurchase. Therefore, brand trust is expected to mediate the relationships between product quality, brand image, and repurchase intention.

One of the growing products in Indonesia's healthy food industry is **Hotto Purto**, a purple sweet potato-based multigrain beverage marketed as a high-fiber drink that supports daily nutritional intake and digestive health. Despite its competitive advantages, Hotto Purto competes with numerous healthy food brands offering similar benefits. Consequently, the company must continuously maintain product quality, strengthen its brand image, and build consumer trust to encourage repeat purchases and establish long-term customer relationships.

Existing empirical evidence proves that brand image and product quality foster consumer repeat purchase intentions, frequently through the indirect path of brand trust. However, prior studies on this topic have largely been conducted in general retail, technology, or fashion contexts, and have not specifically examined healthy food products that function as experience goods — where the health-related benefits consumers seek cannot be verified through a single purchase and require repeated consumption to confirm. In particular, no known study has examined this mediating role of brand trust among consumers of purple sweet potato-based multigrain beverages such as Hotto Purto in Indonesia. Given the distinctive characteristics of healthy food products — namely higher perceived risk and delayed benefit verification — further investigation is needed to understand consumer repurchase behavior in this specific context.

This study therefore offers novelty by examining the mediating role of brand trust in the relationship between product quality, brand image, and repurchase intention specifically among consumers of Hotto Purto, an experience-good healthy food product whose benefits (digestive health, fiber intake) can only be verified through repeated consumption — a context that has not been directly addressed in prior brand trust research.



To examine this issue, the study analyzes the effects of brand image and product quality on repurchase intention, with brand trust integrated as an intervening mechanism among Hotto Purto consumers. The framework utilizes a quantitative methodology, extracting primary data via surveys administered to individuals with verified experience purchasing and consuming the product. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine both direct and indirect relationships among the variables. The findings are expected to contribute to marketing management literature, particularly in the field of consumer behavior within the healthy food industry, while also providing practical insights for companies in developing strategies to improve product quality, strengthen brand image, build consumer trust, and enhance repurchase intention.

LITERATURE REVIEW

Theoretical Foundation

This study is grounded in Commitment-Trust Theory (Morgan & Hunt, 1994), which posits that trust is a central mechanism enabling long-term relationships between firms and consumers: when consumers believe a brand is reliable and acts with integrity, they become more willing to commit to that brand through continued, repeated exchange. This theoretical lens explains why brand trust is positioned as the mediating variable in this study — it is the psychological mechanism through which favorable evaluations of product quality and brand image are converted into sustained repurchase behavior, rather than merely coexisting with it.

Product quality is one of the key factors determining a company's ability to satisfy consumer needs. According to Kotler and Armstrong (2018), product quality refers to the characteristics of a product or service that enable it to meet both stated and implied customer needs. Tjiptono (2019) further explains that product quality encompasses all product dimensions that provide value and fulfill or exceed consumer expectations. In this study, product quality is measured using four of Garvin's dimensions as cited in Tjiptono (2019): performance, reliability, conformance, and durability.

Another important determinant of consumer behavior is brand image. Kotler and Keller (2016) define brand image as consumers' perceptions of a brand formed through associations stored in their memory. Keller (1993) argues that these associations influence consumers' evaluations and shape either positive or negative perceptions of a brand. This study measures brand image



using three dimensions proposed by Tjiptono (2019): corporate image, user image, and product image.

Brand trust develops from consumers' positive experiences with a product. According to Tjiptono (2022), brand trust is consumers' willingness to rely on a brand based on the belief that it will fulfill its promises and meet expectations. Similarly, Chaudhuri and Holbrook (2001) describe brand trust as consumers' willingness to depend on a brand's ability to perform its intended function. Consistent with Commitment-Trust Theory (Morgan & Hunt, 1994), this study measures brand trust through four dimensions: brand reliability, brand benevolence, brand integrity, and brand competence.

Repurchase intention refers to consumers' willingness to purchase a previously used product again. Tjiptono (2022) states that repurchase intention arises after consumers evaluate their consumption experience and perceive that the product meets their expectations. According to Ferdinand (2014), transactional, referential, preferential, and exploratory indicators collectively define repeat buying choices.

Hypothesis Development

Literature consistently records constructive interconnections between product quality, brand image, consumer trust, and repurchase intention, though the strength and pathway of these relationships vary by product category. Santoso and Ardiansyah (2023) confirm that product quality and brand image heavily influence brand trust and repurchase intentions within the nutritious food sector, suggesting that trust plays a particularly important role in categories where health benefits are difficult to verify at the point of purchase. Building on this, product quality is expected to shape consumer trust directly, since consistent performance and reliability signal that a brand can be depended upon:

H1: Product quality has a positive and significant effect on brand trust.

Similarly, a favorable brand image reduces perceived purchase risk and reinforces consumer confidence in a brand's ability to deliver on its promises (Pratama & Lestari, 2024):

H2: Brand image has a positive and significant effect on brand trust.

Beyond shaping trust, product quality and brand image are also expected to influence repurchase intention directly, independent of the trust pathway, since consumers who consistently receive the promised functional benefits may return to a product regardless of relational trust alone (Wijaya & Kusuma, 2021):

H3: Product quality has a positive and significant effect on repurchase intention.

H4: Brand image has a positive and significant effect on repurchase intention.



Consistent with Commitment-Trust Theory (Morgan & Hunt, 1994), trust itself is expected to translate into repurchase behavior, as consumers who trust a brand perceive lower risk in continuing the relationship:

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

This intervening mechanism of brand trust is further validated by Kusuma and Rahayu (2022), Nugroho and Yulianti (2025), along with Wijaya and Kusuma (2021), who collectively demonstrate that trust does not only follow directly from quality and image but also transmits their effects onward to behavioral outcomes such as repurchase. This is consistent with Pratama and Lestari (2024), who demonstrate that brand trust functions as an intermediary link between brand image and repeat purchases. Accordingly:

H6: Brand trust mediates the relationship between product quality and repurchase intention.

H7: Brand trust mediates the relationship between brand image and repurchase intention.

Based on the literature, product quality plays a crucial role in shaping consumers' trust in a brand. High-quality products generate positive consumption experiences, strengthen confidence in the brand, and reinforce consumers' beliefs that the brand can consistently deliver its promised benefits. Likewise, a positive brand image reflects a company's reputation, credibility, and value, reducing perceived purchase risk and enhancing consumer trust. As a result, consumers are more likely to repurchase products from brands they trust.

Drawing upon Commitment-Trust Theory and the empirical findings above, this study proposes a research model in which product quality and brand image function as independent variables, brand trust acts as the mediating variable, and repurchase intention serves as the dependent variable, as illustrated in Figure 1.

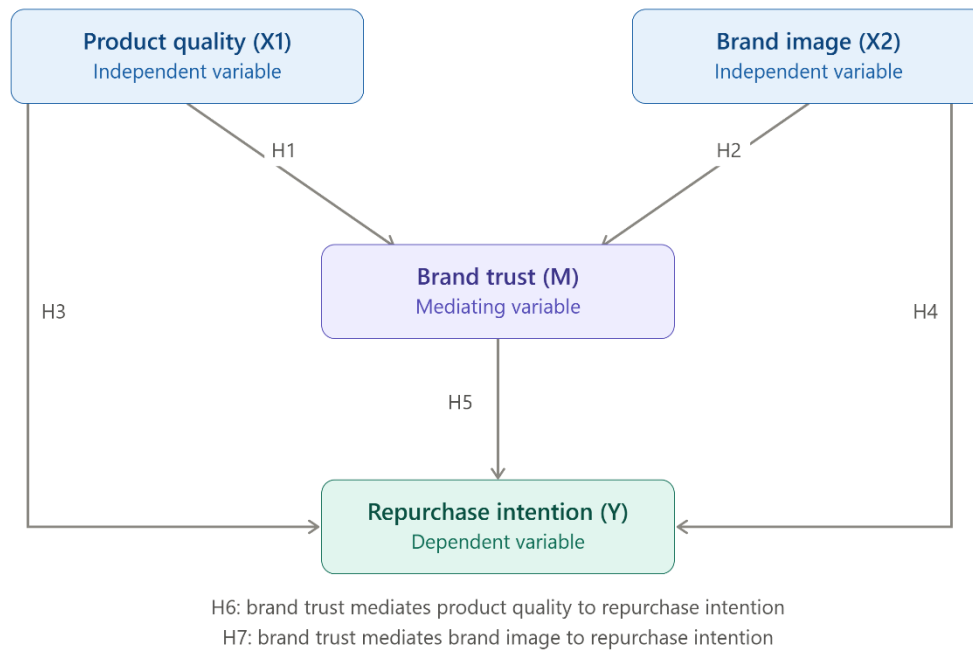


Figure 1.
Conceptual Framework

RESEARCH METHOD

Analytically, a causal associative framework paired with a quantitative approach serves to analyze the structural impacts of product quality and brand image on repeat purchase choices. With brand trust integrated as an intervening element, this empirical project gathered field data between April and May 2026 from Hotto Purto healthy food consumers in Indonesia.

Because the total number of Hotto Purto consumers represents an unmeasured, infinite population, a non-probability sampling approach was necessary. Analytically, a purposive sampling strategy was chosen to recruit participants who strictly satisfy the following predetermined criteria: (1) have consumed Hotto Purto products, (2) be at least 17 years old, (3) have an interest in a healthy lifestyle, and (4) have purchased Hotto Purto products. Following Ferdinand's (2014) recommendation of using 5–10 times the number of indicators, a total sample of 150 respondents was determined based on 16 research indicators.

The independent variables were product quality (X_1) and brand image (X_2), while repurchase intention (Y) served as the dependent variable and brand trust (M) as the mediating variable. Product quality was measured using the dimensions of performance, reliability, conformance, and durability. Brand



image was measured through corporate image, user image, and product image. Brand trust was assessed using brand reliability, brand benevolence, brand integrity, and brand competence, whereas repurchase intention was measured through transactional, referential, preferential, and exploratory intentions.

Primary data acquisition relied on structured questionnaires formatted around a five-point Likert scale, spanning from 1 (strongly disagree) to 5 (strongly agree). This survey instrument was systematically administered to participants who satisfied all established sampling criteria.

The study processed field data through Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS version 3 software. Analytically, this method requires a dual-stage assessment comprising outer and inner model tests. The outer layer guaranteed measurement consistency through rigorous checks of convergent validity, discriminant validity, composite reliability, and Cronbach’s alpha. Moving deeper, the inner framework evaluated explanatory power using the coefficient of determination (R^2). Path significance was then calculated using a bootstrapping technique with a 5% baseline (p -value < 0.05; t -statistic > 1.96), isolating how brand trust mediates quality and image toward repeat purchase intentions to resolve the research hypotheses.

RESULTS AND DISCUSSION

Table 1 outlines the demographic profiles of the 130 respondents who met the study criteria, detailing their gender, age, education level, and monthly income. This data group was gathered using primary collection methods, specifically an online questionnaire built on Google Forms and shared with Hotto consumers via WhatsApp and social media.

Table 1.
Respondent Characteristics (n = 130)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	75	57.7
	Female	55	42.3
Age	<18 years	1	0.8
	18–30 years	62	47.7
	31–50 years	54	41.5
	>50 years	13	10.0
Education	Senior High School/Vocational High School	26	20.0



Monthly Income	Diploma (D3)	22	16.9
	Bachelor's Degree	69	53.1
	Master's Degree/Postgraduate	8	6.2
	Others	5	3.8
	< IDR 2,000,000	5	3.8
	IDR 2,000,000–5,000,000	41	31.5
	IDR 5,000,000–10,000,000	49	37.7
	> IDR 10,000,000	35	26.9

Source: Processed primary data (2026).

Based on Table 1, the majority of respondents were male (57.7%), while female respondents accounted for 42.3%. In terms of age, most respondents were between 18 and 30 years old (47.7%), followed by those aged 31–50 years (41.5%). Regarding educational background, the majority held a Bachelor's degree (53.1%). In terms of monthly income, most respondents earned between IDR 5,000,000 and IDR 10,000,000 per month (37.7%), followed by respondents earning between IDR 2,000,000 and IDR 5,000,000 (31.5%).

The measurement model was evaluated to examine the validity and reliability of the research constructs using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The evaluation consisted of convergent validity, discriminant validity, and construct reliability testing.

Table 2 presents the structural data from the outer loading analysis, which serves to evaluate convergent validity alongside the Average Variance Extracted (AVE). To satisfy the research validity standards, each indicator must maintain an outer loading above 0.70 and an AVE value greater than 0.50.

Table 2.
Convergent Validity Test Results (Outer Loadings)

Variable	Indicator	Outer Loading
Product Quality (X1)	PQ1	0.983
	PQ2	0.956
	PQ3	0.947
	PQ4	0.931
Brand Image (X2)	BI1	0.984
	BI2	0.947
	BI3	0.977
Brand Trust (M)	BT1	0.956



	BT2	0.967
	BT3	0.928
Repurchase Intention (Y)	RI1	0.959
	RI2	0.965
	RI3	0.973
	RI4	0.954

Source: Processed primary data (2026).

Analytically, all research constructs achieved excellent convergent validity since their metrics cleared the required statistical thresholds. The indicators displayed outer loadings higher than 0.70 based on Table 2, while the calculated AVE scores reached 0.911 for Product Quality, 0.940 for Brand Image, 0.904 for Brand Trust, and 0.927 for Repurchase Intention, which are comfortably above the standard 0.50 level.

Discriminant validity was also established. The cross-loading analysis demonstrated that each indicator had the highest loading on its corresponding construct compared with the other constructs. Furthermore, the Fornell–Larcker criterion showed that the square root of the AVE for each construct exceeded its correlations with the other constructs. Therefore, each construct demonstrated adequate discriminant validity and met the required discriminant validity criteria.

To determine construct reliability, the study examined Cronbach's Alpha alongside Composite Reliability. Measurement instruments achieve acceptable consistency when both statistical metrics surpass 0.70. The comprehensive outcomes of this verification are compiled in Table 3.

Table 3.
Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Product Quality (X1)	0.957	0.969
Brand Image (X2)	0.948	0.967
Brand Trust (M)	0.945	0.964
Repurchase Intention (Y)	0.969	0.978

Source: Processed primary data (2026).

Based on Table 3, all constructs achieved Cronbach's Alpha and Composite Reliability values above 0.70. These results indicate that all research



variables demonstrated excellent internal consistency. Therefore, the research instrument was considered reliable and suitable for further analysis.

Discussion

Assessment of the structural framework measured the interconnected paths among variables, covering both direct trajectories and indirect paths through the mediator. Using the coefficient of determination (R^2) to verify model fit, Brand Trust recorded a value of 0.847. This metric indicates that Product Quality and Brand Image account for 84.7% of the variance in Brand Trust, leaving 15.3% driven by external elements. Simultaneously, the R^2 score for Repurchase Intention reached 0.920, confirming that 92.0% of its shifts stem from Product Quality, Brand Image, and Brand Trust combined, while unexamined factors outside this study explain the residual 8.0%. These findings suggest that the proposed research model has strong predictive power.

Through the application of a bootstrapping framework, the hypothesis testing phase successfully confirmed all proposed paths. The mathematical validity of this model is rooted in the fact that every single relationship cleared the critical thresholds of a t -statistic > 1.96 and a p -value < 0.05 . This statistical alignment demonstrates that Product Quality, Brand Image, and Brand Trust function as essential foundational anchors for Hotto consumers' Repurchase Intention, operating seamlessly across both direct lines and complex mediating mechanisms.

The findings revealed that Product Quality has a positive and significant effect on Repurchase Intention. This result indicates that the higher the product quality perceived by consumers, the stronger their intention to repurchase the product. Products that provide high nutritional value, meet consumers' taste expectations, and use safe ingredients enhance customer satisfaction, thereby encouraging repeat purchases. This finding is consistent with the study by Putra and Sulistyawati (2019), which reported that improvements in product quality significantly increase consumers' repurchase intention. The result is also supported by Saputra et al. (2020), who argued that product innovation and quality that create value for consumers contribute positively to repurchase intention. These findings confirm that product quality is one of the primary factors driving consumers to make repeat purchases.

Furthermore, Brand Image was found to have a positive and significant effect on Repurchase Intention. A positive brand image leads consumers to perceive Hotto as a trustworthy and high-quality healthy food brand that aligns with a healthy lifestyle. Such positive perceptions encourage consumers to



continue choosing Hotto over competing brands in future purchases. This finding is consistent with Febriani and Dewi (2018), who demonstrated that brand image positively influences repurchase intention.

The results also showed that Product Quality has a positive and significant effect on Brand Trust. Consistent product quality strengthens consumers' confidence in the brand because the product is perceived to deliver the promised benefits. Therefore, the better the product quality experienced by consumers, the greater their trust in the Hotto brand. This finding supports the study by Sari and Santoso (2020), which identified product quality as one of the key determinants of brand trust.

In addition, Brand Image was found to positively and significantly influence Brand Trust. Brands with a strong reputation are more likely to gain consumers' trust because they are perceived to provide consistent product quality and reliable services. A favorable brand image creates a sense of security, making consumers more confident in continuing to use the product. This result is in line with the findings of Pradana et al. (2019), who concluded that brand image is an important determinant of brand trust.

The study further demonstrated that Brand Trust has a positive and significant effect on Repurchase Intention. Consumers who trust a brand are more confident in making repeat purchases because their perceived risk is lower. Trusted brands also tend to foster stronger customer loyalty and long-term relationships. This finding is consistent with Lianto (2019), who reported that brand trust positively affects repurchase intention. Similarly, Saputra and Ferdinand (2023) emphasized that long-term relationships between companies and customers are built through trust and value creation, which strengthen customer loyalty and sustain long-term consumer relationships.

Moreover, the results confirmed that Brand Trust mediates the relationship between Product Quality and Repurchase Intention. This finding indicates that superior product quality not only directly increases consumers' intention to repurchase but also strengthens consumers' trust in the brand, which subsequently enhances repurchase intention. In other words, higher perceived product quality leads to stronger brand trust, which in turn increases consumers' willingness to repurchase. The structural dynamics validated in this study are theoretically consistent with Kusumawati and Fitiana (2020), where brand trust serves as a mediator between product quality and repurchase intention. In a similar vein, the literature by Saputra et al. (2020) emphasizes consumers' perceived value as an underlying mechanism that strengthens the



relationship between product quality and repurchase intention. Synthesizing these perspectives indicates that optimizing product quality cannot occur in isolation; its commercial utility depends heavily on a symbiotic integration with consumer trust.

The study also maps a sequential effect showing that Brand Trust acts as the primary link through which Brand Image drives Repurchase Intention. A favorable reputation serves to elevate consumer confidence first, and this newly built confidence is what later prompts individuals to buy from the company again. Without this intermediate layer of confidence, a strong public presence loses much of its capacity to generate repeat business. This narrative echoes the scholarly perspective of Wijaya and Astuti (2021), who confirmed that consumer reliability operates as a crucial stepping stone between brand perception and repeat sales. It is also supported by Saputra and Ferdinand (2023), who emphasized that strong customer relationships are developed through continuously maintained trust, creating mutually beneficial long-term relationships for both companies and consumers.

Overall, the findings of this study demonstrate that improving Product Quality and Brand Image represents an important strategy for enhancing consumers' Repurchase Intention. However, the effects of these two factors become more substantial when they successfully foster Brand Trust. Therefore, companies should consistently maintain product quality, strengthen a positive brand image, and preserve consumer trust to increase customer loyalty and encourage sustainable repeat purchases. These findings are consistent with Saputra and Ariningsih (2025), who argued that maintaining long-term customer relationships depends not only on product quality but also on a company's ability to create value and build sustainable relationships with its consumers.

CONCLUSION

Based on the findings of this study, it can be concluded that product quality and brand image have a positive and significant effect on repurchase intention among consumers of Hotto products. The structural framework confirms that brand trust is positively and significantly driven by both product quality and brand image. This intermediate confidence acts as a critical behavioral catalyst, since brand trust yields a positive and significant influence on repurchase intention, proving that repeat business escalates in tandem with consumer reliance. Mechanistically, brand trust functions as a vital mediator for



the effects of product quality and brand image on repurchase intention. This dual-layered reality underscores that optimizations in brand perception and product standards do not merely activate direct consumer action; their commercial utility is structurally extended through the deliberate cultivation of consumer trust.

Implications

The findings of this study provide theoretical implications by supporting marketing theories that emphasize the relationships among product quality, brand image, brand trust, and repurchase intention. The results indicate that product quality and brand image are important factors in building consumer trust, which subsequently encourages repurchase intention. These findings reinforce Tjiptono's (2022) perspective on the importance of product quality in creating customer satisfaction and loyalty, while also supporting the concepts proposed by Kotler and Keller (2016) and Schiffman and Kanuk (2010), which identify brand image as a key determinant of consumer trust. Furthermore, the results are consistent with the findings of Kusuma and Rahayu (2022), Santoso and Ardiansyah (2023), Pratama and Lestari (2024), and Nugroho and Yulianti (2025), which demonstrate that brand trust serves as a mediating variable in the relationships between product quality, brand image, and repurchase intention.

From a practical perspective, the findings suggest that Hotto should maintain product quality by ensuring the consistency of raw materials, taste, and the health benefits offered to meet consumer expectations. In addition, the company should strengthen its brand image through consistent marketing communication, consumer education regarding product benefits, and the effective use of social media to build closer relationships with consumers. These efforts should also be supported by enhancing brand trust through transparent product information, the communication of food safety certifications, and consistency in delivering the brand's promises, thereby encouraging consumers to continue making repeat purchases.

Recommendations

Future research is recommended to extend the proposed research model by incorporating additional variables that may influence repurchase intention, such as customer satisfaction, perceived value, electronic word of mouth, or customer experience. Furthermore, future studies may examine different products or product categories with more diverse respondent characteristics to enhance the generalizability of the findings. The use of a larger sample size and



a broader geographical scope is also recommended to provide a more comprehensive understanding of consumers' repurchase behavior in the healthy food industry.

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