

UDC 332

**THE ROLE OF TRUST MEDIATES THE INFLUENCE OF PRODUCT QUALITY AND E-WOM ON REPURCHASE INTENTION: A STUDY ON CONSUMERS OF PT. ARAVINDA SPORT IN DENPASAR CITY**

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**ABSTRACT**

This study tries to clarify how trust influences repurchase intention by mediating the effects of product quality and e-women. Purposive sampling was employed in this investigation, which had a sample size of 170 participants. In this study, survey and questionnaire approaches were used to collect data. The route analysis methods, Sobel test, and vaf test are used in this work. Based on the findings of this study, it could be concluded that e-women and product quality both had favourable and significant effects on consumers' intentions to repurchase products. E-wom has a favourable and large impact on trust, and product quality also has a positive and significant impact. Trust is a mediating variable between product quality and repurchase intention as well as between e-women and repurchase intention. Trust has a positive and significant impact on repurchase intention. An empirical addition to management science in particular is anticipated from this study.

**KEY WORDS**

Word of mouth, customer experience, purchase decision.

In 2019, the global community, and especially Indonesia, was shocked by the emergence of a virus called Covid-19. In order to prevent infection from this virus, wearing masks alone is not enough and must be combined with frequent hand washing, covering sneezes and coughs, and avoiding close contact with anyone who has flu symptoms. Additionally, don't forget to protect our body's immunity, because Covid-19 attacks the body's immune system to infect sufferers, and a simple way to boost our body

Because of the pandemic, we are required to comply with health protocols, and there are also other regulations given by the government, specifically the Implementation of Restrictions on Community Activities (PPKM), so for the solution, we can only exercise independently in our respective homes. This makes it very difficult to exercise outside the home as well as to participate in group sports, particularly in sports that place an emphasis on teamwork. During the pandemic, many people were confused about whether or not they needed to exercise outside the home in order to maintain their immune system to avoid contracting the virus. As a result of this confusion, many ordinary people and especially athletes who frequently exercise at the gym and other places decided to provide exercise equipment that is practical to do at home without the need to travel outside, such as fitness equipment and gyms that are sold at PT. Aravinda Sport, which is located in Jakarta.

Table 1 – Purchase of Unit Products in 2018-2022 in Denpasar at PT. Aravinda Sport

Year	Total purchase revenue
2018 year	Rp. 58,780,000
2019 year	Rp. 89,970,000
2020 year	Rp. 95,750,000
Year 2021	RP. 67,500,000
Year 2022	Rp. 45,600,000

Source: PT. Aravinda Sport 2022.

According to the data presented in the table that is located above, it is clear that there were product purchases made during the pandemic that could be considered to have

increased significantly in 2018-2020. Specifically, in 2018 the income amounted to Rp. 58,780,000 and increased in 2019 by Rp. 89,970,000 if you calculate the increase in income of Rp.31,190,000; however, there are interesting things that can be seen in terms of income, which in this new normal era as This comment demonstrates that the only reason people acquire products from PT. Aravinda Sport during the pandemic is to observe the conditions.

Repurchase intention is defined as the desire or willingness to repurchase items or services from a brand or firm, as stated by Kotler and Keller (2016: 243). Product quality is one of the aspects that can play a role in determining a consumer's propensity to make a repeat purchase when it comes to running a business. According to Puspita et al. (2016), in order for businesses to be successful, they need to be able to deliver excellent goods and services that are in line with the requirements and preferences of customers. According to Adianti and Seminari (2022), the quality of the product has an influence that is both positive and significant on the consumer's intent to repurchase the item. On the other hand, there is research that contradicts the findings of earlier studies, such as the one that Afif and Suryono (2017) cite, which shows that the quality of the product does not have a substantial impact on the desire to repurchase.

Electronic word of mouth, often known as e-WOM, is one of the factors that consumers consider when deciding whether or not to make a repeat purchase, as stated by Santi and Ambiance (2021). The findings of the study that was conducted by Prayustika in 2017 indicate that, in general, it is possible to assert that, given the present state of technical advancement, e-WOM is significantly more effective than conventional WOM. There is a favourable and significant influence of e-WOM on repurchase intention, as shown by the findings of study conducted by a number of researchers, including: Arif (2019); Heryana and Yasa (2020); and Sari et al. (2021). These findings may be found in Arif (2019); Heryana and Yasa (2020); and Sari et al. (2021). The findings of this study, however, run counter to those of other studies, which, according to Matute et al. (2016), demonstrated that EWOM had a detrimental impact on repurchase intentions.

According to Suhartanto et al. (2021), a company's ability to retain positive relationships with its clientele is critical to its long-term viability in the face of the intense competition that exists in today's business environment. Trust has a strong beneficial effect on repurchase intention, as shown by the findings of research conducted by Astarina et al. (2017) and Dhaniswari and Sukaatmadja (2021). This indicates that the customer's propensity to make a subsequent purchase is directly proportional to the perceived level of confidence in the brand. According to Shikhy (2019) and Sutrisna and Yasa (2021), product quality also has a direct and positive effect on trust and repurchase intentions. This finding supports the findings of the previous two researchers. In addition to this, Vongurai et al. (2018) came to the conclusion in their study that e-WOM has a considerable impact, both positively and significantly, on trust and repurchase intentions.

Based on the background of this research, the research hypothesis is formulated as follows:

- H1: Product quality has a positive and significant effect on repurchase intention;
- H2: e-WOM has a positive and significant effect on repurchase intention;
- H3: Product quality has a positive and significant effect on trust;
- H4: e-WOM has a positive and significant effect on trust;
- H5: Trust has a positive and significant effect on repurchase intention;
- H6: Trust has a positive and significant effect in mediating the effect of product quality on repurchase intention;
- H7: Trust has a positive and significant effect in mediating the effect of e-WOM on repurchase intention.

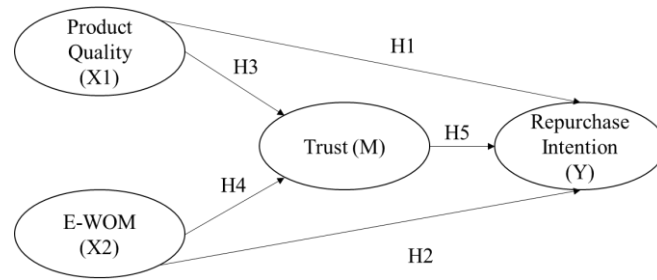


Figure 1 – Conceptual Framework

## METHODS OF RESEARCH

A quantitative approach and associative research methodologies are utilised in this study design, which is a sort of research. The city of Denpasar, more specifically PT. Aravinda Sport, was chosen as the site for this study, and a total of 170 samples were collected for analysis. The purpose of this research is to investigate the effects of trust as a mediating variable on the relationships between product quality and e-WOM on repurchase intention of PT. Aravinda Sport. Exogenous variables are variables that have an effect, either directly or indirectly, on the endogenous (dependent) variable being studied. This research makes use of variables known as exogenous variables. Product quality (X1) and e-WOM (X2) are the exogenous variables that will be examined in this study. Endogenous variables are variables that impact or are affected by exogenous factors. Exogenous variables can also affect endogenous variables. Both repurchase intention, which is represented here as a variable (Y), and trust, which is a mediating variable (M), are considered to be endogenous factors in this investigation.

## RESULTS AND DISCUSSION

Table 2 – Characteristics of Respondents

No	Variable	Classification	Number of people	Percentage (%)
1	Gender	Man	107	62.9
		Woman	63	37.1
	Amount		170	100
2	Age	17-20 years	15	8.8
		21-25 years	92	54.1
		26-30 years	18	10.6
		31-35 years	20	11.8
		>36 years	25	14.7
	Amount		170	100
3	Level of education	SMA/SMK	80	47.1
		Dilpoma	39	22.9
		S1>	51	30.0
	Amount		170	100
4	Work	Student / Student	64	37.6
		Government employees	14	8.2
		Private Employee	46	27.1
		Self-employed	46	27.1
	Amount		170	100

Source: Data processed in 2023.

Table 2 reveals that there were 170 people chosen at random from among the customers of PT. Aravinda Sport in the city of Denpasar. This information can be gleaned from the table. Consumers of PT. Aravinda Sport in the city of Denpasar, which has a male gender that dominates in this study with a proportion of 62.9 percent, can be seen when examined from the perspective of gender. When looked at from the perspective of age, consumers of PT. Aravinda Sport in the city of Denpasar who are between the ages of 21 and 25 make up the majority, accounting for 54.1 percent of the total. When looked at from

the perspective of education, the majority of PT. Aravinda Sport customers in the city of Denpasar are people who have completed high school or an equivalent vocational school programme. This group accounts for 47.1 percent of all customers. In the city of Denpasar, consumers of PT. Aravinda Sport who work as students make up the majority, with a rate of 37.6 percent of the total.

Table 3 – Validity Test Results

No.	Variable	Instrument	Pearson Correlation	Information
1.	Repurchase intention (Y)	Y <sub>1</sub>	0.912	Valid
		Y <sub>2</sub>	0.873	Valid
		Y <sub>3</sub>	0.882	Valid
		Y <sub>4</sub>	0.659	Valid
2.	Trust (M)	M <sub>1</sub>	0.931	Valid
		M <sub>2</sub>	0.955	Valid
		M <sub>3</sub>	0.955	Valid
		M <sub>4</sub>	0.832	Valid
3.	Product quality (X <sub>1</sub> )	X <sub>1.1</sub>	0.994	Valid
		X <sub>1.2</sub>	0.994	Valid
		X <sub>1.3</sub>	0.994	Valid
		X <sub>1.4</sub>	0.934	Valid
4.	e-WOM (X <sub>2</sub> )	X <sub>2.1</sub>	0.941	Valid
		X <sub>2.2</sub>	0.799	Valid
		X <sub>2.3</sub>	0.901	Valid
		X <sub>2.4</sub>	0.935	Valid
		X <sub>2.5</sub>	0.910	Valid

Source: Data processed in 2023.

It is possible to draw the conclusion from table 3 that all of the research variable instruments in the form of product quality, e-WOM, trust, and repurchase intention have met the requirements for the validity test where the total Pearson correlation score for each instrument is above 0.30, indicating that the instrument is suitable to be used as a measuring tool for these variables. This conclusion can be reached because the total Pearson correlation score for each instrument is above 0.30.

Table 4 – Reliability Test

No.	Variable	Cronbach's Alpha	Information
1.	Repurchase intention (Y)	0.855	Reliable
2.	Trust (M)	0.938	Reliable
3.	Product quality (X <sub>1</sub> )	0.986	Reliable
4.	e-WOM (X <sub>2</sub> )	0.846	Reliable

Source: Data processed in 2023.

Table 4 displays the results of the reliability test for each variable, and since all of them have a Cronbach's Alpha score that is greater than 0.60, it is safe to say that all of the instruments have satisfied the criterion for dependability.

Table 5 – Direct Influence, Indirect Effect of product quality (X1) and E-WOM (X2), on trust (M) and repurchase intention (Y)

Variable influence	Direct influence	Indirect influence through M	Total Impact	sig. value
X1→M	0.313		0.313	0.000
X2→M	0.254		0.254	0.000
M→Y	0.496		0.496	0.000
X1→Y	0.349	0.155	0.504	0.000
X2→Y	0.203	0.126	0.329	0.000

Source: Primary data processed in 2023.

Table 5 shows the summary results of the values of each path, the direct and indirect effects between variables and the error values in each structural equation generated through

path analysis techniques. The following will describe the meaning of the values in Table 5.

- Research conducted on consumers of PT. Aravinda Sport in the city of Denpasar. Regarding the effect of product quality on trust, the product quality results have a direct influence on trust of 0.313;
- Research conducted on consumers of PT. Aravinda Sport in the city of Denpasar. Regarding the effect of e-WOM on trust, the results obtained are that e-WOM has a direct influence on trust of 0.254;
- Research conducted on consumers of PT. Aravinda Sport in the city of Denpasar regarding the effect of trust on repurchase intention, the results obtained by trust have a direct influence on repurchase intention of 0.496;
- Research conducted on consumers of PT. Aravinda Sport in the city of Denpasar. Regarding the effect of product quality on repurchase intention, the results obtained are that product quality has a direct effect on repurchase intention of 0.349 with an indirect effect of 0.155 with a total effect of 0.504;
- Research conducted on consumers of PT. Aravinda Sport in the city of Denpasar. regarding the effect of e-WOM on repurchase intention, the results obtained are that e-WOM has a direct effect on repurchase intention of 0.203 with an indirect effect of 0.126 with a total effect of 0.329.

Because the results of the Sobel test indicate that the tabulation  $Z = 3.768 > 1.96$ , it can be deduced that the trust variable is the mediating variable that influences product quality on repurchase intention at PT. Aravinda Sport, and as a result, the sixth hypothesis is accepted. This means that the fifth hypothesis was incorrect. According to the findings of the second Sobel test, the tabulation  $Z$  shows that the results have a value greater than 1.96. This indicates that the trust variable is the variable that is mediating the influence of e-WOM on repurchase intention at PT. Aravinda Sport, which means that the seventh hypothesis is accepted.

According to the VAF test, the calculated value is 33.73%, which is between 20% and 80%, therefore it can be categorised as a partial mediation (Sholihin and Ratmono, 2013). Based on this information, it is possible to draw the conclusion that trust partially mediates the effects of product quality and e-WOM on repurchase intention at PT. Aravinda Sport.

## DISCUSSION OF RESULTS

The findings of this study support the hypothesis that product quality has a positive and statistically significant influence on repurchase intention. To put this another way, the findings suggest that repurchase intention will continue to improve at PT. Aravinda Sport as product quality improves. In order for the initial hypothesis to be recognised as valid. The findings of this research are consistent with those found in a study that was carried out by Santika and Mandala (2019). In that study, the researchers found that product quality has a favourable and substantial effect on the intention to repurchase the product. Adianti and Seminari (2022) demonstrate that the quality of the product has a favourable and statistically significant effect on the customers' inclinations to repurchase the goods. According to studies that were carried out by Sari and Giantari (2020), Gita et al. (2021), Purnapardi and Indarwati (2022), and Dewi et al. (2023), it was found that the quality of the product has a favourable and substantial effect on the consumer's intent to repurchase the item. According to the findings of Ekaprana et al., 2020, product quality was found to have a favourable and statistically significant effect on the intention to repurchase the product.

### **The effect of e-WOM on Repurchase intention**

The findings of this study support the hypothesis that e-WOM has a positive and statistically significant influence on repurchase intention. To put it another way, if e-WOM continues to grow, consumers' repurchase intentions towards PT. Aravinda Sport will continue to get better. Therefore, the second hypothesis can be trusted. The findings of this research are consistent with those found in a study carried out by Setiana and Marlien (2021), which found that e-WOM has a favourable and significant influence on the intentions

of consumers to repurchase a product. According to Arif (2019), eWOM has a considerable impact, as well as a favourable one, on the repurchase intentions of customers. The findings of a number of studies, including those conducted by Pratiwi and Yasa (2019), Subana and Yasa (2019), Asdiana and Yasa (2020), Jaya and Putri (2021), Candra and Yasa (2022), Devi and Yasa (2022), and Wangsa et al. (2022), indicate that electronic word of mouth does have an effect on repurchase intention. The conclusion is that electronic word of mouth can have a positive and large influence, which indicates that it has the potential to have an effect that can enhance repurchase intention at Sono Coffe Selabintana. According to the research conducted by Fajar et al. (2022), e-WOM, also known as electronic word of mouth, has a beneficial and significant impact on the consumer's desire to repurchase. In accordance with the findings of Pradhanawati's earlier research (2021). According to the findings of the research, e-WOM has a favourable and significant effect on the intention to repurchase a product or service.

### **The Effect of Product Quality on Trust**

The findings of this study support the premise that product quality has a positive and significant influence on trust. To put it another way, when product quality improves at PT. Aravinda Sport, the degree of consumer confidence in PT. Aravinda Sport in the city of Denpasar also improves. In order to ensure that the third hypothesis is valid. The findings of this study are consistent with those obtained by Hendriansa et al. (2021), who found that the quality of the product has a significant and beneficial impact on the level of trust consumers have in a brand. According to the findings of Wijaya and Saparso's (2019) research, the relationship between product quality and customer trust is direct. According to Shikhy (2019), the trust that consumers have in a company is directly proportional to the quality of the products that company offers. In a similar vein, Ayu and Ketut (2020) state that the product quality has a favourable and significant effect on the trust that consumers have in the brand.

### **The Effect of e-WOM on Trust**

According to the findings of this research, e-WOM has a large and favourable impact on trust. To put it another way, the more e-WOM that is generated at PT. Aravinda Sport, the greater the degree to which customers have faith in the company. For the purpose of allowing the fourth hypothesis to be accepted. The findings of this study are consistent with those found in research carried out by Vongurai et al. (2018), who came to the conclusion that e-WOM has a considerable impact—both positively and significantly—on trust. According to Matute et al. (2016), e-WOM has a favourable and significant influence on trust. This was also indicated in the study. According to the findings of previous studies conducted by Yunikartika and Harti (2022), electronic word of mouth has a substantial impact on a person's level of trust. It was also claimed by Aisyah and Engriani (2019) and Aprilia et al. (2019) that electronic word of mouth has a substantial influence on trust. In the meantime, Wijaya et al. (2022) state that electronic word-of-mouth has a considerable impact on a person's level of trust.

### **The Effect of Trust on Repurchase Intention**

The findings of this research support the premise that trust has a positive and statistically significant influence on repurchase intention. To put it another way, if the level of trust at PT. Aravinda Sport improves, the company's plans to make more purchases will also improve. In order to verify that the fifth hypothesis is correct. The findings of this investigation are consistent with the findings found in the research carried out by Ningrum et al. Research by Widiartini and Yasa (2017) shows that trust drives intention to reuse e-money, and Primananda et al. (2022) indicated that trust stimulates visitors to visit again. (2021) found that trust has a substantial effect on consumer repurchase intentions at Shopee. In addition, Dhaniswari and Sukaatmadja (2021) demonstrate that trust has a substantial and positively significant impact on the intention to repurchase. Previous research conducted by Otivia and Sukaatmadja (2020) reveals that the results indicate that trust in repurchase intentions is favourable and important. (2020) work by Wicaksono and Ellyawati The presence of trust has

been shown to have a favourable and substantial impact on repurchase intentions. According to earlier studies conducted by Lita and Auliya (2019), Rahmayanti et al. (2022), and Yasa et al. (2022), it was found that trust in the web has a substantial impact on the consumers' intentions to repurchase a product or service.

#### **Effect of product quality on *repurchase intention* by mediating trust**

The findings of this study indicate that product quality has a positive and significant effect on repurchase intention at PT. Aravinda Sport with Trust mediation. Given that trust acts as a mediating variable in the relationship between product quality and repurchase intention, it can be concluded that trust significantly mediates the relationship between product quality variables and repurchase intention, which means that the sixth hypothesis can be accepted. According to the findings of this study, trust not only has a direct influence on repurchase intention but also significantly mediates the effect of perceived green product quality and perceived value of green products on repurchase intention. This research was carried out by Pinaria et al. (2018). The results of this study are in line with the findings of their study. Ghozali and Suharyono (2018) According to the findings of this research, trust might act as a middleman in the connection that exists between product quality and the intention to repurchase in online markets. According to Li et al. (2019), trust plays a substantial mediator function in the association between product quality and intention to repurchase. These researchers found that this was the case. In accordance with the findings of earlier studies, Yaseen et al. (2019) shown that trust plays a moderating influence between the quality of the product and the inclination to buy it again. According to Wang et al. (2018), trust is a mediator of the relationship between product quality and the desire to repurchase, but the effect can be affected by how consumers perceive the risks associated with the product.

#### **The Effect of e-WOM on *Repurchase Intention* by Mediation of Trust**

The findings of this research indicate that e-WOM has a positive and significant effect on repurchase intention at PT. Aravinda Sport with trust mediation. Given that trust is a variable that mediates the influence of e-WOM on repurchase intention, it can be concluded that trust significantly mediates the relationship between e-WOM variables and repurchase intention, which means that the seventh hypothesis can be accepted. The findings of this study are consistent with those obtained from previous research carried out by Anjani et al. (2022). These researchers found that e-WOM had a strong beneficial effect on repurchase intentions through patient trust. According to Liu and He (2019), the findings of this research indicate that e-WOM has a strong beneficial effect on the repurchase intentions of consumers on social media platforms. Trust and social presence also act as mediators in the interaction between e-word-of-mouth marketing and the inclination to repurchase a product. e-WOM has a favourable and significant effect on repurchase intention through e-trust mediation, according to the findings of Putri and Pradhanawati (2021). In keeping with findings from other studies, Wijaya et al. (2020) and Liu et al. (2021) discovered that trust in e-WOM information sources acts as a mediator in the relationship between e-WOM and the intention to repurchase a product or service.

## **RESEARCH IMPLICATIONS**

### **Theoretical Implications**

Regards product quality, electronic word-of-mouth, trust, and inclination to repurchase Which may demonstrate, by experimentation, that the theory used in this research corresponds to the theory The field of research known as consumer behaviour examines how people, communities, and organisations choose, buy, use, and are satisfied by the ways in which goods, services, ideas, or experiences satisfy their needs and wants. In addition, the findings of this study can serve as a reference for other researchers who are interested in investigating product quality, electronic word-of-mouth (e-WOM), trust, and the intention to repurchase.

### Practical Implications

The practical implications of this research are anticipated to be a material consideration and input for PT. Aravinda Sport in increasing repurchase intention by paying attention to product quality, e-WOM, and trust. This study provides an understanding that good product quality, good e-WOM, and high trust can significantly increase repurchase intention. When good product quality and good e-WOM perceived by consumers can increase trust, then the trust felt by consumers can significantly increase repurchase intention. In other words.

### CONCLUSION

Based on this research it can be concluded that Product quality has a positive and significant effect on repurchase intention at PT. Aravinda Sport, e-WOM has a positive and significant effect on repurchase intention at PT. Aravinda Sport, product quality has a positive and significant effect on trust in PT. Aravinda Sport, e-WOM has a positive and significant effect on trust in PT. Aravinda Sport, trust has a positive and significant effect on repurchase intention at PT. Aravinda Sport, trust is a mediating variable that influences product quality on repurchase intention at PT. Aravinda Sport, trust is a variable mediating the influence of e-WOM on repurchase intention at PT. Aravinda Sport.

According to the results that were obtained, product quality, e-WOM, and trust have a substantial influence on repurchase intention at PT. Aravinda Sport. Since this demonstrates that an increase in product quality, e-WOM, and trust will be able to improve repurchase intention at PT. Aravinda Sport, it can be concluded that PT. Aravinda Sport will be able to increase its sales in the future. PT. It is hoped that Aravinda Sport will continue to pay attention to product quality and e-WOM so that customers can enhance their faith in the company, which will raise their desire to repurchase from PT. Aravinda Sport. In terms of the quality of the product, for example, by offering its own distinctiveness or by providing renewable features to items that are currently being offered, so that these products have their own characteristics and are distinguishable from other products that are identical to them on the market, and so that customers can readily identify PT. Aravinda Sport as the manufacturer of the goods in question. while in terms of e-WOM, for example, by advising customers to give honest reviews after conducting business with PT. Aravinda Sport, and the final one is trust, for example, by providing information that is not excessive on the product, so that it is hoped that customers will not feel as though they have been cheated by the information that has been provided by PT. Aravinda Sport.

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