

Website Quality, Brand Image, Brand Trust, Repurchase Intentions, and Customer Satisfaction

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ABSTRACT

This study investigates the relationship between website quality, brand image, brand trust, customer satisfaction, and repurchase intentions. This study specifically looks at the function of customer satisfaction as an influencing factor. The data collection technique in this study was a questionnaire using the Google Form platform which was distributed directly to all Goldmine Coffee Sunrise consumers using a QR Code. Based on a sample of 150 respondents, the results of the direct influence study show that website quality and brand image affect repurchase intentions. On the other hand, direct influence research shows that brand trust and customer satisfaction have no effect on repurchase intentions, and indirect effects show website quality, brand image, and brand trust do not affect repurchase intentions through customer satisfaction. This research supports the theory of consumer behavior and contributes to the marketing management literature by recognizing that website quality and brand image are important in consumer purchasing decisions. This research also contributes to providing a different view of brand trust and customer satisfaction which shows that consumer trust and satisfaction do not always generate an intention to make a repeat purchase.

Keywords: *website quality; brand image; brand trust; repurchase intentions; customer satisfaction*

INTRODUCTION

Consumers are one of the most important elements for any type of business run by a company. As stated in the Magnusson-Moss Warranty, the Federal Trade Commission Act 1975 defines a consumer as any buyer of consumer products, which are not for resale, and are generally used for personal, family, or household needs (Adnyasuari and Darma, 2017; Hamid, 2017; Oyagi and Darma, 2021; Arianti et al., 2019; Ginantra et al., 2017; Sudiwedani and Darma, 2020; Wibawa and Darma, 2023; Solin et al., 2023; Priskila and Darma, 2020; Solin et al., 2023; Idayanti et al., 2020; Restudana and Darma, 2022; Gunadi and Darma, 2022; Andanari and Darma, 2022; Rivaldo et al., 2021; Widana and Darma, 2021; Monica and Darma, 2022). Consumers are also closely related to purchase intention behavior. Consumers have several types of purchase intention, one of which is repurchase intention. Repurchase intentions are a person's behavior caused by past behavior which directly affects the intention to re-consume in the future (Buka, 2021; Wahyuni and Darma, 2019; Putra and Darma, 2021;

Dwisuardinata and Darma, 2023; Umami and Darma, 2021; Dewanta et al., 2023; Putra and Darma, 2019; Darma, 2004; Saputra and Darma, 2022; Mahyuni et al., 2021; Desyanta and Darma, 2020; Wulandari and Darma, 2020; Murti and Darma, 2021; Lomi and Darma, 2022; Citasti and Darma, 2020; Febrianti and Darma, 2023). To identify repurchase intentions, variables related to purchasing decisions have become the focus of research, for example, customer satisfaction, website quality, brand image, and brand trust.

A level of customer needs and desires is achieved, so that customers feel the products and services used are not different from what is expected is what is called customer satisfaction (Kurniasih, 2021; Kusuma and Darma, 2020; Kolo and Darma, 2020; Premawati and Darma, 2017; Bali and Darma, 2019; Dewi and Darma, 2016; Pertiwi and Darma, 2023; Wardana and Darma, 2022; Wulandari and Darma, 2022; Purnantara and Darma, 2015; Mimaki et al., 2022; Dewi and Darma, 2022; Martani and Darma, 2023; Wijaya and Darma, 2022; Said and Darma, 2022; Darma et al., 2019). Previous research by Sumara and Salim (2020) concluded that customer satisfaction can strengthen the effect of service quality on consumer repurchase intention, so management needs to measure customer satisfaction for the quality of service provided (service quality) so that it can continue to encourage consumers to repurchase.

One of the quality measurement methods or techniques based on end-user perceptions is website quality or web qual, this method is a development of service quality that is used in measuring service quality (Sawhani, 2021). Previous research by Ariyadi and Zaenudin (2022) shows that a quality web that is well designed, communicative, presents more complete information and features accompanied by a fast manager response will encourage consumers to buy products through the website because consumers trust and believe that the website is indeed proven to be of high quality.

A series of associations (perceptions) that exist in the minds of consumers towards a brand are usually organized into a meaning or brand image. The relationship with a brand will become stronger if it is based on experience and gets a lot of information (Kurniasih, 2021; Agung et al., 2021; Krismajayanti and Darma, 2021; Praswary and Darma, 2021; Sanjaya and Darma, 2023). Previous research by Hadi et al. (2022) shows that the brand image of a brand that is widely known by consumers, both on social media and directly influences their interest in making a purchase decision.

Confidence in the expectations that are formed in the minds of consumers on the brand will (brand reliability) and brand intentions (brand intention) by not forgetting the risk of failure in using the product for bad taste or a product that doesn't work Chalil et al. (2020). Brand trust

is created if the product brands offered in the market can satisfy consumers (Sitorus et al., 2022; Widiasih and Darma, 2021). Previous research by Shidqi et al. (2022) shows that the trust given can influence consumer interest in making repurchases in the future.

This study highlights the right repurchase intentions to align company goals with customer satisfaction, to increase consumer purchase interest. Based on the discussion above, this study identified the influence exerted by website quality, brand image, and brand trust on repurchase intention, by involving customer satisfaction as an intervening variable. This research focuses on consumer interest in making purchasing decisions by looking at the many factors that influence consumer behavior such as perception or sensation, cognition, affect, beliefs, social, and so on. Therefore, consumers before making a purchase decision will do things such as info/search, choices, preferences, and communication (Wardhana et al., 2022).

Based on previous research, this research offers novelty by examining the relationship between website quality, brand image, brand trust, customer satisfaction, and repurchase intentions. In particular, this study explains whether there is an influence of website quality, brand image, and brand trust on repurchase intentions through customer satisfaction as an intervening variable. This research also makes several contributions, namely enriching the marketing management literature by recognizing that website quality and brand image are important things in consumer purchasing decisions. This research also contributes to providing a different view of brand trust and customer satisfaction which shows that consumer trust and satisfaction do not always generate an intention to make a repeat purchase.

LITERATURE REVIEW

Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. This behavior includes the study of unit purchases and exchange processes that involve obtaining, consuming, and producing goods and services, experiences, and ideas (Sinulingga & Sihotang, 2023). Therefore, consumers before making a purchase decision will do things such as info/search, choices, preferences, and communication (Wardhana et al., 2022).

This study uses an intervening variable, namely customer satisfaction with the argument that customer satisfaction can affect website quality, brand image, and brand trust on consumer repurchase intentions. This research explains that customer satisfaction will affect website quality, brand image, and brand trust which will have an impact on the level of

consumer repurchase intentions. The next section discusses the development of the theory and the formulation of hypotheses.

Repurchase intentions refer to the behavior of buying products and services by consumers who have repeatedly done it in the past and have repeatedly liked and actively liked products or services for a certain period (Mursid & Palupiningtias, 2022). Website quality is a very important factor in online sales and has value for consumers. A good website has operational qualities that allow buyers to carry out their e-shopping activities easily and efficiently (Suryani & Rosalina, 2019).

Brand image is a series of associations (perceptions) that exist in the minds of consumers towards a brand, usually organized into a meaning. The relationship with a brand will become stronger if it is based on experience and gets a lot of information (Kurniasih, 2021). Brand trust or brand trust is a belief in the expectations that are formed in the minds of consumers on the brand will (brand reliability) and brand intentions (brand intention) by not forgetting the risk of failure in using the product for bad taste or a product that doesn't work (Chalil et al., 2020).

Customer satisfaction with a product or service is difficult to obtain if the service company or industry does not understand what customers expect. For products or services of the same quality, it can provide different levels of satisfaction for different customers (Hendratta et al., 2021).

Effect of Website Quality on Repurchase Intentions

Research conducted by Ariyadi and Zaenudin (2022) shows that website quality has a positive and significant effect on repurchase intentions, indicated by the results of the regression coefficient on the effect of website quality on repurchase intentions of 0.451 positive. This indicates that the influence of website quality on repurchase intentions is positive and the significance value of the t-test related to the influence of website quality on repurchase intentions is $0.000 < 0.05$. Research conducted by Hutapea et al. (2022) shows that website quality has a positive and significant effect on repurchase intentions, indicated by the positive value of the website quality regression coefficient of 0.220, meaning that every increase of one unit of website quality will increase repurchase intentions by 0.220 with a probability value of 0.007 or significantly at the level ($\alpha = < 5\%$) 0.05. Research conducted by Udayana et al. (2022) shows that website quality has a positive and significant effect on repurchase intentions, indicated by website quality having a t-count of 3.269 and a significant level of $0.002 < 0.05$ in a positive direction. Meanwhile, research conducted by Mavilinda and Nazaruddin (2022)

shows that website quality cannot affect repurchase intentions, as indicated by the results of the hypothesis test obtained a negative value of -0.090 and a p-value > 0.05 , which is 0.089. Therefore the researcher takes the following hypothesis:

H₁. The better the website quality, the higher the repurchase intentions.

Effect of Brand Image on Repurchase Intentions

Research conducted by Damaryanti et al. (2022) shows that brand image has a significant effect on repurchase intentions, indicated by the results of data processing where it is known that the value of $t_{stat} = 1.996 > 1.96$ so that H₀ is rejected and H₁ is accepted. Research conducted by Hadi et al. (2022) shows that brand image has a significant positive effect on repurchase intentions, indicated by the results of the first hypothesis test concerning the original sample value, which is positive (0.208) with a P value of 0.011 (< 0.05). Research conducted by Nugroho and Dirgantara (2022) shows that brand image has a positive effect on repurchase intentions, as shown by the results of calculations that have been carried out to obtain a significant result of 0.000. Meanwhile, research conducted by Setyaningrum and Wati (2019) shows that brand image does not influence repurchase intentions, indicated by a t-count value of 1.478 < 2.02 or a significant value. greater than 0.05 (0.148 > 0.05). Research conducted by Yuniarti (2020) shows that brand image has no significant effect on repurchase intentions, indicated by a beta coefficient value of 0.168 and a probability of 0.055 or a p-value > 0.05 meaning the hypothesis is rejected. Research conducted by (Sayidah et al., 2022) shows that brand image does not have a positive and significant influence on repurchase intentions, indicated by a t-count value of 0.599 with a significance value of 0.550. So the t-count is 0.599 $< t_{table} 1.967$ and the sig value is 0.550 > 0.05 . Therefore the researcher takes the following hypothesis:

H₂. The better the brand image, the higher the repurchase intentions.

The Effect of Brand Trust on Repurchase Intentions

Research conducted by (Suryani & Rosalina, 2019) shows that brand trust has a significant positive effect on repurchase intentions, indicated by an estimated value of 0.179 and a critical ratio (CR) value of 2.52*. Research conducted by (Shidqi et al., 2022) shows that brand trust has a significant positive effect on repurchase intentions, indicated by a calculated t value of 4.557 $> t_{Table} 1$. Research conducted by (Rahmanda & Farida, 2021) shows that brand trust has a significant effect on repurchase intentions, indicated by the significant probability value of brand trust which is 0.00 and t count 15.948 t table obtained 1.98350. Thus it can be concluded that the value of t count (15.948) $> t_{table} (1.98350)$, then H₀ is rejected

and H_a is accepted. Meanwhile, research conducted by Sumara and Salim (2020) shows that brand trust does not affect repurchase intentions, as indicated by the results of empirical data processing which found that there is no influence of brand trust on repurchase intention because the estimated value is -0.74 and the t-value is -1.59 (i.e. below 1.96). Therefore researchers take the hypothesis as follows:

H_3 . The greater the brand trust, the higher the repurchase intentions.

The Effect of Customer Satisfaction on Repurchase Intentions

Research conducted by Sumara and Salim (2020) shows that customer satisfaction has a positive effect on repurchase intentions, indicated by an estimated value of 1.10 and a significant t-value of 2.29 (more than 1.96). Research conducted by Qunita (2021) shows that customer satisfaction has a significant effect on repurchase intentions, indicated by the results of the t-test, showing that the significance level of customer satisfaction is $0.000 < 0.05$ and the calculation results obtained a t count of $3.903 > t$ of 1.985. Research conducted by Elim and Santoso (2022) shows that customer satisfaction has a significant effect on repurchase intentions, indicated by a p-value of 0.000 and a T-statistic value of 6.982, which means a pvalue < 0.05 and a t-statistic > 1.96 . Meanwhile, research conducted by Udayana et al. (2022) shows that customer satisfaction does not affect repurchase intentions, indicated by a t-count of -1.148 and a significant level of $0.254 > 0.005$ in a negative direction. Therefore the researcher takes the following hypothesis:

H_4 . The higher the customer satisfaction, the higher the repurchase intentions.

Effect of Website Quality on Repurchase Intentions

Through Customer Satisfaction Research conducted by Hutapea et al. (2022) shows that customer satisfaction can mediate the relationship between website quality and repurchase intentions, shown by the results of the direct influence and indirect influence path analysis, that the indirect effect coefficient (0.306) is greater than the direct effect coefficient (0.239). Research conducted by Putra (2021) shows that customer satisfaction has a significant role and can mediate the effect of website quality on repurchase intentions, shown by the mediation test by looking at the SmartPLS Output results on Bootstrapping in the Specific Indirect Effects section showing the research results obtained a probability value of $0,000 < 0.05$ (p-value). Research conducted by Savitri (2021) shows that customer satisfaction has a significant positive effect as a mediation of website quality on repurchase intentions, indicated by the P-Value results from website quality to customer satisfaction to repurchase intentions of 0.020. Meanwhile, research conducted by Udayana et al. (2022) shows that customer satisfaction is

unable to mediate the relationship between website quality and repurchase intentions, as indicated by the results of the analysis using the Sobel test showing a statistical value of 0.060085621 and a significant two-tailed probability with the number 0.12171246. Because $0.12171246 > 0.05$. Therefore the researcher takes the following hypothesis:

H₅. The better the website quality, the higher the repurchase intentions through customer satisfaction.

The Influence of Brand Image on Repurchase Intentions Through Customer Satisfaction

Research conducted by Tj et al. (2022) shows that customer satisfaction plays a role in mediating brand image on repurchase intentions, as indicated by the results of the mediation test, the value of the specific indirect effect is the indirect effect of brand image on repurchase intentions through customer satisfaction, which has a P-Value of 0.000 which is less than 0.05. Research conducted by Dewi and Ekawati (2019) shows that customer satisfaction can mediate brand image on repurchase intentions, indicated by the calculated z value in the Sobel Test of $5.358 > 1.96$. Based on the results of the VAF test, it was found that the VAF value was 41.7% which indicated that customer satisfaction had a partial mediating effect. Research conducted by Suryani and Rosalina (2019) shows that customer satisfaction can mediate and strengthen brand image toward repurchase intentions, indicated by an estimated value of 0.346 and a critical ratio (CR) value of 2.77*. Meanwhile, research conducted by Damaryanti et al. (2022) shows that customer satisfaction is not successful in mediating the relationship between brand image and repurchase intentions, indicated by the value of $t \text{ stat} = 1.424 < 1.96$ so that H₀ is accepted and H₃ is rejected. Research conducted by Udayana et al. (2022) shows that customer satisfaction is unable to mediate the relationship between brand image and repurchase intentions, as indicated by the results of the Sobel test analysis showing a statistical value for the effect of customer satisfaction as an intervening variable between brand image and repurchase intention to obtain a value of 0.15693751 and is significant in the two-tailed probability of 0.31387502. Research conducted by Sugiyanto and Maryanto (2021) shows that customer satisfaction is unable to mediate the relationship between brand image and repurchase intentions, shown by multiplying the indirect coefficient value, namely $0.215 \times 0.403 = 0.086$, or smaller than the direct effect, namely 0.318. Therefore the researcher takes the following hypothesis:

H₆. The better the brand image, the higher the repurchase intentions through customer satisfaction.

The Influence of Brand Trust on Repurchase Intentions Through Customer Satisfaction

Research conducted by Sumara and Salim (2020) shows that customer satisfaction can mediate a partial relationship between brand trust and repurchase intentions, indicated by an estimated value of 0.24 and a t-value of 2.40 (> 1.96). Research conducted by Shidqi et al. (2022) shows that customer satisfaction can mediate the relationship between brand trust and repurchase intentions, indicated by the value of the statistical test $> t$ table, which is $3.690 > 1.96$ and the p-value $< \alpha$, which is $0.00 < 0.05$. Research conducted by Dayani (2022) shows that brand trust has a positive and significant effect on repurchase intention through customer satisfaction, as indicated by the results of hypothesis testing showing positive and significant results. This can be seen from the value of the standardized total effect, which is equal to 0.16, and t-values of $2.11 > 1.96$. Meanwhile, research conducted by Suryani and Rosalina (2019) shows that customer satisfaction is unable to mediate the relationship between brand trust and repurchase intentions, indicated by an estimated value of -0.293 and a critical ratio (CR) value of 1.79. Research conducted by Udayana et al. (2022) shows that customer satisfaction is unable to mediate the relationship between brand trust and repurchase intentions, as indicated by the results of the Sobel test analysis showing a statistical value of 0.16781355 and a significant two-tailed probability of 0.33562711. Therefore researchers take the hypothesis as follows:

H₇. The greater the brand trust, the higher the repurchase intentions through customer satisfaction.

METHODS

The population in this study were all consumers at Goldmine Coffee Sunrise. The sampling technique used in this study is non-probability sampling with quota sampling technique, which is a technique for determining samples from populations that have certain characteristics up to the desired amount (quota) (Sugiyono, 2020). Using the SEM model, an appropriate sample size is between 100 and 200 samples. The sample in this study was 150 consumers with the criteria of making purchases more than once. The data collection technique used in this study was a questionnaire using the Google Form platform. Then distributed directly at the research location using a QR code to make it easier for consumers to fill out. The questionnaire in this study was given to all of the previously mentioned populations. Variables are measured using indicators from previous studies. The repurchase intentions indicator comes from Buka (2021), the website quality indicator comes from Sari (2022), the

brand image indicator comes from Tingga et al. (2022), the brand trust indicator comes from Martin et al. (2022), indicators of customer satisfaction come from Almana et al. (2018). This study uses a semantic differential measurement scale ranging from 0 (Strongly disagree) to 10 (Strongly Agree). This scale is also used to measure attitude, only the form is not multiple choice or checklist, but arranged in a continuum line. Then, data analysis uses Structural Equation Model (SEM) with SmartPLS (Partial Least Square) version 4.

RESULT

Measurement Models

The results of the convergent validity test, with the factor loading approach in Table 1, all indicators were found to have a loading factor value of > 0.7 . Thus, it can be said that all indicators have met their convergent validity.

Table 1 Convergent Validity Test Results

Numb.	Variables	Indicator	Result	Description
1	Website Quality	WQ1	0.940	Valid
		WQ2	0.951	Valid
		WQ3	0.943	Valid
2	Brand Image	BI1	0.851	Valid
		BI2	0.825	Valid
		BI3	0.893	Valid
3	Brand Trust	BT1	0.845	Valid
		BT2	0.850	Valid
		BT3	0.898	Valid
4	Customer Satisfaction	CS1	0.890	Valid
		CS2	0.921	Valid
		CS3	0.860	Valid
		CS4	0.885	Valid
		CS5	0.793	Valid
5	Repurchase Intention	RI1	0.872	Valid
		RI2	0.882	Valid
		RI3	0.818	Valid
		RI4	0.816	Valid

The results of the discriminant validity test, with the cross load approach in Table 2, all indicators were found to have a cross load value > 0.7 . Thus, it can be said that this study has met the requirements of discriminant validity, namely the conditions related to crossloadings on the correlation between latent variables.

Table 2 Discriminant Validity Test Results

Numb.	Indicator	Website Quality	Brand Image	Brand Trust	Customer Satisfaction	Repurchase Intention
1	WQ1	0.940	0.747	0.761	0.714	0.823
2	WQ2	0.951	0.730	0.721	0.690	0.802
3	WQ3	0.943	0.754	0.730	0.719	0.792
4	BI1	0.709	0.851	0.722	0.703	0.797
5	BI2	0.633	0.825	0.591	0.608	0.666
6	BI3	0.679	0.893	0.749	0.799	0.709
7	BT1	0.698	0.631	0.845	0.634	0.693
8	BT2	0.576	0.611	0.850	0.611	0.582
9	BT3	0.735	0.824	0.898	0.836	0.766
10	CS1	0.645	0.764	0.722	0.890	0.641
11	CS2	0.629	0.719	0.721	0.921	0.685
12	CS3	0.597	0.677	0.665	0.860	0.652
13	CS4	0.606	0.766	0.735	0.885	0.647
14	CS5	0.778	0.664	0.697	0.793	0.719
15	RI1	0.743	0.765	0.663	0.695	0.872
16	RI2	0.710	0.793	0.692	0.732	0.882
17	RI3	0.672	0.637	0.660	0.576	0.818
18	RI4	0.766	0.669	0.681	0.594	0.816

The AVE value also shows the results of discriminant validity evaluation for each construct as well as endogenous and exogenous variables. The results of the average variance extracted (AVE) test show that all variables meet the AVE value with a value of > 0.50 in Table 3. Of the five variables that have the highest AVE value is website quality at 0.892 while the variable with the lowest AVE value is repurchase intentions at 0.718. **Table 3**

Average Variance Extracted (AVE) Test Results

Numb.	Variables	AVE	Description
1	Website Quality	0.892	Valid
2	Brand Image	0.734	Valid
3	Brand Trust	0.748	Valid
4	Customer Satisfaction	0.759	Valid
5	Repurchase Intention	0.718	Valid

The results of the composite reliability test show that the composite reliability value meets the requirements above 0.80 in Table 4. The variable that has the highest composite reliability value is website quality with a value of 0.961 and the lowest is the brand image variable with a value of 0.892. It can be concluded that the five variables are declared reliable because each variable meets the requirements for a composite reliability value of 0.80.

Table 4 Composite Reliability Test Results

Numb.	Variables	Composite Reliability	Description
1	Website Quality	0.961	Reliable
2	Brand Image	0.892	Reliable
3	Brand Trust	0.899	Reliable
4	Customer Satisfaction	0.920	Reliable
5	Repurchase Intention	0.911	Reliable

Structural Models

Structural model testing was carried out to see the relationship between constructs, significance value, and the r-square of the research model. The results showed that the Rsquared variable for customer satisfaction was 0.749 which means 74.9% and the R-squared value for the repurchase intentions variable was 0.815 which means 81.5%. These results indicate a relatively strong predictive power.

The results showed that SRMR value is 0.076 in Table 5 which means that the model is Fit. Thus it can be concluded that the model in this study already has a goodness of fit that is feasible to use to test the research hypothesis.

Table 5 Goodness of Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.076	0.076
d_ ULS	0.982	0.982
d_ G	0.772	0.772
Chi-square	642.040	642.040
NFI	0.773	0.773

Figure 1 shows that all path coefficients are significant, except for the relationship between brand trust and customer satisfaction on repurchase intentions.

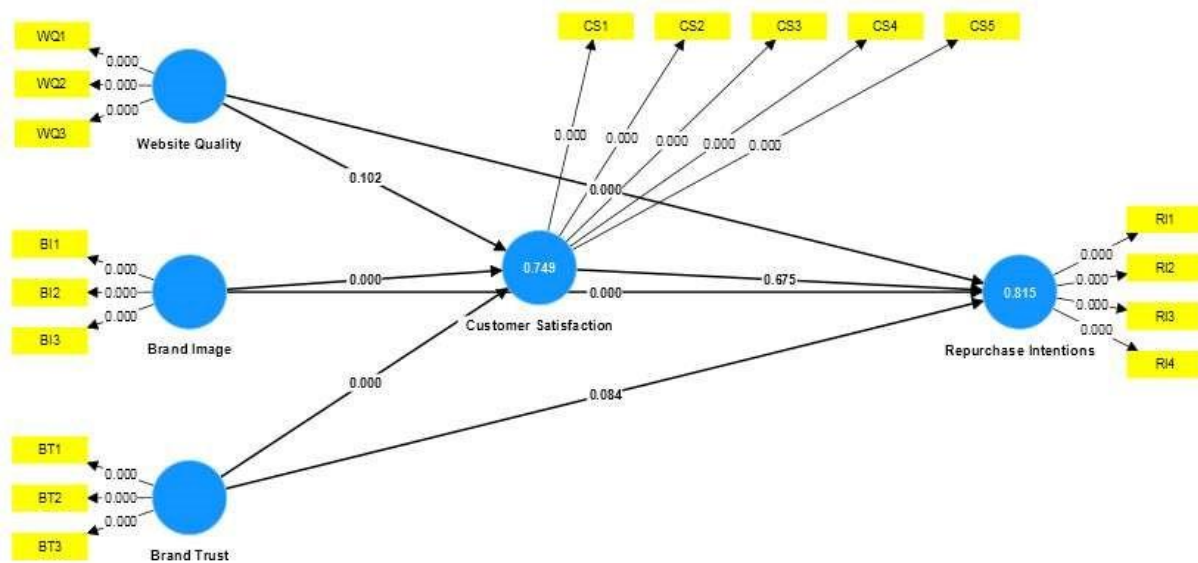


Figure 1. Structural Model

Hypothesis Test Table 6 Hypothesis Testing Results

Numb.	Hypothesis	P Values
1	H ₁ . Website quality > repurchase intention	0.000
2	H ₂ . Brand image > repurchase intention	0.000
3	H ₃ . Brand trust > repurchase intention	0.084
4	H ₄ . Customer satisfaction > repurchase intention	0.675
5	H ₅ . Website quality > customer satisfaction > repurchase intention	0.715
6	H ₆ . Brand image > customer satisfaction > repurchase intention	0.682
7	H ₇ . Brand trust > customer satisfaction > repurchase intention	0.692

DISCUSSION

Website Quality Against Repurchase Intentions

In Table 6 it can be seen that the p-value indicates a value of 0.000. The p-value is used as a basis for decision making if the p-value > 0.05 then Ho is accepted and Ha is rejected, but if the p-value < 0.05 then Ho is rejected and Ha is accepted. The results of testing the first hypothesis show that Ho is rejected and Ha is accepted because the p-value of 0.000 is less than 0.05 which means that website quality affects repurchase intentions. This means the hypothesis states that the better the website quality, the higher the repurchase intentions are received. The results of this study are supported by research conducted by Ariyadi and Zaenudin (2022), Hutapea et al. (2022), and Udayana et al. (2022) show that website quality affects repurchase intentions.

Brand Image Against Repurchase Intentions

In Table 6 it can be seen that the p-value indicates a value of 0.000. The p-value is used as a basis for decision making if the p-value > 0.05 then Ho is accepted and Ha is

rejected, but if the p-value < 0.05 then H_0 is rejected and H_a is accepted. The results of testing the second hypothesis show that H_0 is rejected and H_a is accepted because the p-value of 0.000 is less than 0.05 which means that brand image affects repurchase intentions. This means the hypothesis states that the better the brand image, the higher the repurchase intentions are received. The results of this study are supported by research conducted by Damaryanti et al. (2022), Hadi et al. (2022), and Nugroho and Dirgantara (2022) show that brand image affects repurchase intentions.

Brand Trust Against Repurchase Intentions

In Table 6 it can be seen that the p-value indicates a value of 0.084. The p-value is used as a basis for decision making if the p-value > 0.05 then H_0 is accepted and H_a is rejected, but if the p-value < 0.05 then H_0 is rejected and H_a is accepted. The results of testing the third hypothesis show that H_0 is accepted and H_a is rejected because the p-value of 0.084 is greater than 0.05 which means that brand trust does not affect repurchase intentions. This means the hypothesis that the greater the brand trust, the higher the repurchase intentions are not accepted. The results of this study are supported by research conducted by Sumara and Salim (2020) shows that brand trust does not affect repurchase intentions.

Customer Satisfaction Against Repurchase Intentions

In Table 6 it can be seen that the p-value indicates a value of 0.675. The p-value is used as a basis for decision making if the p-value > 0.05 then H_0 is accepted and H_a is rejected, but if the p-value < 0.05 then H_0 is rejected and H_a is accepted. The results of testing the fourth hypothesis show that H_0 is accepted and H_a is rejected because the p-value is 0.675 greater than 0.05 which means that customer satisfaction does not affect repurchase intentions. This means the hypothesis that the higher the customer satisfaction, the higher the repurchase intentions are not accepted. The results of this study are supported by research conducted by Udayana et al. (2022) shows that customer satisfaction does not affect repurchase intentions.

Website Quality Against Repurchase Intentions Through Customer Satisfaction

In Table 6 it can be seen that the p-value indicates a value of 0.715. The p-value is used as a basis for decision making if the p-value > 0.05 then H_0 is accepted and H_a is rejected, but if the p-value < 0.05 then H_0 is rejected and H_a is accepted. The results of testing the fifth hypothesis show that H_0 is accepted and H_a is rejected because the p-value of 0.715 is greater than 0.05 which means that website quality does not affect repurchase intentions

through customer satisfaction. This means the hypothesis that the better the website quality, the higher the repurchase intentions through customer satisfaction is not accepted. The results of this study are supported by research conducted by Udayana et al. (2022) shows that website quality does not affect repurchase intentions through customer satisfaction.

Brand Image Against Repurchase Intentions Through Customer Satisfaction

In Table 6 it can be seen that the p-value indicates a value of 0.682. The p-value is used as a basis for decision making if the p-value > 0.05 then H_0 is accepted and H_a is rejected, but if the p-value < 0.05 then H_0 is rejected and H_a is accepted. The results of testing the sixth hypothesis show that H_0 is accepted and H_a is rejected because the p-value of 0.682 is greater than 0.05 which means that brand image does not affect repurchase intentions through customer satisfaction. This means the hypothesis that the better the brand image, the higher the repurchase intentions through customer satisfaction is not accepted. The results of this study are supported by research conducted by Damaryanti et al. (2022), Sugiyanto and Maryanto (2021), and Udayana et al. (2022) show that brand image does not affect repurchase intentions through customer satisfaction.

Brand Trust Against Repurchase Intentions Through Customer Satisfaction

In Table 6 it can be seen that the p-value indicates a value of 0.692. The p-value is used as a basis for decision making if the p-value > 0.05 then H_0 is accepted and H_a is rejected, but if the p-value < 0.05 then H_0 is rejected and H_a is accepted. The results of testing the seventh hypothesis show that H_0 is accepted and H_a is rejected because the p-value of 0.692 is greater than 0.05 which means that brand trust does not affect repurchase intentions through customer satisfaction. This means the hypothesis that the greater the brand trust, the higher the repurchase intentions through customer satisfaction is not accepted. The results of this study are supported by research conducted by Suryani and Rosalina (2019) and Udayana et al. (2022) show that brand trust does not affect repurchase intentions through customer satisfaction.

CONCLUSION

This study concludes that: 1) Website quality affects repurchase intentions. This means that the better the website quality, the higher the repurchase intentions. 2) Brand image affects repurchase intentions. This means that the better the brand image, the higher the repurchase intentions. 3) Brand trust does not affect repurchase intentions. This means that

the greater the brand trust, the higher the level of repurchase intentions. 4) Customer satisfaction does not affect repurchase intentions. This means that the higher the customer satisfaction, the higher the level of repurchase intentions. 5) Website quality does not affect repurchase intentions through customer satisfaction. This means that the better the website quality, the higher the level of repurchase intentions will not be through customer satisfaction. 6) Brand image does not affect repurchase intentions through customer satisfaction. This means that the better the brand image, does not make the level of repurchase intentions higher through customer satisfaction. 7) Brand trust does not affect repurchase intentions through customer satisfaction. This means that greater brand trust does not make the level of repurchase intentions higher through customer satisfaction.

This research has limitations in the limited references for repurchase intentions which are directly related to customer satisfaction. In addition, this study also experienced limitations in that respondent in the field was not willing to fill out the questionnaire by not giving definite reasons for refusing to fill out the questionnaire. Subsequent research can expand the research object and select a more diverse sample, and the modeling will be broader, and the complexity of the variables used such as customer experience, product innovation, service quality, and others to analyze consumer behavior or consumer purchasing decisions.

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