

The Influence of Brand Image and Customer Trust on Repurchase Interest and the Role of E-Word of Mouth To Customers of PT. Jasa Kopra Sejati in Pasuruan

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Abstract

This study aims to obtain empirical evidence of the effect of brand image, customer trust, e-word of mouth on customer repurchase intention of PT Jasa Kopra Sejati in Pasuruan. The primary data used in this study are data obtained directly from respondents which include data about customers of PT Jasa Kopra Sejati totaling 97 respondents. This study uses a quantitative approach research approach with hypothesis testing that is causal or causal. Data collection in this study was carried out using cross section time horizon data, where data was obtained at a certain time. The results of this study explain: 1) The effect of Brand Image on Repurchase Interest; 2) The effect of Customer Trust on Repurchase Interest; 3) The effect of E-Word of Mouth on Repurchase Interest; 4) The role of E-Word of Mouth in moderating the effect of Brand Image on Repurchase Interest; 5) The role of E-Word of Mouth in moderating the effect of Customer Trust on Repurchase Interest.



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1. INTRODUCTION

The furniture business is one of the business markets that has a fairly high opportunity for growth in Indonesia. This is indicated by data reported by merdeka.com which shows that the domestic market value of the furniture industry in 2020 reached IDR 15 trillion. Sales of furniture products in the domestic market this year are projected to grow 12 percent compared to last year. This is in line with the increasing number of housing, building, and office projects. Referring to data from the Indonesian Furniture and Craft Industry Association (Himki), the domestic market value of the furniture industry this year could reach IDR 15 trillion, up from the projected achievement in 2017 which was IDR 12 trillion. On the other hand, Indonesia's population of 267 million, and

70 percent of them are productive residents, is a catalyst for the furniture business, so the prospects are still promising (Putra, 2020).

In addition to having a promising domestic market, the furniture industry also has a significant contribution to Indonesia's Gross Domestic Product (GDP). Data released by the Ministry of Industry shows that the contribution of the furniture industry during the period 2015 to 2019 had an average contribution value to GDP of 3.97% of national GDP.

Table 1. Contribution of the Industrial Sector to GDP 2015-2019

No	Lapangan Usaha	2015	2016	2017	2018*	2019**
1	Industri Makanan dan Minuman	7,54	8,33	9,23	7,91	7,78
2	Industri Pengolahan Tembakau	6,24	1,58	-0,64	3,52	3,36
3	Industri Tekstil dan Pakaian Jadi	-4,79	-0,09	3,83	8,73	15,35
4	Industri Kulit, Barang dari Kulit dan Alas Kaki	3,97	8,36	2,22	9,42	-0,99
5	Industri Kayu, Barang dari Kayu dan Gabus dan Barang Anyaman dari Bambu, Rotan dan Sejenisnya	-1,63	1,74	0,13	0,75	-4,55
6	Industri Kertas dan Barang dari Kertas; Percetakan dan Reproduksi Media Rekaman	-0,16	2,61	0,33	1,43	8,86
7	Industri Kimia, Farmasi dan Obat Tradisional	7,61	5,84	4,53	-1,42	8,48
8	Industri Karet, Barang dari Karet dan Plastik	5,04	-8,50	2,47	6,92	-5,52
9	Industri Barang Galian bukan Logam	6,03	5,47	-0,86	2,75	-1,03
10	Industri Logam Dasar	6,21	0,99	5,87	8,99	2,83
11	Industri Barang Logam; Komputer, Barang Elektronik, Optik; dan Peralatan Listrik	7,83	4,33	2,79	-0,61	-0,51
12	Industri Mesin dan Perlengkapan	7,58	5,05	5,55	9,49	-4,13
13	Industri Alat Angkutan	2,40	4,52	3,68	4,24	-3,43
14	Industri Furnitur	5,17	0,46	3,65	2,22	8,35
15	Industri Pengolahan Lainnya; Jasa Reparasi dan Pemasangan Mesin dan Peralatan	4,66	-3,04	-1,68	-0,83	5,17
	Industri Pengolahan Nonmigas	5,05	4,43	4,85	4,77	4,34
	PRODUK DOMESTIK BRUTO	4,88	5,03	5,07	5,17	5,02

Source: Ministry of Industry (2020)

Judging from the contribution to the Gross Domestic Product (GDP) of the industry, the contribution of the furniture industry from 2015-2019 looks quite large. The furniture industry grew by 8.35% from the previous 2.22% (Kemenperin, 2020). Based on data released by the Ministry of Industry (Kemenperin), it is known that the furniture industry has promising potential for manufacturers. Therefore, many furniture manufacturers have begun to emerge in Indonesia.

One of the regions with the largest number of furniture manufacturers in Indonesia is East Java. The high level of business competition that occurs at this time requires companies to be aware of their target market carefully and the level of quality of their products or services. One of the companies that is also present in the furniture business competition in East Java is PT. Jaya Kopra Sejati. PT Jaya Kopra Sejati is a company engaged in the production of HDP mattresses with good quality. Located in Jatitengah Kidul Village, Mojotengah, Sukorejo District, Pasuruan, East Java. PT. Jaya Kopra Sejati is one of the furniture companies in East Java that is included in the category of medium-sized companies. PT. Jaya Kopra Sejati is known as a company that produces quality HDP

mattresses in East Java and the products produced are durable so that customers do not need to be afraid that the products they buy will be damaged quickly.

The strategy implemented in increasing sales by the Management of PT. Jaya Kopra Sejati in Pasuruan is by observing consumer behavior, namely repeat purchases of actual customers owned in several periods of time, and examining related factors that influence it. Based on the initial survey conducted by the Researcher, information was obtained that the marketing strategy implemented by the management to retain existing customers is by maintaining brand image and customer trust and utilizing e-word of mouth through social media.

According to Ain & Ratnasari (2015), repurchase intention is a post-purchase action caused by the satisfaction felt by consumers for products that have been purchased or consumed previously. Repurchase intention is a consumer commitment that is formed after consumers purchase a product or service. Companies that have a good brand image and brand value will be able to dominate the market. Corporate image plays a major role in influencing consumer decision making. When consumers do not have complete information about products and brands, consumers will use the corporate image as a basis for choosing existing products. People sometimes do not like products because the image that is attached is already bad in society. Brand image is generally defined as everything related to the brand that is in the minds of consumers.

In addition to brand image, customer trust also influences repurchase intention. In business, trust is an important influence in determining the success of a business. If one party trusts another party, it will be possible to form a positive behavior and good intentions, therefore when consumers have trust in a particular product or service, then consumers have the intention to repurchase the product or service (Al Rasyid & Sugiyono, 2014).

Another factor that influences repurchase intention is e-word of mouth (e-WOM) or in Indonesian, electronic word of mouth. E-word of mouth is a type of online communication that is similar to traditional communication, namely communication between humans. In addition, e-WOM can be defined as a unique system that can be used for electronic commerce and consists of a set of tools that can provide information about electronic communication (Rimayanti, 2022).

Based on the field facts, theories and previous research results described above, the researcher is interested in proving empirically through a study entitled "The Influence of Brand Image and Customer Trust on Repurchase Interest and the Role of e-Word of Mouth as a Moderating Variable (Study on Customers of PT. Jasa Kopra Sejati in Pasuruan)".

2. LITERATURE REVIEW

Brand Image

According to Kotler & Keller (2016) brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. Sutisna & Pawitra (2003), defines that brand image presents the overall perception of a brand and is formed from information and past experiences with the brand. According to

Schiffman & Kanuk (2004), brand image is a collection of associations about a brand that are stored in the minds or memories of consumers. Based on some of the above understandings, brand image according to researchers is the consumer's perception to evaluate a product when consumers do not have sufficient knowledge about a product. Consumers tend to choose products that are well-known and used by many people rather than products that they have just known.

Customer Trust

According to Mayer et al. (1995) customer trust is part of a party's desire to accept action from another party based on the expectation that the other party will take action that provides confidence in the ability to monitor or control the other party. Consumer trust is all the knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Managers must be aware that trust in objects, attributes, and benefits indicates consumer perception, and therefore, generally one consumer's trust is different from another consumer's.

Electronic Word of Mouth(E-WOM)

Electronic Word of Mouth(E-WOM) is communication between consumers about products, services or companies where the source is considered independent of commercial influence (Litvin et al., 2008). Electronic Word of Mouth (E-WOM) communication can be positive or negative (Bataineh, 2015; Ghorban & Tahernejad, 2012). For example, consumers who are satisfied with a product or service at a consumer company will share positive Electronic Word of Mouth (E-WOM) which can help the company to promote and attract new consumers, while if consumers are dissatisfied they tend to share their Electronic Word of Mouth (E-WOM) in a negative way, which indirectly prevents other consumers from buying from the organization (Ghorban & Tahernejad, 2012). E-WOM offers a variety of ways to exchange information, many of which are anonymous or confidential. This is done to provide geographical and temporal freedom, especially since E-WOM has at least some of them being permanent in writing.

Repurchase Interest

Interest is a drive from human instinct, but it can also be a drive from thoughts accompanied by feelings, interests that only arise from feelings without thinking, easily change according to changes in feelings. Repurchase interest is to show the buyer's desire to make repeat visits in the future. According to Kotler & Keller (2016) repurchase interest is the desire and action of consumers to repurchase a product, because of the satisfaction received in the past. Consumers who make repeat purchases are one of the goals of marketing activities. Repurchase interest occurs after consumers make a purchase where after consumers buy or consume a product produced by the company, consumers are interested in repurchasing the same product or service.

3. RESEARCH METHODS

Based on the type of research, this research approach is a quantitative approach with hypothesis testing.(hypothesis testing) which is causal or cause and effect (Hartono, 2014).This research is included in explanatory research because this research intends to explain the causal relationship (cause and effect) between variables through testing the

formulated hypothesis (Kuncoro, 2011), and is also included in confirmatory research because its aim is to explain the causal relationship between variables through testing the hypothesis (Singarimbun & Efendi, 2011).

Data collection in this study was carried out using cross-sectional time horizon data, where data was obtained at a certain time. The data to be analyzed was collected from existing phenomena without trying to intervene. Based on data analysis, this study is an analytical study because it analyzes data and samples using inductive statistics that are generalized to reach the population.

4. RESULTS AND DISCUSSION

Descriptive Statistics of Brand Image (X1)

Based on the results of distributing questionnaires to 97 customers of PT. Jasa Kopra Sejati in Pasuruan, responses were obtained regarding the Brand Image variable (X1) with the following results:

Table 2. Descriptive Statistics of Brand Image Variable (X1)

Variabel	Item	Frekuensi					N	Min.	Max.	Mean
		STS	TS	CS	S	SS				
Identitas merek (X1.1)	X1.1.1	-	2	11	60	24	97	2	5	4.09
	X1.1.2	-	2	11	62	22	97	2	5	4.07
	Rata-rata									4.08
Kepribadian merek (X1.2)	X1.2.1	-	1	8	69	19	97	2	5	4.09
	X1.2.2	-	2	17	61	17	97	2	5	4.07
	Rata-rata									4.08
Asosiasi merek (X1.3)	X1.3.1	-	2	35	49	11	97	2	5	3.71
	X1.3.2	-	2	21	59	15	97	2	5	3.90
	Rata-rata									3.81
Perilaku dan sikap merek (X1.4)	X1.4.1	1	2	17	56	21	97	1	5	3.97
	X1.4.2	-	1	13	62	21	97	2	5	4.06
	Rata-rata									4.02
Kompetensi dan manfaat merek (X1.5)	X1.5.1	-	-	12	68	17	97	3	5	4.05
	X1.5.2	-	-	10	64	23	97	3	5	4.13
	Rata-rata									4.09
Rata-rata Citra Merek (X1)									4.01	

Source: Processed data (2024)

The table above provides information regarding the recapitulation of respondents' response scores for the 5 indicators of the variable Brand Image (X1). Overall the average score for Brand Image (X1) is 4.01, and based on the previous index value category, it is in the high category.

Descriptive Statistics of Customer Trust (X2)

Based on the results of distributing questionnaires to 97 customers of PT. Jasa Kopra Sejati in Pasuruan, responses were obtained regarding the Customer Trust variable (X2) with the following results:

Table 3. Descriptive Statistics of Customer Trust (X2)

Variabel	Item	Frekuensi					N	Min.	Max.	Mean
		STS	TS	CS	S	SS				
Kemampuan (X2.1)	X2.1.1	-	1	8	50	38	97	2	5	4.29
	X2.1.2	-	1	14	65	17	97	2	5	4.01
	X2.1.3	-	2	15	58	22	97	2	5	4.03
	Rata-rata									4.11
Kebaikan Hati (X2.2)	X2.2.1	-	-	6	47	44	97	3	5	4.39
	X2.2.2	-	-	5	49	43	97	3	5	4.39
	X2.2.3	-	2	11	60	24	97	2	5	4.09
	Rata-rata									4.29
Integritas (X2.3)	X2.3.1	-	-	16	65	16	97	3	5	4.00
	X2.3.2	-	1	18	66	12	97	2	5	3.92
	X2.3.3	-	-	17	69	11	97	3	5	3.94
	Rata-rata									3.95
Rata-rata Customer Trust (X2)									4.12	

Source: Processed data (2024)

The table above provides information on the recapitulation of respondents' response scores to the 3 indicators of the Customer Trust variable (X2). Overall, the average score for Customer Trust (X2) is 4.12, and based on the previous index value category, it is in the high category.

Descriptive Statistics of E-Word of Mouth (M) Variable

Table 4. Descriptive Statistics of E-Word of Mouth (M)

Variabel	Item	Frekuensi					N	Min.	Max.	Mean
		STS	TS	CS	S	SS				
Intensity (M1.1)	M1.1.1	-	4	7	60	26	97	2	5	4.11
	M1.1.2	-	4	12	47	34	97	2	5	4.14
	M1.1.3	-	5	5	54	33	97	2	5	4.19
	Rata-rata									4.15
Content (M1.2)	M1.2.1	-	4	30	47	16	97	2	5	3.77
	M1.2.2	-	4	13	61	19	97	2	5	3.98
	M1.2.3	-	4	14	56	23	97	2	5	4.01
	Rata-rata									3.92
Valence of Opinion (M1.3)	M1.3.1	-	5	13	50	29	97	2	5	4.06
	M1.3.2	-	5	6	46	40	97	2	5	4.25
	M1.3.3	-	5	5	52	35	97	2	5	4.21
	Rata-rata									4.17
Rata-rata E-Word of Mouth (M)									4.08	

Source: Processed data (2024)

Based on the results of distributing questionnaires to 97 customers of PT. Jasa Kopra Sejati in Pasuruan, responses were obtained regarding the E-Word of Mouth (M) variable with the results as shown in Table 4. Table 4. provides information on the recapitulation of respondent response scores for 3 indicators of the E-Word of Mouth (M) variable. Overall, the average score for E-Word of Mouth (M) is 4.08, and based on the previous index value category, it is included in the high category.

Descriptive Statistics of Repurchase Interest (Y)

Based on the results of distributing questionnaires to 97 customers of PT. Jasa Kopra Sejati in Pasuruan, responses were obtained regarding the variable of Repurchase Interest (Y) with the following results:

Table 4. Descriptive Statistics of Repurchase Interest Variable (Y)

Variabel	Item	Frekuensi					N	Min.	Max.	Mean
		STS	TS	CS	S	SS				
Minat Transaksional (Y1.1)	Y1.1.1	-	4	8	60	25	97	2	5	4.09
	Y1.1.2	1	3	19	62	12	97	1	5	3.84
	Rata-rata									3.97
Minat Referensial (Y1.2)	Y1.2.1	2	2	25	47	21	97	1	5	3.86
	Y1.2.2	-		13	69	15	97	3	5	4.02
	Rata-rata									3.94
Minat Preferensial (Y1.3)	Y1.3.1	-	1	11	63	22	97	2	5	4.09
	Y1.3.2	-	1	12	53	31	97	2	5	4.18
	Rata-rata									4.14
Minat Eksploratif (Y1.4)	Y1.4.1	-		10	69	18	97	3	5	4.08
	Y1.4.2	-		10	64	23	97	3	5	4.13
	Rata-rata									4.11
Rata-rata Minat Beli Ulang (Y)									4.04	

Source: Processed data (2024)

The table above provides information on the recapitulation of respondents' response scores to the 4 indicators of the Repurchase Interest (Y) variable. Overall, the average score for Repurchase Interest (Y) is 4.04, and based on the previous index value category, it is in the high category.

Discussion

The Influence of Brand Image on Repurchase Interest

Based on descriptive analysis, it is known that, overall the average score for Brand Image is 4.01, and based on the previous index value category, it is in the high category. These results indicate that the perception and beliefs carried out by consumers, as reflected in the associations that occur in consumer memory, are in the high category. Then, based on descriptive analysis, it is known that, overall the average score for Repurchase Interest is 4.04, and based on the previous index value category, it is in the high category. These results indicate that the desire and actions of consumers to repurchase a product, due to the satisfaction received in the past, are in the high category. The results of the hypothesis test show Brand image is able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan.

The Influence of Customer Trust on Repurchase Interest

Based on descriptive analysis, it is known that, overall, the average score for Customer Trust is 4.12, and based on the previous index value category, it is in the high category. These results indicate that some of the desire of a party to accept action from another party based on the expectation that the other party will take action that provides confidence in the ability to monitor or control the other party, is in the high category.

Then, based on descriptive analysis, it is known that, overall, the average score for Repurchase Interest is 4.04, and based on the previous index value category, it is in the high category. These results indicate that the desire and actions of consumers to repurchase a product, due to the satisfaction received in the past, are in the high category. The results of the hypothesis test show *customer trust* able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan.

The Influence of E-Word of Mouth on Repurchase Interest

Based on descriptive analysis, it is known that, overall the average score for E-Word of Mouth is 4.08, and based on the previous index value category, it is in the high category. These results indicate that informal online communication that is non-commercial about opinions on a service or goods, which occurs directly, via telephone, e-mail, or other communication methods, is in the high category. Then, based on descriptive analysis, it is known that, overall the average score for Repurchase Interest is 4.04, and based on the previous index value category, it is in the high category. These results indicate that the desire and actions of consumers to repurchase a product, due to the satisfaction received in the past, are in the high category. The results of the hypothesis test show *e-word of mouth* able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan.

The Role of E-Word of Mouth in Moderating the Influence of Brand Image on Repurchase Intention

Based on descriptive analysis, it is known that, overall, the average score for Brand Image is 4.01, and based on the previous index value category, it is in the high category. Then, overall the average score for E-Word of Mouth is 4.08, and based on the previous index value category, it is in the high category. These results indicate that informal online communication that is non-commercial about opinions on a service or goods, which occurs directly, via telephone, e-mail, or other communication methods, is in the high category.

These results show that consumers' desire and actions to repurchase a product, due to satisfaction received in the past, are in the high category. The results of the hypothesis test show *Brand image* is able to increase repeat purchase interest of PT. Jasa Kopra Sejati customers in Pasuruan which is moderated by *e-word of mouth*. *E-Word of Mouth* in this case has a "strengthening" moderation nature because of its value *original sample*-is positive, namely 0.418.

The Role of E-Word of Mouth in Moderating the Influence of Customer Trust on Repurchase Intention

Based on descriptive analysis, it is known that, overall, the average score for Customer Trust is 4.12, and based on the previous index value category, it is in the high category. Then, overall the average score for E-Word of Mouth is 4.08, and based on the previous index value category, it is in the high category. These results indicate that informal online communication that is non-commercial about opinions on a service or goods, which occurs directly, via telephone, e-mail, or other communication methods, is in the high category. Furthermore, based on descriptive analysis, it is known that overall

the average score for Repurchase Interest is 4.04, and based on the previous index value category, it is in the high category.

The results of the hypothesis test show that customer trust is able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan which is moderated by e-word of mouth. E-Word of Mouth in this case has a “strengthening” moderation nature because of its value original sample-is positive, namely 0.419.

5. CONCLUSION

Referring to the results of this study, the following conclusions can be drawn:

1. Brand image is able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan.
2. Customer trust is able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan.
3. E-word of mouth is not able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan.
4. Brand image is able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan which is moderated by e-word of mouth with strengthening and pure properties.

Customer trust is able to increase the repurchase interest of PT. Jasa Kopra Sejati customers in Pasuruan which is moderated by e-word of mouth with strengthening and pure properties.

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