

The Influence Of Brand Trust On The Decision To Repurchase Sari Roti Products (Case Study On Sari Roti Consumers)

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ABSTRACT

Bread companies in Indonesia are increasingly competitive, each company is required to develop skills and formulate appropriate and measurable marketing strategies to ensure business continuity and maintain brand trust. When customers have confidence in the brand, repeat buying behavior will be created. The purpose of this study was to determine how much influence Brand Trust has on the decision to repurchase Sari Roti products. This study used descriptive and verification methods with a quantitative research approach. The sample used in this study was 270 samples using probability sampling technique with random sampling technique using Isaac and Michael's formula. The types of data used in this study are primary and secondary data. The data is processed using SPSS (Statistical Product and Service Solution) software. The results of this study prove that Brand Trust has a significant effect on Repurchase Decisions where the sig value in f table is $0.000 < 0.05$ so it can be concluded that the Brand Trust variable has a significant and significant effect on purchasing decisions.

Keywords: *Brand Trust* , Repurchase Decision, Sari Roti

PRELIMINARY

Competition between companies today is very tight, because companies do not only compete with similar companies, but also with companies in other fields. The company's potential market is required to remain active and develop, to win the competition and reach existing potential markets. (Firlana, 2017)

The field of marketing is never separated from competitive conditions that are in line with the development of science and technology. Every company is required to adopt skills and formulate appropriate and measurable marketing strategies to ensure business continuity. (Iksan, n.d.)

High business competition makes companies compete with each other to dominate market competition. The impact of this intense competition is the emergence of increasingly diverse product choices. The requirements of consumers to choose the best product for them are becoming increasingly important. Understanding consumer needs is an important factor in formulating marketing strategies (Lantara & Pramudana, 2020)

One of the industrial sectors that is currently becoming a concern is the food agro-industry, such as the bread industry. The development of the bread industry has become quite stable because bread products are one of the most popular and popular foods in Indonesia because they have complete nutritional content, bread also has a unique shape, taste and texture, and can be easily combined with other food ingredients. Intense competition is not only in the bakery industry, but also causes manufacturers to produce increasingly diverse products. Today's bakery products are not only seen as non-staple foods, but have become the staple food for some Indonesians. Bread products among teenagers have turned rice into a major source of carbohydrates. (Regar et al., 2016)

"Sari Roti" brand bread products produced by PT. Indosari Corpindo tbk is a product that has won the trust of the public. The increasingly fierce competition between companies selling similar products has led to competition for market share and to attract the attention of consumers by offering the products and products they want,

facing increasingly fierce competition, companies must formulate the right strategy.
(Setyawan, 2020)

Table 1
Bread Companies in Indonesia

Company name	Shape	Effort	Bread Variants
	Outlet	Cart	
PT. Nippon Indosari tbk (Sari Roti)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sweet Bread (stuffed bread): Torn bread, stuffed bread, sandwich bread, cream bread, dorayaki, chiffon , bamkuhen, kastella, chessecake .
			Bread: Peeled white bread, doublesoft white bread, pandan white bread, whole wheat bread, white bread, chocochips white bread, special white bread, raisin bread.
Indonesian Breadtalk	<input checked="" type="checkbox"/>		<i>Bread, whole cake, dry cake, cookies, and toast.</i>
Pt. Mustika Taste (Holland Bakery)	<input checked="" type="checkbox"/>		Lady finger beef bread, chocolate cheese, cheese mat, beef sausage bread, cooklat cheese, brown bread, cheese bread, beef meatball bread.
Lauw Bakery	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Spc cheese bread, chocolate banana bread, sang bread, smokebeef bread, sausage bread, shredded bread, spc chocolate bread, cinnamon bread, raisin bread, chocolate cheese bread, pineapple bread, tie bread, chocolate bread cheese

			bread, milk bread, <i>mocha bread</i> , green bean bread, coconut bread, eclairs, cheese xylophone donut, cheese jolli bread, cheese banana bread.
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- (source : <https://www.sariroti.com/product-kami/> accessed 22 D es 2020, 20:55)
- (source : <https://order.btdelivery.com/> accessed 22 D es 2020, 21:07)
- (source : <https://www.hollandbakery.co.id/> accessed 22 D es 2020, 21:21)
- (source : <http://lauw.bakery.com/> accessed 22 Dec 2020, 21:39)

Based on table 1, it can be stated that there are many business actors in this type of bread business, as has often been heard, namely Sari Roti, Holland Bakery, Bread Talk and Lauw. One of the biggest bakery companies is PT Nippon Indosari Corpindo Tbk. under the Sari Roti brand. Several variants of bread produced by Sari Roti include sweet bread, plain bread, etc. (source: <https://www.merdeka.com/nippon-indosari-corpindo/profile/> 24 Dec 2020, 16:36)

Table 1 Top Brand Index 2016-2020

Top Brand Index 2016-2020					
Brand	2016	2017	2018	2019	2020
Sari Roti	72.9%	69.1%	72.8%	58.0%	59.0%
BreadTalk	1.8%	1.5%	6.5%	9.5%	11.6%
Lauw	2.1%	1.3%	1.5%	2.3%	3.7%
Holland Bakery	1.5%	1.2%	4.4%	1.9%	4.5%

(Source : <http://topbrand.award.com> 24 Dec 2020, 20:43)

Based on table 2 shows the best brands of bread according to the calculations carried out by the Top Brand Index (TBI). Sari Roti became the top brand from 2016-2020. The highest percentage of Sari Roti was 72.9% in 2016, while the lowest percentage of Sari Roti was 58.0% in 2019.

THEORITICAL REVIEW

Brand Trust

According to Chinamona (2017) trust is defined as the customer believes that a certain brand can satisfy his desire, so when the customer has trust in the brand, your repeat purchase behavior will be created, which leads to commitment to the brand, and the relationship between the brand and the customer can be established . (Sanny et al., 2020)

A study by Guèvremont and Grohmann (2017) revealed an increase in the level of consumer confidence in brands that are considered authentic. Portals et al. (2019) agreeing that brand authenticity can facilitate the development of brand trust, as genuine brands tend to fulfill their promises while consumers trust brands that do what they promise . (Huang & Guo, 2020)

According to Kotler (2016) *Brand trust* can be created as a result of the behavior of customers who are reluctant to try other brands because the risk factor for trying something new is uncertain, tends to have a high commitment to remain loyal to the previous brand. (Kurniawan, 2017)

According to Adwidjaja Julio (2017) brand trust is the perception of reliability from the consumer's point of view based on experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and customer loyalty. (Lantara & Pramudana, 2020)

According to Saifullah (2017) *brand trust* is the ability of a brand to be trusted, which stems from consumer confidence that the product is able to fulfill the promised value and the intensity of both brands based on consumer confidence that the brand is able to prioritize the interests of consumers. (Atmaja & Menuh, 2019)

According to Cakmak (2016), brand trust has the ability, capability, capacity needed to obtain consumer wants, and needs, which are described as consumer intentions towards the brand, taking into account consumer benefits, and problem solutions. (Sanny et al., 2020)

According to Hidayah (2016) *Brand Trust* has an influence on the sustainability of a brand, because when a brand has lost trust from consumers, products with that brand will be difficult to develop in the market. On the other hand, when the brand gains the trust of consumers, the product with that brand will be able to continue to grow in the market. (Atmaja & Menuh, 2019)

According to Delgado, brand trust is the ability of a brand to be trusted (*brand reliability*), which is sourced from consumer confidence that the product is able to fulfill the promised value and good brand *intentions* (*brand intention*) which is based on consumer confidence that the brand is able to prioritize the interests of consumers. Brand trust for consumers will have an impact on the loyalty of consumer attitudes or behavior towards a brand. (Naviah, 2016).

Buying decision

According to Kotler and Keller (2016), repurchase intention is a behavior that appears in response to an object when a consumer gets a positive response to past actions. (Firmansyah, 2020)

According to Phoung *et al* (2018) defines repurchase as a level of motivation for a consumer to repeat purchasing behavior on a product. (Saidani et al., 2019)

According to Kumar et al (2016) repurchase is defined as a statement related to the mind that reflects a buyer's plan to buy a brand or a certain company within a certain period of time. (Wingsati & Prihandono, 2017)

According to Nazwirman (2018), repurchase is a factor which will affect the relationship between customers and the company in the future regarding the company's profits and success. (Fitriyah & Adiwaty, 2020)

According to Nikbin et al., 2011 in Nazwirman, 2018 repurchase is a factor which will affect the relationship between customers and companies in the future regarding the profits and success of the company. (Fitriyah & Adiwaty, 2020)

The dimensions or indicators of repurchase decisions according to Ferdinand in (Tegowati, 2019) are as follows:

1. Transactional interest
2. Referral interest
3. Preferential interest

4. exploratory interest

Relationship between Trus Brand and Repeat Purchase

According to Adiwidjaja Julio (2017) consumer purchasing decisions have linkage with *brand trust* along with the increase in the company's brand image. *Brand trust* will determine consumer purchasing decisions for the brand and trust will have the potential to create high-value relationships. According to Hidayah (2016), the decisions obtained by a consumer can encourage someone to make a repeat purchase, be loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others. (Lantara & Pramudana, 2020)

According to Kotler and Armstrong (2018) the higher the level of competition business that leads to the activity of marketing a product or service Companies increasingly need to be managed properly and professionally. This is because The company's success depends on the company's ability to meet consumer needs. In today's fierce competition, strategy survival is a reliable strategy because it will save marketing costs.

According to (Aslam et al., 2018) Survival strategies are achieved by building high loyalty to existing and occasional customers finding new customers, it is said that consumer loyalty to a particular brand is indicated by paying attention to the frequency of repeated purchases made by consumers. One of the determinants of repurchase is the ability of a product or service to reliably meet consumer demand. According to Goh et al. (2016) show that consumers who believe in a product or service tend to choose the same product or service when they buy. According to (Lamet et al., 2016) consumers believe that a reliable product or service will make consumers willing to repurchase the product or service . (Wicaksono & Ellyawati, 2020).

RESEARCH METHODS

The research method used in this research is using quantitative methods with descriptive and verification approaches. The population used in this study was taken from followers of social media Instagram Sari Roti as many as 200,000 so to determine the sample in this study using Isaac and Michael as follows:

$$S = \frac{\lambda^2 N p (1 - P)}{d^2 (N - 1) + \lambda^2 P (1 - P)}$$

Description:

S = Number of Samples

N = Total Population

$\lambda^2 =$ With $dk = 1$

Error rates up to 1%, 5%, and 10%

P = Q = 0.5 and d = 0.5

Table 3
Determination Amount Sample from Calculation certain with level 1%,5%, and 10% errors

N	S		
	1%	5%	10%
15000	635	340	266
20000	642	342	267
40000	563	345	269
50000	655	346	269
75000	658	346	270
100000	659	347	270
150000	661	347	270
200000	661	347	270

Based on table 3 formulas made by Isaac and Michael with a set error rate of 10%, the number of samples in this study amounted to 270 respondents. In this study the sampling technique used is probability sampling with random sampling technique. According to Sugioyono (2017: 63) random sampling, which means that sample members from the population are taken randomly without regard to the strata in the population. The data collection technique in this study is from a literature study in the form of books and journals and questionnaires or questionnaires. Questionnaires in this study use statements or statements that will be submitted to respondents, (Noerdjanah Rahayuningsih & Toandi, 2018).

Table 4 Variabel Opration

Variable	Variable Concept	Dimensions/ Indicator	Size	Scale	Item No.	Question
Brand Trust (Brand Trust) (X)	Brand trust is the perception of reliability from the consumer's point of view based on experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and customer loyalty (Adiwidjaja Julio, 2017). Dimensions/Indicators of brand trust according to Delgado in (Fatikhyaid et al., 2016) 1. Achievement Result 2. Acting with integrity 3. Show Concern	Achievieng Result	Product Excellence Level	ordinal	1	Sari Roti brand products are superior to other brand products.
			Expectancy Fulfillment Rate (Consumer expectations)	ordinal	2	The quality of the bread essence meets consumer expectations
			Brand Trust Level	ordinal	3	I believe in Sari Roti
		Acting with integrity	Customer interest level	ordinal	4	I believe Sari Roti always puts the interests of customers first

			The level of honesty in product manufacturing	ordinal	5	Sari Roti is honest in making bread using quality ingredients
			The level of consistency with the quality of the taste	ordinal	6	Sari Roti products will be consistent with the quality in terms of taste
		<i>Show Concern</i>	The level of completeness of the information provided	ordinal	7	Sari Roti provides information regarding the halal label by MUI
			Level of willingness to respond to consumer complaints	ordinal	8	Sari Roti responds well to complaints submitted by consumers
			Level provides product safety guarantee	ordinal	9	Sari Roti products are trusted and safe for consumption and the quality is maintained
Repurchase Decision (Y)	The decision to repurchase is a factor which will affect the relationship between the customer and the company in the future regarding the profits and success of the company (Nazwirman, 2018). Dimensions/Indicators of repurchase decisions according to Ferdinand in (Tegowati, 2019) are as follows: 1. Transactional interest 2. Referral interest 3. Preferential interest 4. exploratory interest	Interest Transactional	The degree of propensity (interest) to repurchase	ordinal	10	Flavors on offer Sari Roti products make me to buy again and again
			The level of interest in	ordinal	11	I am interested in buying more than one

			buying in the short term			type of Sari Roti product
			The degree of propensity to buy in the long run	ordinal	12	I buy Sari Roti products more than 3 times a month
		Referral Interest	The degree of inclination (interest) to refer products	ordinal	13	I will recommend to others to buy Sari Roti products
			The degree of inclination (interest) to review the product	ordinal	14	I will give a good review or opinion on Sari Roti products
			The degree of inclination (interest) to provide product information to others	ordinal	15	I will tell others positive things about Sari Roti products
		Preferential Interest	The level of tendency (interest) to place the product as the main choice	ordinal	16	Sari Roti is the main choice if you are going to buy bakery products
			Level of confidence	ordinal	17	I will not buy bakery products if there is no Sari Roti brand
			Interest level	ordinal	18	Sari Roti products are more interesting to me
		Interest Explorative	The degree of inclination (interest) to seek information	ordinal	19	I will find out Information about Sari Roti
			Interest level to buy	ordinal	20	I am interested in making a purchase after being informed
			Customer desire level	ordinal	21	Sari Roti fulfills my wish

The data analysis technique used is verification with classical assumption test consisting of linearity test, normality test, homoscedasticity test, non-autocoellation test, and multicollinearity test. Hypothesis testing used is simultaneous and partial test.

RESULTS AND DISCUSSION

Verification Analysis

Verificative analysis is an analysis by testing the truth through data collection in the field to determine the condition of each variable studied *Brand Trust* (X) and Repurchase Decision (Y).

Classic assumption test

Linearity Test (Correlation)

The linearity test is meant by predictors to determine the linearity of the relationship between the response variable and the predictor variable. Besides, it can be used to determine the significance level of the linearity deviation of the relationship. If the deviation found is not significant, it can be concluded that the relationship between the response variable and the predictor is linear. The linearity test can use the scatter plot and the correlation test with the following hypotheses:

H0; $p=0$ (no relationship between x and y)

H1; $p \neq$ (there is a linear relationship between x and y)

Table 4
TEST OF LINEARITY S
Correlations

		Repurchase Decision	BrandTrust
Pearson Correlation	Repurchase Decision	1,000	,768
	BrandTrust	,768	1,000
Sig. (1-tailed)	Repurchase Decision	.	,000
	BrandTrust	,000	.
N	Repurchase Decision	270	270
	BrandTrust	270	270

Source : Data Processing Results , 2021

Based on table 4, the correlation between the explanatory variable and the response variable, each has a P-value < 0.1. so that the decision to reject H₀, means that with 90% confidence each explanatory variable has a real linear relationship (correlation) to the response variable. Followed by a fairly high correlation value.

Normality test

Normality test is used to determine whether a data follows a normal distribution or not by using the Kolmogorov-Smirnov method. With the provision that if the variable has a arithmetic value greater than 0.05, then the variable follows a normal distribution. The results of the normality test of the Brand Trust (X) and Repurchase Decision (Y) variables can be seen in table 4.17 below:

Table 5
NORMALITY TEST
One-Sample Kolmogorov-Smirnov Test

	Unstandardi zed Residual
N	270
Normal Parameters ^a	
mean	.0000000
Std. Deviation	4.59540229
Most Extreme Absolute	.072
Differences	
Positive	.034
negative	-.072
Kolmogorov-Smirnov Z	1.185
asymp. Sig. (2-tailed)	.121

Based on table 5 of the results of the normality test using the Kolmogorov-Smirnov normality test, the P-value of the KS normality test is $0.121 > 0.05$. it can be seen that the residuals are normally distributed.

Homoscedasticity Test

This method is used by looking at the scatter plot graph between the fitted value and the residual. Is there a certain pattern in the scatter plot graph where the Y axis is the predicted Y value and the X axis is the residual (-Y).

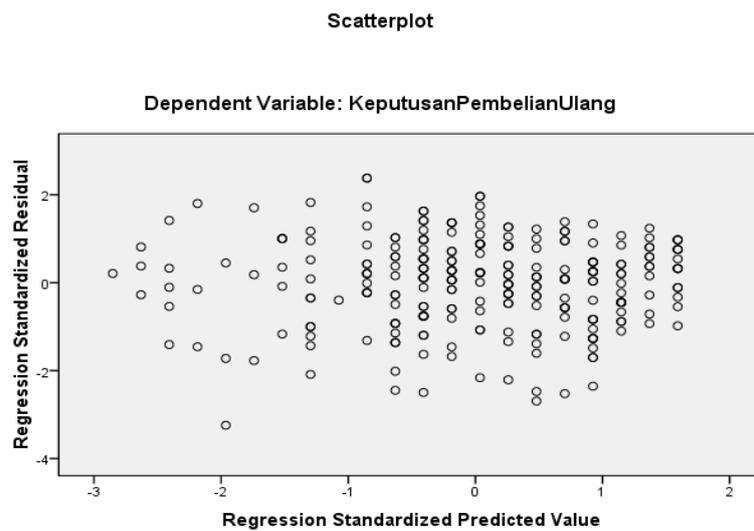


Figure 1 Homoscedasticity Test Results

Based on the graph, the residuals spread randomly, not following a certain pattern, so it can be concluded that the error has the same variance. Thus, the assumption of Homoscedasticity is fulfilled.

Non-Autocorrelation Test

H0: =0 (no autocorrelation)

H1: : 0 (there is autocorrelation)

Table 6
NON-AUTOCORRELATION TEST

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F Durbin-Watson
1	.768 ^a	.590	.588	4.60397	.590	385,073	1	268	.000	1,926

a. Predictors: (Constant),

BrandTrust

b. Dependent Variable: Repurchase

Decision

Durbin Watson table $k=6, n=37, \alpha=0.05 : dL=1.130 du=1.87$

If $d > du$ then do not reject H_0 . So, from the Durbin Watson test, it can be concluded that there is no autocorrelation, the assumption of non-autocorrelation is fulfilled .

Multicollinearity Test

Table 7
MULTICOLONIERITY TEST

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
	1 (Constant)	-.561	2.376				-.236	.813		
Brand Trust	1.224	.062	.768	19.623	.000	.768	.768	.768	1.000	1.000

a. Dependent Variable: Repurchase Decision

Based on the table above, the VIF value of the *brand trust variable* is less than 10, this shows that there is no multicollinearity in the regression model.

Hypothesis test

Simultaneous Test

Hypothesis:

H0: variable X does not affect Y together

H1: X variables that affect Y together

Table 8
SIMULTANEOUS TEST

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8162,207	1	8162,207	385,073	.000 ^a
	Residual	5680,667	268	21,197		
	Total	13842.874	269			

a. Predictors: (Constant), BrandTrust

b. Dependent Variable: Repurchase Decision

Simultaneous testing was carried out with the F statistical test, based on the SPSS output, P-value $0.000 < 0.05$ was obtained, so the decision to reject H_0 . That is, the explanatory variable X affects the response variable Y.

Partial Test

Hypothesis:

$H_0: j = 0$ (variable X_j has no significant effect)

$H_1: j \neq 0$ (variable X_j has a significant effect) $j = 0, 1, 2, \dots, p$; $p =$ many parameters

Table 9
PARTIAL TEST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,561	2,376		-,236	,813
	BrandTrust	1,224	,062	,768	19,623	,000

a. Dependent Variable: Repurchase Decision

Based on the SPSS output, the P value of the Brand trust variable has a P-value of less than 0.05, so the decision to reject H_0 . So it can be concluded that that affects the decision to repurchase significantly or significantly.

Coefficient of Determination

The coefficient of determination (R-Square) is a proportion of y diversity that can be explained by the predictor variable x and the Adjusted R-Square (in simple

linear regression) is a proportion of y diversity that can be explained by the regressor variable x if the number of observations of the regressor variable x changes . The Adjusted R-Square (in simple multiple linear regression) is a proportion of y variance that can be explained by the predictor variable if the number of regressor variables changes.

Table 10

DETERMINATION COEFFICIENT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.768 ^a	.590	.588	4.60397	.590	385.073	1	268	.000	1.926

Based on the output of SPSS, the R2 value of 0.590 means that 59.0% The repurchase decision (Y) can be explained by the factors in the model (X). The rest is explained by other factors not included in the model.

Discussion

Brand Trust Effect to Repurchase Decision

The results of this study are widely supported by previous studies. Research, namely (Lantara & Pramudana, 2020) that the *Brand trust* variable has a positive and significant effect on consumer attitudes. Attitude has a positive and significant effect on purchasing decisions.

Research (Atmaja & Menuh, 2019)*Brand Trust* Research Results and *Brand Image* has a positive and significant effect on Online Purchase Decisions. This means that to increase the number of online cosmetic purchases, retailers or distributors of cosmetic products must maintain the image of the product so that consumer confidence in the brand can be maintained.

The results of this study state that in *Brand Trust* which includes: *Achievieng Result, Acting With Integrity* and *Demonstrate concern* have a positive and significant

impact on the Decision to Repurchase Sari Roti Products. This means that to improve repurchase decisions, it is necessary to maintain consumer confidence in the brand.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that there is a positive and significant effect of *brand trust* on the decision to repurchase bread juice products. This is proven by the results of the simultaneous test (F test) and partial test (t test) as follows: The simultaneous test results show that the independent variable (*brand trust*) has a significant effect on the dependent variable (repurchase decision), namely the value of sig.F sig. α and the result of the coefficient of determination (Adjusted R Square) simultaneously shows an R value of 0.590, meaning that 59.0% The repurchase decision (Y) can be explained by the factors in the model (X). While the remaining 41.0% is explained by other factors that are not included in this research model. The results of the partial test show that the significant or significant influence on *brand trust* in bakery products is the decision to repurchase, namely sig.t < sig. α .

SUGGESTION

For PT. Nippon Indosari Corpindo Tbk and other similar companies that produce bread in this research are expected to provide information and input by increasing trust in a brand. Brand trust will increase consumer interest in making product repurchase decisions. For the next researcher is to be able to use new relevant theories because the theory of performance appraisal and compensation will experience changes and developments over time, but if you want to research about the same thing, namely the influence of brand trust on product repurchase decisions, it is hoped that this can be used as an additional reference. for other researchers.

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