



(Research) Article

The Role of Brand Trust in Mediating the Influence of Product Quality on Repurchase Intention at Imadji Coffee in Denpasar City

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Abstract: The promising growth of the coffee industry presents new challenges in retaining consumers in the long term amid an increasingly crowded and dynamic market. This situation is also experienced by one of the coffee shops in Bali, particularly in Denpasar City, namely Imadji coffee. This study aims to explain the role of brand trust in mediating the influence of product quality on repurchase intention at Imadji coffee. The research was conducted in Denpasar City by distributing online questionnaires to 120 respondents. The sampling technique used was non-probability sampling with a purposive sampling method. The results of the study show that all hypotheses are accepted. Product quality has a positive and significant effect on repurchase intention. Product quality has a positive and significant effect on brand trust. Brand trust has a positive and significant effect on repurchase intention. Brand trust is able to partially mediate the effect of product quality on repurchase intention. The implications of this study support consumer behavior theory and the S-O-R model, while emphasizing the importance of maintaining product quality to build brand trust, thereby increasing repurchase intention at Imadji coffee in Denpasar City.

Keywords: Brand Trust; Consumer Behavior; Imadji Coffee; Product Quality; Repurchase Intention.

1. Introduction

The coffee industry in Indonesia has experienced significant growth over the past two decades. As one of the biggest coffee-producing countries in the world, Indonesia is not only known for its diverse coffee varieties such as Arabica Gayo, Robusta Lampung, and Arabica Toraja, but also for the rapid development of its coffee consumption culture. Once associated mainly with rural communities or limited to instant coffee consumption at home, coffee drinking has now transformed into an urban lifestyle embraced by various social groups, especially Millennials and Generation Z.

This phenomenon has created vast opportunities for business players in the coffee sector ranging from large-scale international coffee franchise chains to local MSMEs (Micro, Small, and Medium Enterprises) that present diverse coffee shop concepts, from small-scale cafés to premium coffee shops emphasizing aesthetics and integrated customer experiences. However, behind this promising industry growth lies a major challenge: how to retain consumers in the long term amid increasingly competitive and dynamic market conditions.

According to a report from the United States Department of Agriculture (USDA), Indonesia's domestic coffee consumption was estimated to reach 4.79 million bags (60 kg per bag) during the 2023/2024 period, an increase from 4.8 million bags in the previous period (GoodStats, 2024). Meanwhile, data from Indonesia's Central Bureau of Statistics (BPS, 2023) showed that per capita coffee consumption in Indonesia increased to 1.8 kg per year in 2023, compared to 1.0 kg per year in 2013. This increase reflects a lifestyle shift in which coffee has

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become more favored by society. A survey by GoodStats (2024) revealed that 40 percent of respondents in Indonesia consume two cups of coffee per day, while 29 percent consume one cup per day. Most consumers prefer buying coffee from coffee shops or local stalls (known as warkop) rather than making it at home.

Data from Beritaagar.id (2018) indicates that Bali ranks among the regions with the highest coffee consumption in Indonesia. Denpasar City, in particular, holds great potential for business development, including coffee shops. One such example is Imadji Coffee, a local Balinese coffee shop that offers a relaxed coffee experience at affordable prices with beautiful views making it a popular choice among both tourists and locals. According to Imadji Coffee's 2024 report, there were significant fluctuations in monthly sales, with the highest sales recorded in December at IDR 145,080,000 and the lowest in January at IDR 76,415,000. These fluctuations suggest the influence of external factors such as holiday seasons, consumer habits, and promotional moments, but they also indicate the need for stronger internal strategies, particularly in maintaining demand stability. To address this instability, it is essential to apply an approach based on product quality, brand trust, and repurchase intention.

Consistent and superior product quality ensures positive consumer experiences, while brand trust can be developed through transparent communication, excellent service, and consistent quality. These two aspects are interrelated and form the foundation for enhancing repurchase intention consumers' tendency to repurchase a product. Strengthening these three variables is expected to reduce sales fluctuations, increase customer loyalty, and stabilize business revenue throughout the year. According to the S-O-R (Stimulus-Organism-Response) theory, repurchase intention emerges when external stimuli such as customer reviews, digital promotions, or service quality influence consumers' internal conditions, such as trust or satisfaction, which then trigger the desire to repurchase the same product.

Preliminary survey results indicate a gap between product quality and brand trust with consumers' repurchase intentions, which may contribute to fluctuating sales. Previous studies by Sunyoto & Dewantara (2022) and Adriani & Warmika (2019) found that product repurchase intention is positively and significantly impacted by product quality. However, a contrasting study by Juliano et al. (2025) titled *The Effect of Product Quality, Price, and Customer Satisfaction on Repurchase Intention in Cecile's Lasagna Online Shop Business* found that product quality does not significantly influence repurchase intention. These differences indicate an inconsistency or research gap regarding the connection between repurchase intention and product quality.

Repurchase intention has been shown to be positively and significantly affected by trust (Sawitri & Giantari, 2020). Research by Marto and Sukaatmadja (2024) also found that product quality positively affects repurchase intention through brand trust, where brand trust acts as a catalyst that transforms perceived quality into repurchasing behavior. According to Widyananda & Seminari (2022), brand trust is the positive impact felt by consumers toward a brand, leading to confidence in that brand. Consumers are more likely to repurchase its products when they trust a brand. Therefore, brand trust plays a crucial role in consumer purchasing decisions.

Through this study, it is important to analyze more deeply how product quality and brand trust contribute to consumers' repurchase intentions at Imadji Coffee. This research aims to provide a more comprehensive understanding of consumer behavior in the coffee sector and serve as a strategic reference for business practitioners in designing sustainable marketing approaches not only focusing on new customer acquisition but also on retention and strengthening relationships with existing customers. Therefore, further research is necessary.

2. Literature Review

Consumer behavior consists of actions taken by consumers when searching for, buying, utilizing, assessing, and discarding a product or service to fulfill their needs (Schiffman & Wisenblit, 2019:53). In the consumer behavior model, product quality represents the input stage (environment), brand trust corresponds to the process stage (purchase decision process), and repurchase intention serves as the output stage (buyer response). Individual behavior is explained by the S-O-R theory, which can predict cognitive behavior or customers' purchase decision-making behavior in online contexts (Fenella et al., 2025). The S-O-R model is used in this study with product quality as the stimulus, brand trust as the organism, and repurchase intention as the response.

The behavioral tendency or desire to make a repeat purchase in the future based on previous purchase experiences is referred to as repurchase intention (Tjiptono, 2019). According to Mowen (2012:16), product quality is an overall evaluation process conducted by consumers regarding the performance improvement of a product. Sangadji and Sopiah (2013:202) state that consumer trust in a brand (brand trust) encompasses all the knowledge possessed by consumers and all the inferences they draw about an object, its attributes, and its advantages.

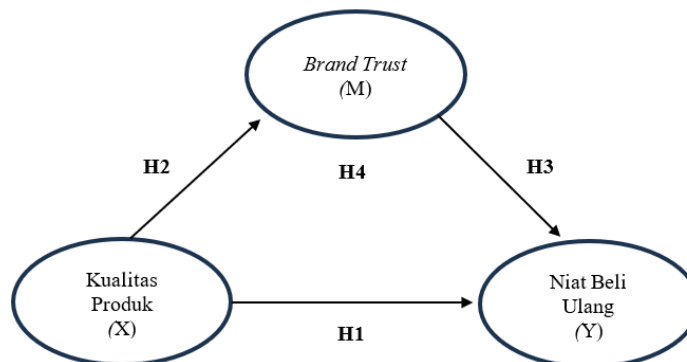


Figure 1. Conceptual Framework

Hypothesis

In general, product quality refers to a product's ability to perform its functions, including durability, reliability, ease of operation and repair, and other valuable attributes.

H₁: Repurchase intention is positively and significantly impacted by product quality.

According to Kotler and Keller (2013), a brand signifies a certain level of quality in a product, enabling satisfied buyers to easily repurchase the product.

H₂: Brand trust is positively and significantly impacted by product quality.

Brand trust promotes stronger repurchase intentions, as customers tend to choose and repurchase products offered by companies they trust.

H₃: Repurchase intention is positively and significantly impacted by brand trust.

Perceived quality involves consumers' subjective evaluation of the overall excellence of a product. When consumers perceive a product as having good quality, they tend to develop trust toward that product.

H₄: The relationship between product quality and repurchase intention is mediated by brand trust.

3. Method

Research design determines the success in achieving good and useful research results. This research uses quantitative and associative research design. The research location was conducted in Denpasar City. The population of this study is Imadji Coffee customers in Denpasar City. This study uses purposive sampling and non-probability sampling methods due to the uncertain or infinite population size. Not all populations have the same opportunity as respondents and must meet the criteria needed in this study. Some of the sample criteria needed are they reside in Denpasar City, are at least currently enrolled in senior high school or an equivalent educational level, and having repurchase intentions toward Imadji Coffee products. The total sample amounted to 120 respondents. This research was conducted using a survey method with questionnaires distributed online (via Google Forms), and measured using a likert scale. This research uses path analysis, sobel test, and VAF test techniques.

4. Results

The questionnaire results are clearly described using average values. The assessment is presented in Table 1 with an interval range of 0.80.

Table 1. Respondent assessment categories

No.	Average Score Interval	Criteria
1	1,00 – 1,79	Very Low
2	1,80 – 2,59	Low
3	2,60 – 3,39	Fairly High
4	3,40 – 4,19	High
5	4,20 – 5,00	Very High

Description of product quality variable (X)

The following are the results of the description of product quality variable, presented in the form of percentages and average values (mean) in Table 2.

Table 2. Description of Respondents' Perceptions of product quality variable (X)

No.	Indicators	Response Frequency (People)					Mean	Category
		1	2	3	4	5		
1	X1	1	1	9	66	43	4,24	Very High
2	X2	1	1	14	63	41	4,18	Very High
3	X3	0	1	11	55	53	4,33	Very High
4	X4	0	10	30	52	28	3,82	Very High
Average							4,14	Very High

Table 2 presents respondents' perceptions of the product quality variable. Product quality consists of four indicators used to measure the variable, with an overall mean score of 4.14, which is in the high range. The indicator with the lowest mean score is statement X4, with an average of 3.82, which is still categorized as high but is the lowest among all indicators. This indicates that, in general, respondents perceive the coffee product as having good quality; however, the producer still needs to improve and maintain consistency in product quality to sustain its competitive advantage compared to similar products with equivalent prices. The indicator with the highest mean score among the product quality variables is statement X3, with an average of 4.33, which falls under the very high category. This shows that, in general, respondents strongly agree that Imadji Coffee consistently delivers a stable coffee taste.

Description of brand trust variable (M)

The following are the results of the description of brand trust variable, presented in the form of percentages and average values (mean) in Table 3.

Table 3. Description of Respondents' Perceptions of positive emotion variable (M)

No.	Indicators	Response Frequency (People)					Mean	Category
		1	2	3	4	5		
1	M1	0	0	6	64	50	4,37	Very High
2	M2	0	0	21	59	40	4,16	Very High
3	M3	0	3	22	57	38	4,08	Very High
4	M4	0	4	6	61	49	4,29	Very High
Average							4,23	Very High

Table 3 presents respondents' perceptions of the brand trust variable. Brand trust also consists of four indicators, with an overall mean score of 4.23, which falls under the very high category. The indicator with the lowest mean score is statement M3, with an average of 4.08, categorized as high but the lowest among all indicators. This suggests that, overall, respondents believe that Imadji Coffee maintains and ensures good product quality and reliability, although there is still room for improvement to further strengthen brand trust. Meanwhile, the highest mean score among the brand trust indicators is found in statement M1, with an average of 4.37, categorized as very high. This indicates that, in general,

respondents perceive that Imadji Coffee's menu concept aligns well with its brand image as a high-quality coffee shop, strengthening the company's standing in the eyes of customers.

Description of repurchase intention variable (Y)

The following are the results of the description of repurchase intention variable, presented in the form of percentages and average values (mean) in Table 4.

Table 4. Description of Respondents' Perceptions of impulse buying variable (Y)

No	Indicators	Response Frequency (People)					Mean	Category
		1	2	3	4	5		
1	Y1	1	1	9	51	58	4,37	Very High
2	Y2	0	3	23	62	32	4,03	Very High
3	Y3	0	4	33	55	28	3,89	Very High
4	Y4	0	1	18	57	44	4,20	Very High
Average							4,12	Very High

Table 4 presents respondents' perceptions of the repurchase intention variable. Repurchase intention consists of four indicators used to measure the variable, with an overall mean score of 4.12, which falls under the high category. The indicator with the lowest mean score is statement Y3, with an average of 3.89, which is still categorized as high but is the lowest among all indicators. This finding indicates that although respondents have the intention to repurchase Imadji Coffee's products, their tendency to consistently choose Imadji Coffee when faced with many other coffee shop options remains relatively lower compared to other repurchase intention indicators. Conversely, the highest mean score among the repurchase intention indicators is statement Y1, with an average of 4.37, which falls under the very high category. This suggests that, in general, respondents feel that the positive experience provided by Imadji Coffee is the main factor that strongly drives their repurchase intention.

Hypothesis Testing

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

Product quality gives a positive beta value of 0.282 with a significance value of 0.000, according to the analysis results; therefore, hypothesis H₁ is accepted. This suggests that repurchase intention is positively and significantly impacted by product quality. In other words, buyers in Denpasar City are more likely to make another purchase if Imadji Coffee maintains a greater level of product quality.

H₂: Product quality has a positive and significant effect on brand trust

Product quality yields a positive beta value of 0.657 with a significance value of 0.000, according to the analysis results, indicating that hypothesis H₂ is accepted. This result suggests that brand trust is positively and significantly impacted by product quality. This implies that Denpasar City consumers' perception of Imadji Coffee's brand is positively correlated with the quality of its products.

H₃: Brand trust has a positive and significant effect on repurchase intention

According to the analysis results, brand trust produces a positive beta value of 0.461 with a significance value of 0.000, which means that hypothesis H₃ is accepted. This demonstrates that repurchase intention is positively and significantly impacted by brand trust. In other words, customers are more likely to make repeat purchases at Imadji Coffee in Denpasar City if they sense a higher level of brand trust.

H₄: Brand trust mediates the effect of product quality on repurchase intention

According to the analysis results, the VAF value is 0.517, or 51.7%, suggesting partial mediation, and the computed Z value (Z count) of 4.793 is greater than the Z table value of 1.96. As a result, hypothesis H₄ is accepted. The Sobel and VAF test results verify that the impact of product quality on repurchase intention is partially mediated by brand trust. The results show that repurchase intention is positively and considerably impacted by product quality, brand trust is positively and strongly impacted by product quality, and repurchase

intention is positively and significantly impacted by brand trust. Furthermore, product quality also positively and significantly influences repurchase intention when mediated by brand trust. This implies that the higher the brand trust perceived by customers as a response to product quality, the greater their repurchase intention toward the brand. The partial mediation shows that the association between the two variables is strengthened by an extra indirect influence through brand trust in addition to the direct effect of product quality on repurchase intention.

5. Discussion

The effect of product quality on repurchase intention

The hypothesis test results show that repurchase intention is positively and significantly impacted by product quality. This indicates that customers in Denpasar City are more likely to make repeat purchases if Imadji Coffee manages higher-quality items. This finding is consistent with consumer behavior theory, which states that good product quality can influence repeated purchasing decisions. Products with consistent quality provide positive experiences that encourage consumers to make repeat purchases. According to the Stimulus-Organism-Response (S-O-R) model, product quality acts as a stimulus that generates a response in the form of repurchase intention, as consumers feel satisfied and confident that they will receive the same benefits with each purchase. The study's findings are consistent with earlier research by Ongkowijoyo (2022), Praja & Haryono (2022), and Mahendrayanti & Wardana (2021).

The effect of product quality on brand trust

The hypothesis testing results demonstrate that brand trust is positively and significantly impacted by product quality. This implies that Denpasar City consumers' perception of Imadji Coffee's brand is positively correlated with the quality of its products. This finding aligns with consumer behavior theory, which emphasizes that positive perceptions of product quality can foster trust in a brand. Customers are more likely to trust a brand when they believe the product is of good quality. In the S-O-R model, product quality serves as a stimulus that elicits a response in the form of increased brand trust, as consumers feel confident in the brand's reliability and consistency. These results support previous studies conducted by Ningrum et al. (2021), Konuk (2021), Khadim et al. (2018), and Ha (2020).

The effect of brand trust on repurchase intention

The hypothesis test results show that repurchase intention is positively and significantly impacted by brand trust. This implies that customers' propensity to repurchase goods from Imadji Coffee in Denpasar City increases with the degree of brand trust they perceive. This finding is consistent with consumer behavior theory, which explains that trust in a brand strengthens consumers' intention to continue purchasing products from the same brand. Brand trust acts as a psychological factor that reduces uncertainty and encourages repeated purchase behavior. According to the S-O-R model, consumer trust results in a strong propensity to stick with the brand, and brand trust acts as the organism that mediates between the stimulus (product quality) and the response (repurchase intention). This finding supports previous research conducted by Putra et al. (2024), Khoirunnisa & Astini (2021), and Jeffry et al. (2023).

The mediating effect of brand trust on the relationship between product quality and repurchase intention

Brand trust partially mediates the effect of product quality on repurchase intention, according to the results of the hypothesis testing, as demonstrated by the Sobel Test and the VAF Test. The findings indicate that: (1) product quality has a positive and significant impact on repurchase intention; (2) product quality has a positive and significant impact on brand trust; (3) brand trust has a positive and significant impact on repurchase intention; and (4) product quality has a positive and significant impact on repurchase intention when mediated by brand trust. This means that the higher the brand trust perceived by consumers as a response to product quality, the higher their tendency to repurchase the brand's products. Partial mediation shows that there is an indirect effect through brand trust as a mediating variable in addition to the direct effect of product quality on repurchase intention. This finding aligns with consumer behavior theory, which emphasizes that product quality influences repurchase intention not only directly but also indirectly through the formation of brand trust. High-quality products build consumer confidence in the brand, and this trust

subsequently drives repurchase intentions. From the S-O-R model perspective, product quality acts as the stimulus that triggers the organism in the form of brand trust, which then generates the response in the form of repurchase intention. The findings of this investigation align with other studies by Ningrum (2021), Buaprommee & Polyorat (2016), Ediansyah et al. (2024), and Setyawan & Setiawan (2024).

6. Conclusion

Several inferences can be made in light of the study's findings. Repurchase intention is positively and significantly impacted by product quality; that is, clients of Imadji Coffee in Denpasar City are more likely to make another buy if the products are of greater quality. Additionally, product quality has a positive and significant impact on brand trust, meaning that Denpasar City Imadji Coffee customers' perceptions of brand trust are positively correlated with the quality of the items given. Additionally, repurchase intention is positively and significantly impacted by brand trust; that is, buyers' intention to repurchase Imadji Coffee products in Denpasar City increases with their perception of brand trust. Lastly, the effect of product quality on repurchase intention can be partially mediated by brand trust. This means that higher-quality products boost brand trust, which in turn enhances customers' desire to repurchase from Imadji Coffee in Denpasar City.

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