

The Influence Of Word Of Mouth, Brand Trust, And Product Quality On Repurchase Intention At Bumi Bali Supplier

Pengaruh Mulut Ke Mulut, Kepercayaan Merek, Dan Kualitas Produk Terhadap Niat Pembelian Ulang Di Pemasok Bumi Bali

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ABSTRACT

This study aims to examine the influence of Word of Mouth, Brand Trust, and product quality on repurchase intention at Bumi Bali Supplier. The research employed a quantitative approach with a purposive sampling technique, involving 100 consumers who had made purchases at Bumi Bali Supplier more than once. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results show that Word of Mouth has a positive and significant effect on repurchase intention ($\beta=0.316$, $p=0.000$). Brand Trust also has a positive and significant effect on repurchase intention ($\beta=0.246$, $p=0.006$). Product quality has a positive and significant effect on repurchase intention ($\beta=0.186$, $p=0.013$). Simultaneously, Word of Mouth, Brand Trust, and product quality have a significant effect on repurchase intention ($F=246.342$, $p=0.000$) with a coefficient of determination (R^2) of 88.5%. These findings indicate that companies should focus on improving positive Word of Mouth, building Brand Trust, and maintaining product quality to increase customer repurchase intention.

Keywords: Word Of Mouth, Brand Trust, Product Quality, Repurchase Intention

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Word of Mouth, Kepercayaan Merek, dan kualitas produk terhadap niat pembelian ulang di Bumi Bali Supplier. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik sampling purposif, melibatkan 100 konsumen yang telah melakukan pembelian di Bumi Bali Supplier lebih dari sekali. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linier berganda. Hasil menunjukkan bahwa Word of Mouth memiliki pengaruh positif dan signifikan terhadap niat pembelian ulang ($\beta=0.316$, $p=0.000$). Kepercayaan Merek juga memiliki pengaruh positif dan signifikan terhadap niat pembelian ulang ($\beta=0.246$, $p=0.006$). Kualitas produk memiliki pengaruh positif dan signifikan terhadap niat pembelian ulang ($\beta=0.186$, $p=0.013$). Secara bersamaan, Word of Mouth, Kepercayaan Merek, dan kualitas produk memiliki pengaruh signifikan terhadap niat pembelian ulang ($F=246.342$, $p=0.000$) dengan koefisien determinasi (R^2) sebesar 88,5%. Temuan ini menunjukkan bahwa perusahaan sebaiknya fokus pada peningkatan Word of Mouth yang positif, membangun Kepercayaan Merek, dan menjaga kualitas produk untuk meningkatkan niat pembelian ulang pelanggan.

Kata Kunci: Word Of Mouth, Kepercayaan Merek, Kualitas Produk, Niat Pembelian Ulang.

1. Introduction

Competition in the business world requires every company to demonstrate its ability to create superior products or services to attract consumers repeatedly. Rapid technological developments make it easier for businesses to analyze markets and competitors in order to create products that meet consumer needs. *Repurchase intention* is the internal intention of consumers to purchase products from a particular brand within a certain period of time, which reflects the level of consumer satisfaction after consuming the product. Bumi Bali Supplier is a

company engaged in the supply of food and beverages in Denpasar, Bali. Based on sales data from 2021 to 2024, there has been a significant decline in sales, as shown in Table 1.

Table 1. Bumi Bali Supplier Sales Data for 2021-2024

| Year | Total Sales (IDR) | Percentage Change (%) |
|------|-------------------|-----------------------|
| 2021 | 450,000,000 | - |
| 2022 | 645,600,000 | +43.4% |
| 2023 | 539,410,000 | -16.5% |
| 2024 | 512,590,000 | -5.0% |

Source: Bumi Bali Supplier Data (2024)

This decline in sales indicates a problem related to consumer repurchase intention that needs to be addressed. *Word of mouth* is one of the important factors that influence repurchase intention. WOM is communication between consumers about their experiences with products or services. Based on observations, there are still consumers who give negative reviews regarding the services and products of Bumi Bali Supplier, which can influence the repurchase intentions of other consumers. *Brand Trust* is also a crucial factor because it is consumer trust in the brand based on perceptions of the company's reliability and responsibility. In addition, product quality, which includes freshness and condition, greatly influences consumer satisfaction and repurchase intentions.

This research is important because there is a research gap from previous studies. Several studies show that *brand trust* has a positive effect on repurchase intention, but other studies have found different results. Similarly, there are inconsistent results in studies on product quality. Therefore, this study aims to analyze the effect of *word of mouth*, *brand trust*, and product quality on *repurchase intention* at Bumi Bali Supplier.

2. Research Method

This study uses a quantitative approach with primary and secondary data types. The research population consists of 8,372 Bumi Bali Supplier consumers in 2024. The sampling technique used purposive sampling with the criteria of consumers aged 17 years and above who had shopped more than once. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents.

Data were collected through a questionnaire distributed using Google Forms with a 1-5 Likert scale. The research variables and indicators are presented in Table 2.

Table 2. Operational Definitions of Variables

| Variable | Definition | Indicators |
|--|---|---|
| <i>Word of Mouth</i> (X ₁) | Verbal/written communication between consumers regarding their experiences with a product | Sharing, recommending, inviting |
| <i>Brand Trust</i> (X ₂) | Customer trust in brand reliability and responsibility | Trust, security, brand honesty |
| Product quality (X ₃) | The ability of the product to perform its intended function | Product characteristics, suitability, durability, reliability |

| Variable | Definition | Indicators |
|---------------------------------|--|---|
| <i>Repurchase Intention</i> (Y) | The consumer's desire to repurchase a particular product | Transactional, referential, preferential intentions |

Source: Processed data (2024)

The research instruments were tested using validity and reliability tests. The validity test used Pearson's correlation with a standard coefficient > 0.3 , while the reliability test used Cronbach's Alpha with a standard > 0.6 . Data analysis techniques used multiple linear regression analysis with classical assumption tests (normality, multicollinearity, and heteroscedasticity), coefficient of determination test (R^2), F test, and t test. Data analysis used the latest version of SPSS software.

3. Results and Discussion

The characteristics of the research respondents are presented in Table 3 below.

Table 3. Characteristics of Respondents

| Characteristics | Category | Frequency |
|-----------------|-------------------------------|-----------|
| Gender | Male | 47 |
| | Female | 53 |
| Age | Under 25 | 26 |
| | 25-29 | 48% |
| | 30-40 | 22 |
| | > 40 years | 4 |
| Education | Elementary-Junior High School | 3 |
| | High School/Vocational School | 16 |
| | Diploma/Bachelor's Degree | 81 |

Source: Processed data (2025)

The validity test results show that all instruments are valid with a Pearson correlation value > 0.3 , and the reliability test results show that all variables are reliable with a Cronbach's Alpha value > 0.6 (*Word of Mouth* = 0.917; *Brand Trust* = 0.882; *Product Quality* = 0.913; *Repurchase Intention* = 0.879). The classical assumption test shows that the data is normally distributed (Sig. $0.200 > 0.05$), there is no multicollinearity (VIF < 10), and there is no heteroscedasticity (Sig. > 0.05).

The results of the multiple linear regression analysis are presented in Table 4 below.

Table 4. Results of Multiple Linear Regression Analysis

| Variable | Coefficient (β) | t-value | Sig. |
|--|-------------------------|--------------|---------------|
| Constant | 0.116 | 0.150 | 0.881 |
| Word of Mouth (X₁) | 0.316 | 4.571 | 0.000* |
| Brand Trust (X₂) | 0.246 | 2.815 | 0.006* |
| Product Quality (X₃) | 0.186 | 2.546 | 0.013 |

F-calculated = 246.342; Sig. = 0.000*; R² = 0.885 (88.5%)

Source: Processed data (2025)

*Note: *Significant at $\alpha = 0.05$*

The analysis results show the regression equation: $Y = 0.116 + 0.316X_1 + 0.246X_2 + 0.186X_3$. *Word of Mouth* has the most dominant influence on repurchase intention with the highest coefficient ($\beta=0.316$, $p=0.000<0.05$). This indicates that the more positive *the Word of Mouth* that is spread, the higher the consumers' repurchase intention. This finding is in line with the research by Putri et al. (2024), Ardiyansyah and Abadi (2023), and Dewi et al. (2024), who found that WOM has a positive effect on repurchase intention.

Brand Trust has a positive and significant effect on *repurchase intention* ($\beta=0.246$, $p=0.006<0.05$). High consumer trust in the Bumi Bali Supplier brand will increase repurchase intention. These results are consistent with the studies by Astuti (2022), Aviesta and Sutedjo (2023), and Syahla and Irmawati (2024), which show that *Brand Trust* has a positive effect on *repurchase intention*.

Product quality has a positive and significant effect on *repurchase intention* ($\beta=0.186$, $p=0.013<0.05$). Good quality products with maintained freshness and specifications will increase consumer satisfaction and repurchase intention. These findings are in line with the research by Wijayanti and Goca (2022), Purnapardi and Indarwati (2022), and Gabriel and Bernarto (2022), which states that product quality has a positive effect on repurchase intention.

Simultaneously, *Word of Mouth*, *Brand Trust*, and product quality have a significant effect on *repurchase intention* ($F=246.342$, $p=0.000<0.05$). The coefficient of determination (R^2) of 0.885 or 88.5% indicates that the three independent variables can explain 88.5% of the variation in repurchase intention, while the remaining 11.5% is explained by other variables outside the research model. These results are in line with the studies by Setyalikman (2022) and Dewi et al. (2024), which found a positive influence of the three variables on *repurchase intention*.

4. Conclusion

This study concludes that *Word of Mouth*, *Brand Trust*, and product quality have a positive and significant effect on *repurchase intention* at Bumi Bali Supplier, both partially and simultaneously. *Word of Mouth* has the most dominant influence with the highest coefficient (0.316), followed by *Brand Trust* (0.246) and product quality (0.186). These three variables together explain 88.5% of the variation in *repurchase intention*.

Based on the research findings, it is recommended that Bumi Bali Supplier management focus on increasing positive *word of mouth* through satisfactory service, building *brand trust* by maintaining consistency in quality and honesty in business, and improving product quality by ensuring freshness and compliance with product specifications. Further research is recommended to include additional variables such as price perception, *brand image*, or *customer satisfaction* that may influence *repurchase intention*, as well as expanding the research scope to include similar companies for better generalization of results.

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