

ANALYSIS OF THE EFFECT OF SERVICE QUALITY AND CONSUMER TRUST ON REPURCHASE INTEREST

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Abstract

Keywords:

Service Quality,
Consumer Trust,
Repurchase Intention

This study aims to analyze the influence of service quality and consumer trust on repurchase intention through a literature review approach. The study was conducted by examining various relevant scientific articles to identify patterns of relationships between variables and develop a conceptual synthesis. The results of the analysis indicate that service quality plays a significant role in driving repurchase intention through positive experiences perceived by consumers, such as responsiveness, friendliness, employee competence, and service system reliability. Furthermore, consumer trust has been shown to be an important factor in reducing risk perception and increasing confidence in a product or service, thereby strengthening the tendency to repurchase. The literature synthesis indicates that these two variables complement each other in forming initial loyalty and maintaining long-term relationships between consumers and companies. Therefore, consistently improving service quality and building trust are key strategies in retaining customers and enhancing business sustainability.

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INTRODUCTION

Increasingly dynamic business competition is pushing businesses to focus not only on achieving initial purchases but also on retaining customers and encouraging them to make repeat purchases. Repurchase intention is a crucial indicator of a successful marketing strategy because it reflects the sustainability of the relationship between consumers and product or service providers. Consumers with repeat purchase intention tend to demonstrate initial loyalty and contribute to long-term revenue stability.

One factor considered to influence repurchase intention is service quality. Good service quality can create a positive experience for consumers, increase satisfaction, and establish a favorable perception of value. When consumers perceive that the service they receive meets or exceeds expectations, they are more likely to make a repeat purchase. Therefore, service quality is often positioned as a strategic element in building long-term relationships with consumers.

In addition to service quality, trust also plays a crucial role in influencing consumer behavior. Trust reflects consumers' confidence in the integrity, competence, and consistency of a product or service provider. A high level of trust can reduce perceived risk and uncertainty in the decision-making process, thereby encouraging repeat purchases. In a highly competitive environment, trust becomes an intangible asset that can differentiate a provider from its competitors.

Although various previous studies have addressed the relationship between service quality and trust on consumer behavior, a research gap remains. Some studies focus on discussing each variable separately, while studies examining the relationship between the two variables and repurchase intention have yielded mixed results. Furthermore, findings differ regarding the relative role of each variable in shaping consumer repurchase intention. This situation suggests the need for more systematic studies to gain a more comprehensive understanding of the relationship patterns that form.

Based on the above description, this study aims to analyze and examine the relationship between service quality and consumer trust on repurchase intention, based on various relevant previous studies. This study was conducted to obtain a more integrated conceptual understanding of the role of these two variables in influencing consumer repurchase intention. Through a descriptive literature review, this study is expected to strengthen the theoretical foundation and provide a more comprehensive understanding of the relationship patterns between variables in the marketing context.

RESEARCH METHODOLOGY

This study employed a literature review with a qualitative descriptive approach. This method involved examining and assessing various previous research findings relevant to the topics of service quality, consumer trust, and repurchase intention. This approach aimed to gain a deeper conceptual understanding of the relationships between variables based on published empirical findings.

The literature collection process was conducted by searching for scientific articles in academic databases such as Google Scholar using the keywords "service quality," "consumer trust," and "repurchase intention." The selected articles were research directly related to the variables studied and published in scientific journals.

Next, relevant articles were analyzed descriptively to identify key findings, similarities, and differences in research findings. The results were then synthesized to construct a conceptual model describing the relationship between service quality and consumer trust and repurchase intention.

RESULTS AND DISCUSSION

To support this research, there are several relevant previous studies, namely:

Table 1. Previous Research

NO	AUTHOR (YEAR)	RESEARCH RESULTS	EQUALITY	DIFFERENCE
1	Ardiani & Santoso (2025)	Brand Image (X1), Location (X2), and Service Quality (X3) have a positive and significant	Service Quality (X3) has a positive effect on Repurchase Intention (Y)	Brand Image (X1) and Location (X2) have a positive influence on Repurchase Intention (Y)

		influence on Repurchase Intention (Y)		
2	Azka, Amaliyah, & Prabasari (2025)	WOM (X1), Service Quality (X2), and Product Variety (X3) have a positive and significant effect on Repurchase Intention (Y)	Service Quality (X2) has a positive effect on Repurchase Intention (Y)	WOM (X1) and Product Variety (X3) have a positive influence on Repurchase Intention (Y)
3	Andriansyah & Tiorida (2025)	Product Quality (X1) and Service Quality (X2) have a positive and significant effect on Repurchase Intention (Y)	Service Quality (X2) has a positive effect on Repurchase Intention (Y)	Product Quality (X1) has a positive effect on Repurchase Intention (Y)
4	Putriany (2024)	Risk Perception (X1) and Trust (X2) have a positive and significant influence on Repurchase Intention (Y)	Trust (X2) has a positive effect on Repurchase Intention (Y)	Risk Perception (X1) has a positive effect on Repurchase Intention (Y)
5	Wulandari, Elmas, & Andrianata (2024)	Price (X1), Product Quality (X2) and Trust (X3) have a positive and significant influence on Repurchase Intention (Y)	Trust (X3) has a positive effect on Repurchase Intention (Y)	Price (X1) and Product Quality (X2) have a positive effect on Repurchase Intention (Y)
6	Romadhoni, Susanto, & Cahyani (2022)	Service Quality (X1), Trust (X2), and Security (X3) have a positive and significant influence on Repurchase Intention (Y)	Trust (X2) has a positive effect on Repurchase Intention (Y)	Service Quality (X1) and Security (X3) have a positive effect on Repurchase Intention (Y)

The Influence of Service Quality on Repurchase Intention

Research from Intansari & Suardhika (2025), friendly, responsive service, and being able to meet customer needs well will create a pleasant shopping experience, thereby encouraging long-term customer loyalty, which shows that service quality contributes to increasing consumer repurchase interest.

Research by Andriansyah & Tiorida (2025) states that companies must maintain standards and continuously improve service quality. Regular evaluations of the service provided by employees must be conducted to ensure superior service and retain customers. Service quality is reflected in a reliable ordering system, employee responsiveness to requests and complaints, politeness, good product knowledge, and cleanliness of the premises.

Based on these two studies, it can be concluded that superior and consistent service quality, characterized by friendliness, responsiveness, system reliability, employee competence, and a comfortable environment, plays a crucial role in creating a positive customer experience. This experience directly increases customer loyalty and encourages repeat purchases, so companies need to continuously evaluate and improve service quality to retain customers in the long term.

The Influence of Service Quality on Repurchase Intention has been extensively researched by Salsabila, Saidani, & Rivai P (2022), Alega, Ratnaningtyas, & Sujoko (2024), and Mudfarikah & Dwijayanti (2021).

The Influence of Consumer Trust on Repurchase Intention

Research by Hadi, Karnadi, & Praja (2022) found that consumer trust is a key factor in making a purchase. The perceived quality and effectiveness of a product lead consumers to believe that it is a good and well-established product. This leads to consumer satisfaction and repurchase intentions. Repurchase intentions arise from a sense of trust or satisfaction with a product. This trust increases a consumer's repurchase intentions, leading to repeat purchases.

Research from Feri, Karnadi, & Praja (2025), if the trust is safe and comfortable, the interest in repeat purchases will increase from consumers who come, considering that trust is a determinant in a service business run by a businessman so that to determine the interest in purchasing from consumers, consumers will also assess the brand image as safe, so consumers will also make repeated purchasing decisions.

Based on these two studies, it can be concluded that consumer trust is a key factor in increasing repeat purchase intention. Trust, built through product quality and a sense of security and comfort, will lead to customer satisfaction, thus encouraging repeat purchases. Therefore, the higher the level of trust and positive brand image, the greater the consumer's repeat purchase intention.

The influence of trust on repurchase interest has been widely studied by Dwijayanthi, Meryawan, Rusmayanthi, & Nurakmalia (2025), Kuswandi & Adialita (2024), and Khairunnisa, Rasyid R, & Darwis (2025).

Conceptual Model of Literature Synthesis Results

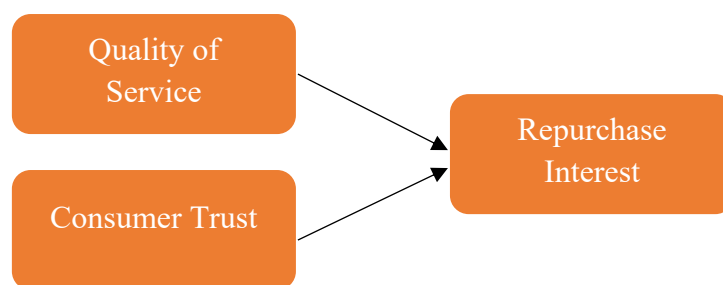


Figure 1. Conceptual Model of Literature Synthesis Results

Based on the results of the related article and a review of the image above, the following applies: Service Quality and Consumer Trust influence Repurchase Intention. In addition to the two variables mentioned above, many other variables influence Repurchase Intention, including:

1. *Social Media Marketing* , namely: Hariman (2025) and Astuti & Abdurrahman (2022).
2. *Product Variations*, namely: Pratiwi & Atmaja (2024) and Yuliana & Pratiwi (2024).
3. *Store Atmosphere* , namely: Azizah, Zunaida, & Anastuti (2024) and Ramadhan & Mubarak (2025).

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the synthesis of various previous studies, it can be confirmed that service quality and consumer trust are the primary determinants of repeat purchase intention. Service demonstrated through responsiveness, friendliness, employee competence, system reliability, and a comfortable environment has been shown to create positive experiences that strengthen consumers' desire to repurchase. Consistency in maintaining service standards is a crucial factor in maintaining long-term relationships with customers.

On the other hand, consumer trust serves as a psychological foundation that minimizes perceived risk and increases confidence in products and service providers. A sense of security, a good reputation, and a positive brand image can foster sustained confidence, thus encouraging repeat purchase decisions. The higher the level of trust, the stronger the tendency for consumers to continue choosing the same product or service.

Thus, the relationship between service quality and consumer trust demonstrates a complementary relationship in increasing repeat purchase intention. These two variables not only have a partial impact but also simultaneously strengthen initial consumer loyalty and support long-term business sustainability.

Suggestion

For businesses, it's crucial to implement a strategy for continuous service quality improvement through employee training, operational standard evaluation, and the use of reliable service systems. Furthermore, building company credibility requires transparency of information, consistent product quality, and honest communication to maintain consumer confidence.

For future researchers, it is recommended to expand the research model by incorporating additional variables such as social media marketing, product variety, or store atmosphere to gain a broader understanding of the factors influencing repurchase intention. Using a quantitative approach with more in-depth statistical analysis or mixed methods may also be considered for more comprehensive research results and stronger generalizability.

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