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**Testing the Mediating Role of Brand Trust on Repurchase Intention among
Kopi Kenangan Customers in DKI Jakarta**

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Abstract:

This study aims to examine the mediating role of brand trust on repurchase intention in Kopi Kenangan customers. The four variables used in this study are repurchase intention, brand trust, brand image, and brand awareness. This research was conducted in DKI Jakarta using quantitative research methods and a Likert scale as a measurement of respondents' answers, with the sample used being visitors to Kopi Kenangan who live in DKI Jakarta, have made purchases at least three times and have an age range of at least 17 years. In this study, the sampling technique was non-probability sampling with a quota sampling method of 361 respondents obtained. The research analysis technique used SPSS (Statistical Program for Social Science) and SEM (Structural Equation Model). The results of the study are brand image, brand trust, and brand awareness directly have a significant effect on repurchase intention. Brand awareness and brand image directly have a significant effect on repurchase intention, then the intervening variable, namely brand trust, succeeds in partially mediating the brand image and brand awareness variables on repurchase intention.

Keywords: *repurchase intention, brand trust, brand image, brand awareness.*

BACKGROUND

The coffee industry with the idea of coffee shops that offer convenient facilities to customers, has grown in recent years. As a result, the number of coffee shops in Indonesia currently stands at more than 1,500 coffee shops in Jakarta and its surrounding areas (Setyaningsih, 2018). The shift in modern lifestyles coupled with the improving economic situation has led to a surge in the number of coffee shops in Indonesia (Sari et al., 2020).

PT Bumi Berkah Boga is one of the companies that has developed a business in the field of coffee drinks called Kopi Kenangan since 2017. Indonesia is the fourth largest coffee producer in the world (Widiyani, 2020) so Kopi Kenangan wants to develop in Indonesia and other places in Asia. In 2021, the ambition of the owner of Kopi Kenangan was achieved by having 1,500 outlets in Indonesia and abroad in 2021 (Siregar, 2020).

Kopi Kenangan has a very wide and fast development and that makes Edward Tirtanata have a decision not to expand his business by franchising. The strategic decision made by the management of Kopi Kenangan with no interference from other parties makes Kopi Kenangan continue to focus and innovate on its products (Yusuf, 2023).



With the rapid development and increasing number of other coffee shops in Indonesia, companies must prioritize and refocus marketing techniques that will add value in the face of increasingly fierce market competition. (Ugwanyi et al., 2018). Then, when consumers are convinced that the purchase decision makes sense, it can be said that consumers already have trust in a brand (Rudzewicz dan Rudzewicz, 2021).

Kopi Kenangan has been available in around 924 Rumah Mantan in 67 cities, but there are issues among the public regarding differences in the taste of drinks from each outlet, there is still inappropriate promo information, then for social issues regarding the problem of sexual harassment committed by one of the celebrities in Medan Kompas.com (2021), and the lack of brand awareness by the social media social user community.

Based on development data, explanations and results from several previous studies, researchers have an urgency to conduct research by analyzing the mediating role of brand trust on repurchase intention for Kopi Kenangan customers in DKI Jakarta. Several factors that are thought to directly influence repurchase intention are brand trust, brand image, and brand awareness. Meanwhile, the brand trust variable, apart from having a direct effect, is thought to also have a mediating role on repurchase intention.

THEORETICAL FRAMEWORK

Repurchase Intention

According to Yang et al. (2019) repurchase intention relates to an individual assessment of purchases that will be made again because they get certain services from the same company. Consumers who are loyal, provide recommendations to people around them, will continue to buy the same brand even though there are other brands around them, meaning that consumers have the intention to make a repurchase (Bernarto et al., 2020).

Brand Trust

According to Bernarto et al. (2020) brand trust can be measured when consumers feel safe when using the product. Meanwhile, according to Kim dan Chao (2019) brand trust occurs when consumers already rely on the same brand. Reinforced by Ledikwe (2020) brand trust is obtained when consumers do not feel let down and the brand has met consumer expectations.

Brand Image

According to Garcia et al. (2020), a good brand image will be determined when the brand can lead consumers to make optimistic assumptions about the consumer experience when buying a brand. On the other hand, brand image according to Park dan Namkung (2022) can be measured by the creation of quality products. Meanwhile, according to Kaur dan Kaur (2019) a brand must have a personality that distinguishes itself from competitors, so it can be called a brand image.

Brand Awareness

Sadrabadi et al. (2018) defines brand awareness as the ability of a brand that appears in the minds of consumers when consumers think of certain products and how easily the brand name appears in the minds of consumers. Meanwhile, according to Park dan Namkung (2022) and Razak et al. (2020) if consumers know the characteristics of the brand, the brand is familiar to consumers, the brand gives good feelings to consumers, it is called brand awareness.

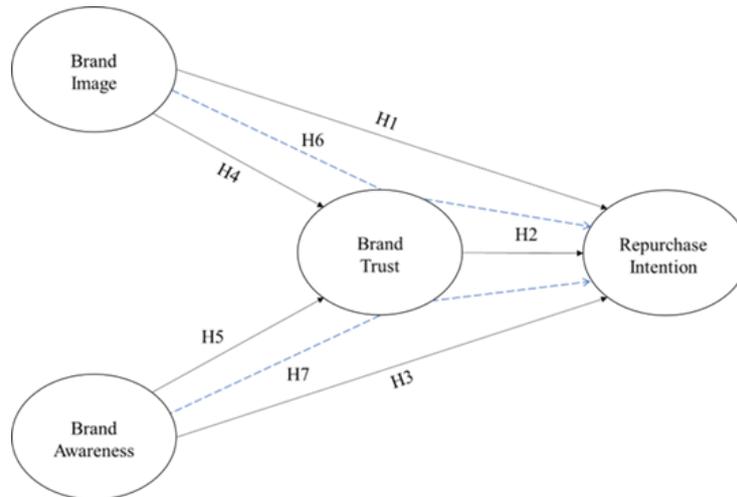


Figure 1 Research Model
Source: Researcher Data (2023)

RESEARCH HYPOTHESIS

Based on the background and theoretical framework that has been presented, the hypothesis is proposed as follows:

H1 - Brand image has a positive effect on repurchase intention for Kopi Kenangan customers in DKI Jakarta.

H2 - Brand trust has a positive effect on repurchase intention for Kopi Kenangan customers in DKI Jakarta.

H3 - Brand trust has a positive effect on repurchase intention among Kopi Kenangan customers in DKI Jakarta.

H4 - Brand image has a positive effect on brand trust among Kopi Kenangan customers in DKI Jakarta.

H5 - Brand awareness has a positive effect on brand trust for Kopi Kenangan customers in DKI Jakarta.

H6 - Brand image has a positive effect on repurchase intention through brand trust for Kopi Kenangan customers in DKI Jakarta.

H7 - Brand awareness has a positive effect on repurchase intention through brand trust for Kopi Kenangan customers in DKI Jakarta.

METHOD

Place and Time of Research

This research was conducted in the DKI Jakarta area with a research time of August to November 2023.



Research Design

The method in this study is quantitative with data sourced from primary data obtained directly by distributing questionnaires that have been made by researchers distributed to respondents according to the required criteria.

Population and Sample

In this study, the population reached by researchers is visitors to Kopi Kenangan who are in DKI Jakarta. By using non-probability sampling techniques with the minimum criteria of making purchases 3 times within 3 months, at least 17 years old, and domiciled in DKI Jakarta. The type of method used is quota sampling, in Hair et al. (2019) the sample that should be used is 10 times the number of all variables or 10 times the number of indicators. This means that in this study there were 34 indicators \times 10 = 340 samples and rounded up to 350 samples in the study.

Measurement Scale

In this study using a five-point Likert scale measurement scale, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Data Collection Technique

The data collection used in this study used survey techniques by distributing online questionnaires via google forms.

Data Analysis Technique

In this study, processing data using SPSS (Statistical Program For Social Science) software which is used as a program to measure the level of validity and reliability. Then the method of testing the feasibility of the model and testing the hypothesis with Structural Equation Modeling SEM using AMOS (Analysis of Moment Structure) software.

RESULT

Validity Test

The validity test should be carried out on each question item. The validity criteria can be determined if the value of r count $>$ r table based on a significant test of 0.05, meaning that the items are valid (Arsi, 2021).

Tabel 1 Validity Test

Variabel	Indicator	Factor Loading	Description
<i>Repurchase Intention</i>	RI1	0,771	VALID
	RI2	0,688	VALID
	RI3	0,881	VALID
	RI4	0,704	VALID
	RI5	0,717	VALID
	RI6	0,910	VALID
	RI7	0,686	VALID
	RI8	0,774	VALID
<i>Brand Trust</i>	BT1	0,842	VALID
	BT2	0,882	VALID
	BT3	0,662	VALID
	BT4	0,788	VALID



	BT5	0,854	VALID
	BT6	0,740	VALID
	BT7	0,877	VALID
	BT8	0,691	VALID
	BT9	0,893	VALID
<i>Brand Image</i>	BI1	0,857	VALID
	BI2	0,830	VALID
	BI3	0,871	VALID
	BI4	0,913	VALID
	BI5	0,892	VALID
	BI6	0,858	VALID
	BI7	0,740	VALID
<i>Brand Awareness</i>	BA1	0,725	VALID
	BA2	0,767	VALID
	BA3	0,882	VALID
	BA4	0,694	VALID
	BA5	0,709	VALID
	BA6	0,925	VALID
	BA7	0,919	VALID
	BA8	0,767	VALID
	BA9	0,934	VALID
	BA10	0,734	VALID

Source: Researcher Data (2023)

Reliability Test

Variables are considered reliable if the Cronbach Alpha (α) reliability coefficient value is 0.7 (Olaniyi, 2019).

Tabel 2 Reliability Test

Variabel	Cronbach Alpha	Description
<i>Repurchase Intention</i>	0,924	Reliabel
<i>Brand Trust</i>	0,942	Reliabel
<i>Brand Image</i>	0,954	Reliabel
<i>Brand Awareness</i>	0,945	Reliabel

Source: Researcher Data (2023)

Hypothesis Test

The hypothesis can be accepted if the C.R. value > 1.96 which indicates that the hypothesis affects significantly otherwise if the C.R. value < 1.96 , the P value will be > 0.05 so that the hypothesis is et rejected (Hair et al., 2019).

Tabel 3 Hypothesis Test Results

Hypothesis	Variabel Independen	Variabel Dependenden	C.R	P	Result
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H1	<i>Brand Image</i>	<i>Repurchase Intention</i>	4,546	***	H1 accepted
H2	<i>Brand Trust</i>	<i>Repurchase Intention</i>	3,301	***	H2 accepted
H3	<i>Brand Awareness</i>	<i>Repurchase Intention</i>	2,473	0,013	H3 accepted
H4	<i>Brand Image</i>	<i>Brand Trust</i>	7,502	***	H4 accepted
H5	<i>Brand Awareness</i>	<i>Brand Trust</i>	4,672	***	H5 accepted

Source: Researcher Data (2023)
 Note: *** means P Value 0,000

Tabel 4 Standardized Indirect Effects (Group number 1 - Default model)

	<i>Brand Awareness</i>	<i>Brand Image</i>
<i>Brand Trust</i>	.000	.000
<i>Repurchase Intention</i>	.129	.351

Source: Researcher Data (2023)

Then the results of whether or not the indirect effect is significant can be seen in the results of standardized indirect effects-two tailed significance. If the value < 0.05, the variable is significant as an intervening variable.

Tabel 5 Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	<i>Brand Awareness</i>	<i>Brand Image</i>
<i>Brand Trust</i>	0,000	0,000
<i>Repurchase Intention</i>	0,013	0,008

Source: Researcher Data (2023)

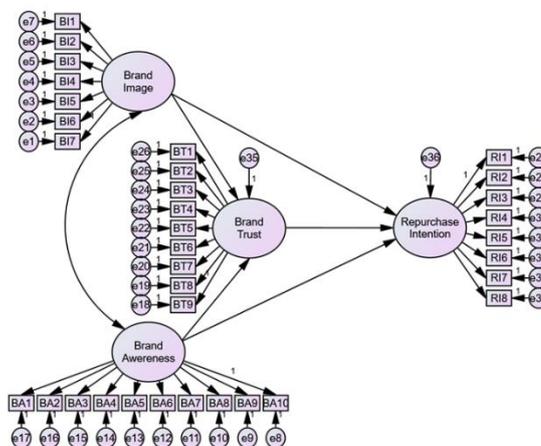


Figure 2 Model Before Modification



Source: Researcher Data (2023)

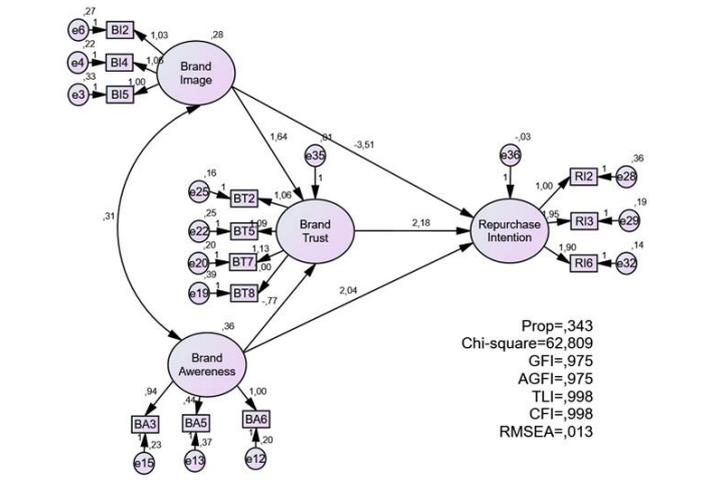


Figure 3 Model After Modification

Source: Researcher Data (2023)

In the process of testing the feasibility of the model, researchers look to get a P value or probability on the fit model > 0.05 referring to the method described by (Hair et al., 2019).

Tabel 6 Goodness of fit indices

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Count	Results
Chi-square	Expected small	62,809	Good fit
<i>Probability level</i>	$\geq 0,05$	0,343	Good fit
RMSEA	$\leq 0,08$	0,013	Good fit
GFI	$\geq 0,90$	0,975	Good fit
AGFI	$\geq 0,90$	0,975	Good fit
CMIN/DF	$\leq 2,00$	1,065	Good fit
TLI	$\geq 0,95$	0,998	Good fit
CFI	$\geq 0,95$	0,998	Good fit

Source: Researcher Data (2023)

DISCUSSION

The Effect of Brand Image on Repurchase Intention

Based on the hypothesis test (H1) with a critical ratio value of $5.546 > 1.96$ and a probability value smaller than 0.05. Thus it can be concluded that brand image significantly affects repurchase intention. The results of this study are in line with research conducted by Bhakuni et al. (2021). This shows that brand image is a necessary factor to build a successful repurchase intention.

The Effect of Brand Trust on Repurchase Intention

Testing in this hypothesis (H2) obtained a critical ratio value of $3.301 > 1.96$ with a probability value of < 0.05 . So it can be concluded that brand trust has an effect on repurchase



intention. In accordance with the results of research conducted by Han et al. (2019) and Tian et al. (2022) that brand trust has a positive and significant relationship to repurchase intentions. Thus the higher the brand trust will affect consumer intention to repurchase.

The Effect of Brand Awareness on Repurchase Intention

Based on testing Hypothesis 3 (H3) with the results of the critical ratio value of $2.473 > 1.96$ and a probability value of 0.013 smaller than 0.05 . It means that brand awareness has an effect on repurchase intention, it is shown that H_a is accepted and H_0 is rejected. Research by Graciola et al. (2020) which has the result that the relationship between brand awareness and repurchase intentions has a positive effect.

The Effect of Brand Image on Brand Trust

This study based on testing hypothesis 4 (H4) obtained a critical ratio value of $7.502 > 1.96$ with a probability value of <0.05 . It has been concluded that the effect of brand image is positive and significant on brand trust. This research is also in line with Han et al. (2019) the results of that brand image has a positive effect on brand trust.

The Effect of Brand Awareness on Brand Trust

Based on hypothesis testing 5 (H5) with the results of the critical ratio $4.672 > 1.96$ and the results of the probability value are smaller than 0.05 . Thus it can be concluded that brand awareness has a positive and significant influence on brand trust. The results of this study are in line with research conducted by Han et al. (2021); Xu et al. (2020); dan Bernarto et al. (2020) that brand awareness has a positive and significant effect on brand trust.

The Effect of Brand Image on Repurchase Intention through Brand Trust

Based on hypothesis testing 6 (H6) obtained a value of $0.008 < 0.05$. These results prove that if the direct effect of the independent variable on the dependent variable is significant, then the indirect effect of the independent variable on the dependent variable through a significant mediating variable is assumed to be partial mediation (Edeh et al., 2023).

The Effect of Brand Awareness on Repurchase Intention through Brand Trust

Based on hypothesis testing 6 (H6) obtained a value of $0.013 < 0.05$. These results prove that if the direct effect of the independent variable on the dependent variable is significant, then the indirect effect of the independent variable on the dependent variable through a significant mediating variable is assumed to be partial mediation (Edeh et al., 2023).

CONCLUSION

Researchers get a total of 361 respondents to find out the factors that influence repurchase intention and the addition of brand trust mediation. Based on the research results, there are five hypotheses tested directly through AMOS (Analysis of Moment Structure) with a critical ratio value on H1 brand image on repurchase intention has high results. This means



that brand image greatly influences repurchase intentions for Kopi Kenangan customers in DKI Jakarta. Then in H4 brand image on brand trust has the highest critical ration results, meaning that brand image greatly affects brand trust so that it will affect repurchase intentions. Through the results of hypothesis testing, brand trust, brand image, and brand awareness have positive and significant results on repurchase intention for Kopi Kenangan customers in DKI Jakarta. Furthermore, the results of indirect research through the brand trust variable have positive results and successfully mediate brand image on repurchase intention and brand awareness on repurchase intention. So it can be concluded that the overall hypothesis in this study is accepted.

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