International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Service Quality And Consumer TrustOn Interestrepeat Purchases With Customer Satisfaction As AnIntervening Variable (Survey On Consumers Of Msme Products In West Kuningan)

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Abstract

The aim of this research is to analyze the influence of service quality and consumertrust on repurchaseintention with customer satisfaction as an intervening variable(study of Shopee Mall MaybellineIndonesia consumers in Kuningan, West Java). Thepopulation of this research is MSME users who havepurchased MSME products inTaman Kota Kuningan Regency. The sampling technique used was theHair formula.So, through calculations based on the Hair formula, the sample size obtained from this research was 150 people from the Kuningan Regency community in the MSMEs ofKuningan Regency.The results of the questionnaire obtained were 150 respondentsconsisting of 17 male respondentsand 133 female respondents. The data processingand analysis process uses SEM (Structural EquationModeling). The results of thisresearch show that 1) Service Quality has a positive and significant effect on CustomerSatisfaction, 2) Consumer Trust has positive and significant effect on Customer Satisfaction, 3) Service Quality has a positive and significant effect on

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Repurchase Intention, 4)Customer Satisfaction has a positive and significant effect on Repurchase Intention, 5) Consumer Trusthas no significant effect on Repurchase Intention.

Keywords: service quality, consumer trust, repeat purchase intention, customer *satisfaction*

INTRODUCTION

In today's competitive advertising, businesses strive to attract and hold clients. They get it that benefit quality and customer trust are important variables in vigorously influencing customer repurchases. In expansion, it is broadly acknowledged that client fulfilment plays an important role in mediating the relationship between benefit quality and buyer trust on repurchase expectations. Therefore, the reason for this consideration is to examine the impact of service quality and buyer trust on repurchase energetically, with customer fulfilment as anintermediary. It considers points to determine the relationship between benefit quality and buyer trust to repurchase vigorously, as well as the part of customer fulfilment in intervening the relationship. The total sentence is: "By understanding the relationship between benefit quality, buyer trust, and client fulfilment, businesses can better strategise and expand the efforts of MSME performing artists to extend repurchase vigorously In today's competitive fairs, businesses are attempting to attract and keep clients. They get it that benefit quality and customer trust are important variables in influencing client repurchase intentions. In expansion, it is broadly acknowledged that customer fulfilment plays an important role in intervening the relationship between benefit quality and buyer trust on repurchase purposes. Therefore, the objective of this consideration is to examine the impact of service quality and buyer trust on repurchase vigorously, with customer fulfilment being the most important variable. as an intermediary. This contemplation shows to determine the impact of benefit quality and buyer trust on the intentional repurchase of MSME consumers in Kuningan, West Java. By looking at the relationship between benefit quality, customer trust, and repurchase vigorously, this rumination shows how these variables contribute to customers' choice to repurchase goods or services from MSMEs in Kuningan, West Java.

In today's rapidly changing world of commerce, the victory of small, small, and medium-sized enterprises depends on the capacity of the Business World to attract and retain clients. One of the key factors to be achieved in general is to provide high-quality services that meet the needs of clients. In addition, building customer trust is fundamental

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to increasing customer loyalty and empowering repeat purchases. This study aims to determine the relationship between benefit quality, buyer trust, and repurchase goals in MSME customers in Kuningan, West Java. By understanding the influence of benefit quality and consumer trust on repurchase intentions, this research addresses points to provide MSMEs in Kuningan, West Java with a favourable understanding of how to increase consumer satisfaction and dependability. This research will use an overview strategy to gather information about MSME consumers in Kuningan, West Java. This survey will evaluate the assessment of benefit quality, customer trust, client fulfilment, and repurchase intention of MSME buyers. With increasing competition in the world of commerce, organisations must focus on building strong relationships with their clients to achieve financial victory (Biemans, 2023). One ofthe key components that contribute to client maintenance and repurchase intentions is benefit quality (Doriza, 2019). Providing high-quality benefits ensuresclient satisfaction and increases the likelihood of clients returning to create future purchases (Lazaroiu et al., 2020). In addition, consumer trust plays an important role in shaping repurchase intentions (Sines & Duckworth, 1994). Clients are more likely to repurchase from companies they believe in, as believing makes an unwavering sense of quality and certainty in the brand (Lazaroiu et al., 2020). In expansion, client fulfilment capacity as an intermediate variable between benefit quality and repurchase intentions. When customers are satisfied with the qualityof the benefits they get, this increases their trust and likelihood of repurchasing from the company. Therefore, the essence of this inquiry is to see the impact of benefit quality and buyer trust on repurchase vigorously in an MSME setting in Kuningan Rule, with client fulfilment as a mediating variable. This study will give helpful knowledge to MSMEs in Kuningan on how to advance benefit quality, build purchaser trust, and finally enhance eager repurchase among clients. By understanding the relationship between benefit quality and buyer trust, as well as the intervention part of client fulfilment, MSMEs in Kuningan Rule can create methodologies to expand client devotion and empower rehash purchases. To realise this, this investigation will use a quantitative investigation plan and gather information from MSME clients. in Kuningan Rule. This research aims to provide evidence-based proposals for MSMEs in Kuningan Rule to make their tradeexecution steps and improve client maintenance.mThese considerations will also contribute to existing writings on benefit quality, customer trust, and repurchase energetically by examining these variables specifically. Setting up MSMEs in Kuningan Rule. This article will use existing writings on service quality, customer trust, and repurchase vigorously to create a hypothetical system for questions. This system will direct the definition of

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investigative theory and information gathering. The outcomes of this enquiry will contribute to the understanding of thefactors that empower interested repurchases in MSME divisions and provide common sense Suggestions for trade show artists to enhance their service quality, build customer trust, and finally increase interested customer repurchases. The impact of benefit quality, buyer trust, and client satisfaction on eager repurchases in MSME settings in Kuningan will contribute to the information behaviour of almost customers, specifically inside MSME divisions. Apart from that, the findings of this inquiry can likewise give suggestions for approach makers and support organisations in Kuningan Rule, as they can give an understanding of how to support and empower the development of MSMEs by stressing the significance of benefit quality, customer trust and client fulfillment (Mou & Benyoucef, 2021). In addition, these inquiries will contribute to the understanding of the part of trusting and visible opportunities in shaping buyer acquire decision-making in social commerce (Lazaroiu et al., 2020).

This research will provide useful knowledge about the components that influence repurchase interest in MSME businesses in Kuningan Government. This knowledge can be utilised by MSMEplayers to improve the quality of benefits, build consumer trust, and ultimately increase consumer repurchase interest. In addition, this research will also provide information about consumer behaviour in the MSME sector. This consideration will also have positive implications for the trade of screen characters in the MSME segment in the Kuningan Government. This study aims to determine the effect of service quality and customer trust on repurchase intention in the UMKM division of Kuningan Rule. The results of this study will provide important knowledge about the variables that influence repurchase intention in the MSME business in Kuningan Rule and contribute to writing about buyer behaviour, trust, and repurchase intention in the MSME segment. In addition, this investigation will contribute to the understanding of the role of trust and visible opportunities in shaping buyer choice-making in social commerce (Lazaroiu et al., 2020). This study aims to determine the effect of benefit quality and customer trust on repurchase intention with customer fulfilmentas a mediating variable in MSMEs in Kuningan Government. In general, this question is about the points to determine the impact of benefit quality and customer trust on repurchase intention among MSMEs in Kuningan Regency by considering the intermediary part in client fulfilment. This study aims to look at the relationship between benefit quality, buyer trust, consumer fulfilment, and repurchase intention in the environment of MSMEs in Kuningan Regulation. This study aims to determine the effect of benefit quality and customer trust

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on repurchase intention among MSMEs in Kuningan Regency, with customer fulfilment as an intervening variable

LITERATURE REVIEW

In line with Mauludin (2010), the quality of benefits shows how far the difference isbetween reality and the client's desire for the membership obtained. (Parasuraman, Zeithaml, and Berry, 1985), one of the most recognised andwidely used methods in benefit quality research. SERVQUAL measures the gap between clients' desires and their recognition of benefit execution through five measurements: tangible, unwavering quality, responsiveness, confirmation, and compassion. Shopper confidence, in agreement with Sumarwan (2011), is consumers' understanding of their beliefs about an item, taking into account the various properties that the item has and the benefits obtained from these properties. This means that buyers have certain considerations around the quality, value and price of the goods they use or consider buying. These beliefs can be shaped by individual encounters, data obtained from various sources, as well as brand images built through marketing methodologies. Gefen (2002) adds that buyer confidence includes the belief that the supplier of goods or services willfulfil the guarantee that has been made. According to Kotler and Keller (2012) trust may be a company's readiness to rely on trade accomplices. Trust depends on a number of interpersonal and interorganisational components, such as company competence, ingenuity, trustworthiness, and benevolence. Shopper beliefs are all the information possessed by customers and all the conclusions shoppers make about objects, properties, and benefits (Mowen, 2011). . Client fulfilment can be the degree to which the products or benefits provided by a company meet or exceed the client's wishes. In line with Kotler and Keller (2016), customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the implementation of the product they are considering with their desires. If the execution of an item or benefit meets or exceeds the desires, the client will be fulfilled or even very satisfied; conversely, if the execution is not as desired, the client will feel disappointed. Client fulfilment can be a post-purchase evaluation where the chosen option is at least equal to or exceeds the client's expectations, while disappointment arises if the resulting outcome does not meet the client's wishes. Tjiptono (2007), Interested in buying back can be in the form of buying movements made more than once or several times. Dwindle and Olson (2014) In line with Monroe (1990) in Fadillah and Prabowo (2014), intentional repurchase is the

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desire to buy a product / service again because of the satisfactionobtained from the product / service.

METEDOLOGI

This study uses research methods to analyze the factors that influence the quality of advertising and products in making purchasing decisions through brand trust. These surveys take samples from the population and use surveys to collect information from respondents. According to Indrawan (2014), the survey method isa quantitative survey method that is often used by young professionals. This method aims to confirm research status by examining data and information from samples without special treatment. Therefore, this method usually uses datacollection techniques that are directly observed in the form of interviews, polls, or voting. Survey The survey sample consisting of 130 millennials from MSMEs in Kuningan Regency collected important data through a survey of Service Quality, consumer confidence, interest in repurchasing and customer satisfaction andpurchasing decisions. This survey uses survey methods, observation and survey data collection. This research data analysis uses the structural equation modeling (SEM) method. From the evaluation model of the AMOS 2.1 statistical software package. Structural equation modeling (SEM) is a statistical technique

RESULTS

It investigates the work of Auxiliary Condition Modelling (SEM) which asks for several criteria,in particular, assessing the fit criteria to test the record of the possibility of showing (goodness of fit). Planning appears in the research of the affirmation factors of Innovation and Data Development itappears that all the markers used to make this research show have met the standards. Table 1 showsthe findings as all the Chi-Square, CFI, TLI, CMIN/DF, and RMSEA values are within the equalized expansion. Therefore, the development used to make theresearch demonstration has met the eventachievement criteria. Performance theory tes

Table 1:

	101,879)		
Probability	≥ 0,05	0,636	Baik
RMSEA	≤ 0,08	0,000	Good

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RMR	≤ 0,05	0,150	Closed
GFI	≥ 0,90	0,942	Good
AGFI	≥ 0,90	0,913	Good
CMIN/DF	≤ 2,00	0,938	Good
MmFI/TLI	≥ 0,90	1,005	Good
CFI	≥ 0,90	1,000	Good
IFI	≥ 0,90	1,003	Good

Once all suspicions are met, speculation testing will be conducted as proposed in the previous chapter. Testing these five speculation thoughts is done based on the Basic Proportion(CR) value of the causal relationship from the SEM handling appears as in table 2 and figure 2

Tabel 2:

			Estimate	S.E.	C.R.	P	Label
Customer_Satisfaction	<---	Service_Quality	,394	,102	3,876	***	par_13
Customer_Satisfaction	<---	Consumer_Confidence	,274	,118	2,320	,020	par_15
Repeat_Purchase Interest	<---	Service_Quality	,137	,066	2,078	,038	par_12
Repeat_Purchase Interest	<---	Customer_Satisfaction	,768	,073	10,533	***	par_14

Parameter estimates for testing the effect of service quality on customer satisfaction show a CR value of 3.876 with a probability of ***. Therefore, the probability value is <0.05, it can be concluded that the service quality variable has a positive and significant effect on customer satisfaction. The parameter estimate for testing the effect of consumer trust on customer satisfaction shows a CR value of 2.320 with a probability of 0.020. Therefore, the probability value is<0.05, it can be concluded that the

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consumer trust variable has a positive and significant effect on customer satisfaction. Parameter estimates to test the effect of service quality on repurchase intentions show a CR value of 2.078 with a probability of 0.038. Therefore, the probability value is<0.05, it can be concluded that the service quality variable has apositive and significant effect on repurchase intentions. Parameter estimates to test theeffect of customer satisfaction on repurchase intention show a CR value of 10.533 with a probability of ***. Therefore, the probability value is<0.05, it can be concluded thatthe customer satisfaction variable has a positive and significant effect on repurchase intention. Parameter estimation for testing the effect of consumer trust on repurchase intention shows a CR value of 1.251 with a probability of 0.211. Therefore, the probability value> 0.05, it can be concluded that the consumer trust variable has no significant effect on repurchase intention**.**

CONCLUSION

This research is about the quality of benefits that have a positive and significant influence on repeat purchases. Service Quality is the greatness of the best benefitsthat create client comfort, such as: speed, accuracy, kindness. Agree with Mauludin (2010: 67), the quality of benefits shows how far the difference is between reality and the client's desire for the membership they get. Lupiyoadi (2014: 216) characterises benefit quality as the company's ability to provide services to clients. The results of previous comparative research conducted by (Rosa Lesmana 2019) in connection with "The Impact of Item Quality and Benefit Quality on Client Fulfillment" state that there is a synchronous positive and important impact between service quality on client fulfilment. It seems that someone will feel satisfied when getting quality benefits. that this research with respect to customer trust has a positive and important impact on client satisfaction. Trust includes a person's desire to act in a certain way because of the belief that his partner will deliver what is expected and the desire that a person generally has that the words, assurances, or statements of others can be trusted. Believe is also a place of commerce. Trade exchanges between two or more partieswill occur if each individual trusts the other. This belief cannot only be recognised bythe other party or trade accomplices, but must be built from the start and can be proven. Agree with Kotler and Keller (2012: 225) believed is the company's desire to rely on trade accomplices. Shopper confidence is all the information the buyer has and all the information the shopper has. conclusions that buyers make around objects, quality, and benefits (Mowen, 2011: 312). The results of comparative research conducted by (Kasinem 2020) regarding "The Impact of Trust Quality and Benefits on 100 Client Fulfilment" reveal that Shopper Believe has a positive

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and critical impact on Client Fulfilment. This shows how important simplicity, trust, care and validity are to build consumer / customer trust in a brand or company, because with someone's trust. The Impact of Benefit Quality on Repurchase Intent. Benefit quality includes both positive and critical impacts on repurchase intentions. Kotler and Keller (2012: 49) characterise quality as all the characteristics and characteristics of an item or benefit that have an impact on the capacity to meet various suggested needs. In agreement with Kotler (2004), benefits are any activity or movement that can be advertised by oneparty to another, which is basically intangible and does not give rise to any ownership. The quality of the benefits shows how far the difference is between reality and the client's desire for the membership he receives. In line with research conducted by (Sri Murwanti and Anggrahini Panca Pratiwi 2017) with a study entitled "The Impact of Benefit Quality and Progress on Intentions for Benefit Administration of Motorcycle Repurchases with Client Fulfilment as an Intermediate Variable (Reflecting on the UMS Branch Ahass Bicycle Workshop)" with investigations appearing to reveal that service quality has an important impact on the curiosity to buy once again. It is seen that a person will consider the quality of benefits seen when making repeated purchases from a company or brand. The Impact of Client Fulfilment on Purchase Intention Once again, it can be concluded that the fifth theory with the client fulfilment variable has a positive and noteworthy influence on deliberate repurchase. Kotler (2001: 46) states that client fulfilment is the level that the client feels as a result of the comparison between the actual execution (visible execution) and the client's desire (one's desire). Client fulfilment is an attitude after the final process of something that is perceptually formed based on the comparison between what is expected and the reality obtained. This research is in line with research conducted by (Nanang Cendriono and Titin Eka Ardiana 2018) with the research title "The Impact of Benefit Quality on Rehash Buys of Dawet Jabung Seen from Client Fulfillment as an Interceding Variable" with research appearing which states that Client Fulfillment contains a positive impact on Rehash Buys. This shows that someone will make a repeat purchase when they are satisfied with something they buy. Consumer confidence has no significant effect on repurchaseintentions. In agreement with Kotler and Keller (2012: 225) trust may be the company'sreadiness to rely on trade accomplices. Buyer confidence is all the information that buyers have and all the conclusions that buyers make about objects, properties, and benefits (Mowen, 2011: 312). The results of this study are in line with research conducted by (Ahmad Luqman Dzaki, Dinda Amanda Zuliestiana, 2022) with the title "Examining the Impact of Confidence and Fulfillment on

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Repurchase Intentions in Jd.IdE-Commerce Location Clients" which states that trust has no effect on repurchase interest It seems that buyer certainty is not very influential.

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