

THE ROLE OF BRAND TRUST IN MEDIATING THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTION AT FASHION KING'S TAILOR

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Abstract

Increasing competition in the fashion industry, particularly in the custom tailoring segment, requires businesses to focus not only on product quality but also on building consumer trust to maintain customer loyalty. King's Tailor is a custom fashion business that prioritizes product quality by ensuring that designs, materials, and tailoring outcomes meet consumer needs. Nevertheless, further efforts are required to strengthen strategies aimed at encouraging customers' repurchase intentions. This present study aims to explain the role of brand trust in mediating the effect of product quality on repurchase intention among King's Tailor consumers in Denpasar City. Data were collected through an online survey involving a sample of 100 respondents who were consumers of King's Tailor in Denpasar City. The sample was determined using a purposive sampling method. To test the hypotheses, the data were analyzed using path analysis. The results indicate that product quality positively and significantly influences both repurchase intention and brand trust. Moreover, brand trust has a positive and statistically significant effect on repurchase intention. The results further confirm that brand trust plays a significant mediating role in the relationship between product quality and repurchase intention. These findings indicate that high product quality not only directly encourages repurchase intention but also enhances consumers' brand trust, which ultimately strengthens their repurchase decisions. The implications of this study suggest that King's Tailor needs to consistently maintain and improve product quality while building brand trust, so that consumers are not only satisfied but are also encouraged to make repeat purchases on an ongoing basis.

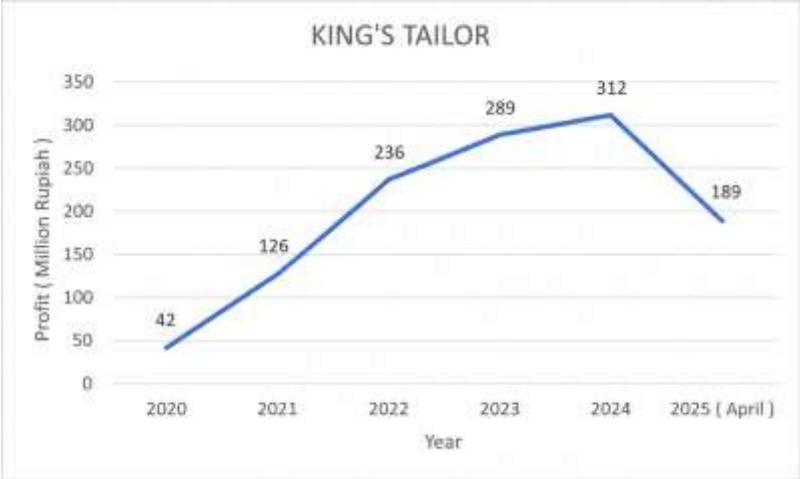
Keywords: Repurchase intention, Product quality, Brand trust

INTRODUCTION

The development of the fashion industry in Indonesia has shown significant growth in line with increasing public awareness of appearance and the demand for products that reflect personal identity, with market revenue projected to reach USD 10.11 billion or approximately Rp168 trillion in 2024 (Statista Market Insights, 2024). This condition has also intensified competition in the custom fashion segment, including King's Tailor in Bali, which provides clothing tailored to consumer needs through adjustments in size, materials, design, and stitching quality for the adult segment aged 21–55 years. Product quality is an important factor in shaping positive perceptions and repurchase intention because consumers consider size accuracy, neatness of stitching, material comfort, and the conformity of the design with their expectations (Kotler & Keller, 2022:302; Zeithaml et al., 2020:43; Novita Sari & Nurhadi, 2025; Sihombing et al.,

2025). Although King’s Tailor recorded an upward trend in gross profit during 2020–2024, the decline that occurred in 2025 indicates the importance of maintaining product quality and positive consumer experiences to encourage repurchase intention.

Figure 1. Gross Profit of King’s Tailor for the 2020–2025 Period (April)



Source: Processed Data (2025)

Based on Figure 1, the gross profit of King’s Tailor showed an increasing trend from Rp42 million in 2020 to Rp312 million in 2024, but declined to Rp189 million in 2025, indicating that business performance has not yet been stable and that the ability to retain consumers for repeat purchases is an important aspect of business sustainability. Repurchase intention refers to consumers’ tendency to repurchase a product based on previous positive experiences (Kotler & Keller, 2021:450; Widanti et al., 2022), one of which is influenced by product quality through the product’s capacity to meet expectations, provide value, and create positive experiences for consumers (Sihombing et al., 2025; Pransiska & Syarfan, 2024). Although several studies have found that product quality has a positive and significant effect on repurchase intention (Fauzia et al., 2025; Wahyuni & Astuti, 2025; Adela & Tuti, 2024), the findings of Waliyuddin and Tuti (2023) as well as Hanggara and Hussein (2023) indicate insignificant results, suggesting the existence of a research gap and the possible role of other variables in this relationship. Therefore, this study positions brand trust as a mediating variable because consistent product quality can increase trust in the brand, while such trust plays a role in encouraging repurchase intention and building long-term relationships with consumers (Widyastuti & Hidayat, 2024; Rohmat et al., 2024; Khodijah et al., 2025; Yusuf et al., 2024), which was further reinforced through a preliminary study involving 20 consumers of King’s Tailor using an online questionnaire.

Table 1. Pre-Survey Questionnaire Results

No	Question	Yes	No
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1	Have you ever used the tailoring services of King's Tailor?	20	0
2	In your opinion, do King's Tailor products have consistently good quality in terms of stitching, materials, and size?	18	2
3	Do you trust the King's Tailor brand?	17	3
4	Do you intend to use King's Tailor services again in the future?	15	5

Source: Processed by the researchers

Based on Table 1, the results of the pre-survey involving 20 respondents indicate that all respondents had used the tailoring services of King's Tailor, 90 percent perceived the product quality of King's Tailor as good, and 85 percent stated that they trusted King's Tailor. However, only 75 percent of respondents intended to use King's Tailor services again, while the remaining 25 percent did not intend to use King's Tailor services again. This condition indicates a gap between product quality and brand trust and consumers' repurchase intention, which may contribute to fluctuations in sales. Trust has not yet fully succeeded in optimally encouraging repeat purchases; therefore, further investigation is required into the role of brand trust in mediating the effect of product quality on repurchase intention in the context of King's Tailor.

Good product quality increases consumers' trust in the brand, and such trust encourages consumers to make repeat purchases (Firdausy et al., 2024). This finding is consistent with the consumer behavior model, which explains that repurchase decisions are the result of consumers' evaluation processes regarding their previous consumption experiences. This study is also relevant to the Stimulus Organism Response (S-O-R) theoretical framework, in which product quality is viewed as the stimulus received by consumers, brand trust as the internal condition (organism) formed through evaluation and experience, and repurchase intention as the response in the form of an intention to repurchase. Therefore, brand trust plays an important role in translating perceptions of product quality into repurchase behavior. Through this study, it is important to analyze in greater depth how product quality and brand trust influence consumers' repurchase intention toward King's Tailor.

RESEARCH METHOD

This study employed a quantitative method with a causal associative approach to examine the causal relationships among product quality, brand trust, and repurchase intention (Sugiyono, 2022:65). The study was conducted in Denpasar City, with the object of research being the consumer behavior of King's Tailor customers, particularly repurchase intention as influenced by product quality and mediated by brand trust. The research subjects were King's Tailor consumers residing in Denpasar who had at least a senior high school/equivalent education and had purchased and used King's Tailor products at least once within the past year. The study examined three research variables of product quality (X) as the independent variable, brand trust (M) as the mediating

variable, and repurchase intention (Y) as the dependent variable. The indicators of product quality included performance, conformance quality, perceived value, and serviceability (Hanggara and Hussein, 2023; Kotler and Keller, 2022; Saputra and Djumarno, 2021); brand trust included reliability, quality assurance, credibility, and security (Al Ghifari et al., 2024; Rahmawati, 2020); while repurchase intention included repeat usage intention, brand switching resistance, transactional intention, and referral intention (Tandon et al., 2021; Setiawardani and Riyanto, 2023).

The study population comprised all King's Tailor consumers in Denpasar City who had previously made a purchase, with the exact population size being unknown. The sample was determined at 100 respondents based on the sample size requirement for multivariate analysis, namely 5–10 times the number of indicators (Sugiyono, 2022:126–133). The study employed a non-probability sampling technique, specifically using purposive sampling to select the respondents. The data consisted of quantitative and qualitative data, sourced from primary data collected through the distribution of questionnaires both offline and online, as well as secondary data obtained from previous studies, Statista, and Badan Pusat Statistik (BPS). The research instrument used a questionnaire with a 1–5 Likert scale (Sugiyono, 2022).

Instrument testing was conducted through validity and reliability tests involving 30 respondents. The validity test results showed that all indicators had Pearson Correlation values above 0.30 and were therefore declared valid, while the reliability test showed Cronbach's Alpha values of 0.860 for product quality, 0.822 for brand trust, and 0.840 for repurchase intention, indicating that all instruments were reliable. Subsequently, data analysis was conducted using descriptive statistics and inferential statistics. Inferential statistics employed path analysis and the Sobel test with the assistance of SPSS version 25. Path analysis was used to examine the direct effect of product quality on repurchase intention, the effect of product quality on brand trust, and the effect of brand trust on repurchase intention, including the indirect effect of product quality on repurchase intention through brand trust. Prior to the analysis, the model was tested using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The significance of direct effects was tested using the t-test, while simultaneous effects were tested using the F-test at a 5% significance level. Furthermore, the Sobel test (Sobel test) was employed to assess the role of brand trust as a mediating variable; mediation was considered significant when the Z value was > 1.96 and the p-value was < 0.05 (Utama, 2016; Sugiyono, 2022).

RESULT AND DISCUSSION

Description of Research Variables

The description of respondents' responses was used to illustrate their assessments of each indicator of the research variables using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), with a class interval of 0.80.

Based on these intervals, the mean values of respondents' responses were grouped into descriptive categories to indicate assessment levels ranging from very low to very high.

Table 2. Description of Research Variables

Mean Score	Variable Category		
	Product quality	Brand trust	Repurchase intention
1,00 – 1,80	Very Poor	Very Low	Very Low
1,81 – 2,61	Poor	Low	Low
2,62 – 3,42	Fairly Good	Moderately High	Moderately High
3,43 – 4,23	Good	High	High
4,24 – 5,04	Very Good	Very High	Very High

Source: Processed data, 2026

Based on Table 3, the product quality variable obtained an overall mean score of 3.96 and was classified in the good category, indicating that respondents positively assessed the quality of King's Tailor products. The indicator with the highest score was perceived value at 4.02, indicating that the benefits of the products were perceived as commensurate with the costs incurred, while the lowest score was recorded for serviceability at 3.92, suggesting that the ease of making adjustments when discrepancies occur could still be improved.

Based on Table 4 and Table 5, brand trust obtained a mean score of 4.04 and was classified in the high category, with credibility as the highest-scoring indicator at 4.10 and quality assurance as the lowest at 3.96, indicating a high level of consumer trust despite the need for continued attention to quality consistency. Meanwhile, repurchase intention obtained the highest mean score among the three variables, at 4.18, and was classified in the high category, with brand switching resistance as the highest-scoring indicator at 4.23 and repeat usage intention as the lowest at 4.13, indicating that consumers tend not to switch to other tailoring service providers and have a strong intention to use King's Tailor services again.

Inferential Analysis of Research Data

Path Analysis

Pada penelitian ini digunakan teknik analisis jalur dalam melihat pengaruh hubungan kausalitas masing-masing variabel bebas terhadap variabel terikat.

1. Formulating Hypotheses and Structural Equations

The first step in path analysis is to formulate hypotheses and structural equation models based on the existing theory and the hypotheses referred to in Chapter II. The statistical hypotheses for the direct effects are formulated as follows.

The testing criteria for interpreting the direct effects among the variables in accordance with the hypotheses are as follows:

If sig. > 0.05, then is accepted and is rejected

If sig. ≤ 0.05, then is rejected and is accepted

1) Effect of Product quality on Repurchase Intention

H_0 : Product quality does not have a positive and significant effect on Repurchase intention

H_1 : Product quality has a positive and significant effect on Repurchase intention

2) Effect of Product quality on Brand trust

H_0 : Product quality does not have a positive and significant effect on Brand trust

H_2 : Product quality has a positive and significant effect on Brand trust

3) Effect of Brand trust on Repurchase intention

H_0 : Brand trust does not have a positive and significant effect on Repurchase intention

H_3 : Brand trust has a positive and significant effect on Repurchase intention

Based on the hypotheses formulated, the equation of the structural model before mediation can be written as follows:

$$Y = 0,484X + 0,875$$

Meanwhile, the structural model 1 equation with mediation is:

$$M = 0,554X + 0,832$$

Meanwhile, the structural model 2 equation with mediation is:

$$Y = 0,228X + 0,463M + 0,785$$

A regression model is considered a good model if it is free from violations of the classical statistical assumptions.

2. Formulating Hypotheses and Structural equations

Theoretically, a regression model will produce accurate parameter estimates if it satisfies the classical regression assumptions, namely the normality, multicollinearity, and heteroscedasticity tests.

a) Normality Test

Table 6. Normality Test Results

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0,109
Substructure 2	0,200

Source: processed primary data, 2026

Based on the One-Sample Kolmogorov-Smirnov normality test presented in Table 6, the Asymp. Sig. (2-tailed) values obtained are 0.109 and 0.200. Since both significance values exceed the predetermined alpha level of 0.05, the data can be considered normally distributed. Therefore, the regression model can be considered to fulfill the normality assumption.

b) Multicollinearity Test

Table 7. Multicollinearity Test Results

Equation	Model	Collinearity Statistics	
		Tolerance	VIF
Substructure 1	Product quality	1,000	1,000
Substructure 2	Product quality	0,693	1,442
	Brand trust	0,693	1,442

Source: processed primary data, 2026

Table 7 shows that none of the independent variables has a tolerance value below 0.10 or a VIF value above 10. Therefore, the regression model is free from multicollinearity.

c) Heteroscedasticity Test

Table 8. Heteroscedasticity Test Results

Equation	Model	t	Sig.
Substructure 1	Product quality	-0,322	0,748
Substructure 2	Product quality Brand	-1,130	0,261
	trust	-1,110	0,270

Source: processed primary datas, 2026

Table 8 indicates that the significance values for each model exceed 0.05. This suggests that the independent variables do not have a statistically significant effect on the absolute residuals, and therefore this study is free from heteroscedasticity.

Based on the results of the classical assumption tests, the regression model satisfies the normality assumption, does not exhibit multicollinearity, and is free from heteroscedasticity. Thus, the regression model developed in this study is considered appropriate for further analysis.

3. Hypothesis Testing (Direct Effects)

a) **Structural Model Before Mediation**

Table 9. Structural Model Before Mediation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	9,739	1,295		7,519	0,000
Product quality	0,441	0,080	0,484	5,476	0,000
R Square = 0,234					
F Statistik = 29,990					

Source: processed primary data, 2026

Based on the results presented in Table 9, the structural equation before mediation is formulated as follows:

$$Y = \beta_1 X + e_1$$

$$Y = 0,484X$$

The structural equation can be interpreted as follows:

The analysis results in Table 9 show that before involving the mediating variable, product quality has a standardized coefficient beta of 0.484 with a positive direction toward repurchase intention. This means that the better the product quality perceived by consumers, the higher their tendency to make repeat purchases. The significance value of 0.000 (< 0.05) indicates that the effect of product quality on repurchase intention is statistically significant.

The F value of 29.990 with a significance level of 0.000 indicates that The findings indicate that the regression model is suitable for analyzing and explaining the relationship between product quality and repurchase intention. Meanwhile, the coefficient of determination (R Square) of 0.234 indicates that 23.4% of the variation in repurchase intention can be explained by product quality, while the remaining 76.6% is influenced by other factors outside the research model.

b) Structural Model 1

Table 10. Structural Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	7,232	1,374		5,264	0,000
Product quality	0,562	0,085	0,554	6,585	0,000
R Square = 0,307					
F Statistik = 43,359					

Source: processed primary data, 2026

Based on the results presented in Table 10, the structural model 1 equation is formulated as follows:

$$M = \beta_3 X + e_2$$

$$M = 0,554X$$

The structural equation can be interpreted as follows:

As shown in Table 10, product quality demonstrates a positive effect on the dependent variable, with a standardized beta coefficient of 0.554. This means that the better the product quality perceived by consumers, the higher their tendency to make repeat purchases. The significance value of 0.000 (< 0.05) indicates that the effect of product quality on brand trust is statistically significant.

The F value of 43.359 with a significance level of 0.000 indicates that the regression model used is appropriate and capable of explaining the relationship between product quality and brand trust. Meanwhile, the coefficient of determination (R Square) of 0.307 indicates that 30.7% of the variation in brand trust can be explained by product quality, while the remaining 69.3% is influenced by other factors outside the model.

c) Structural Model 2

Table 11. Structural Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,735	1,324		5,008	0,000
Product quality	0,207	0,087	0,228	2,376	0,019
Brand trust	0,415	0,086	0,463	4,834	0,000
R Square = 0,383					
F Statistik = 30,100					

Source: processed primary data, 2026

Based on the results presented in Table 11, the structural model 2 equation is formulated as follows:

$$Y = \beta_2 X + \beta_4 M + e_3$$

$$Y = 0,228X + 0,463M$$

The structural equation can be interpreted as follows:

The results presented in Table 11 indicate that product quality has a positive effect on repurchase intention, with a standardized beta coefficient of 0.228. This indicates that improvements in the product quality offered by King's Tailor can lead to higher consumer repurchase intention. The significance value of 0.019 (< 0.05) indicates that the effect of product quality on repurchase intention is significant.

The brand trust variable has a standardized coefficient beta of 0.463 with a positive direction toward repurchase intention. This indicates that the higher the brand trust, the greater the tendency of consumers to make repeat purchases. The significance value of 0.000 (< 0.05) indicates that the effect of brand trust on repurchase intention is statistically significant.

The F value of 30.100 with a significance level of 0.000 indicates that the regression model used is capable of explaining the relationship of product quality and brand trust with repurchase intention. The coefficient of determination (R Square) of 0.383 indicates that 38.3% of the variation in repurchase intention can be explained by product quality and brand trust, while the remaining 61.7% is influenced by other factors outside the research model.

4. Constructing the Path Coefficient Diagram

a) Direct Effect

1. Product quality (X) has a positive and significant effect on Repurchase intention (Y) before mediation, amounting to = 0.484.
2. Product quality (X) has a positive and significant effect on Repurchase intention (Y) with mediation, amounting to = 0.228.
3. Product quality (X) has a positive and significant effect on *Brand trust* (M), amounting to = 0.554.
4. Brand trust (M) has a positive and significant effect on Repurchase intention (Y), amounting to = 0.463.

b) Indirect Effect

The effect of Product quality (X) on Brand trust (M) and subsequently on Repurchase intention (Y) is 0.257, obtained from the following calculation:

$$\begin{aligned}\text{Indirect effect} &= \beta_3 \times \beta_4 \\ &= 0,554 \times 0,463 \\ &= 0,257\end{aligned}$$

c) Total Effect

The effect of Product quality (X) on Repurchase intention (Y), with Brand trust (M) as the mediating variable, is 0.485, obtained from the following calculation:

$$\begin{aligned}\text{Total effect} &= \beta_2 + (\beta_3 \times \beta_4) \\ &= 0,228 + (0,554 \times 0,463) \\ &= 0,228 + 0,257 \\ &= 0,485\end{aligned}$$

5. Testing the Total Coefficient of Determination (r) and Error Variables (e)

This test examines the value of each coefficient of determination before mediation, structural model 1, and structural model 2, along with the error variable values for each structural, for the purpose of constructing the final path diagram model. The coefficient of determination obtain in this study are presented as follows.

Table 12. Coefficient of Determination Results

Before Mediation	Substructural 1	Substructural 2
0,234	0,307	0,383

Source: processed primary data, 2026

Table 12 shows that before mediation is 0.234, meaning that the ability of product quality to explain the variance in repurchase intention is 23.4 percent. The value in substructure 1 is 0.307, meaning that the ability of product quality to explain the variance in brand trust is 30.7 percent. The value in substructure 2 is 0.383, meaning that the combined ability of product quality and brand trust to explain the variance in

repurchase intention is 38.3 percent, while the remaining 7.6 percent is explained by other variables outside the model.

The calculation of the error variable values for each structural is as follows.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,234} = \sqrt{0,766} = 0,875$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,307} = \sqrt{0,693} = 0,832$$

$$e_3 = \sqrt{1 - R_3^2} = \sqrt{1 - 0,383} = \sqrt{0,617} = 0,785$$

The total coefficient of determination is calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (e^2)^2 - (e^3)^2 \\ &= 1 - (0,832)^2 - (0,785)^2 \\ &= 1 - (0,692) - (0,616) = 0,573 \end{aligned}$$

The total coefficient of determination is 0.573, which can be interpreted as indicating that 57.3 percent of the repurchase intention variable is explained by product quality and brand trust, while 42.7 percent is explained by other variables not included in the research model or outside the research model.

Based on the explanation of the structural equations, Figures 2 and 3 present the results of the path coefficient calculations as reflected in the standardized coefficient beta values for each direct relationship among the variables in the model under investigation, both before and after involving the mediating variable. These coefficient values indicate the magnitude of the direct effect exerted by each variable. The path coefficient values for each relationship among the variables are presented as follows:

Figure 2. Model Before Mediation

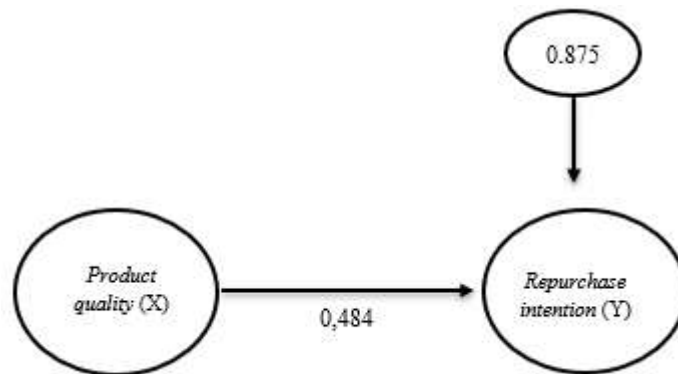
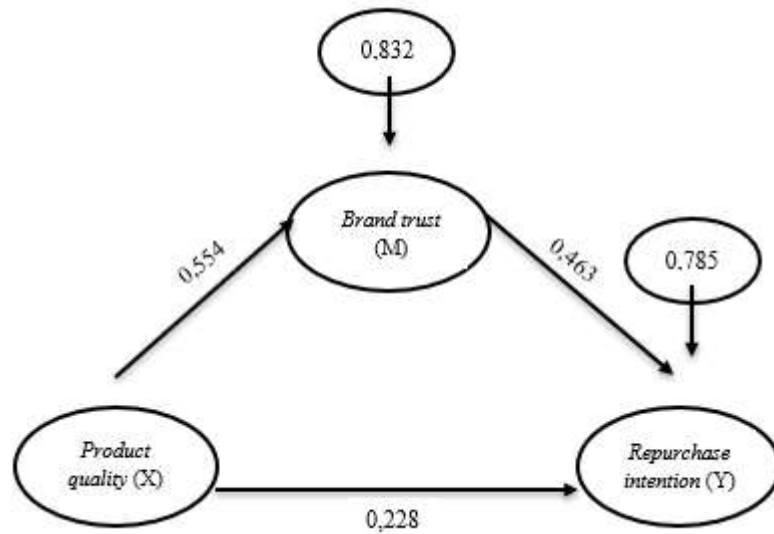


Figure 3. Path Analysis Model



6. Calculating Path Coefficients Simultaneously (F-Test)

The testing criteria for interpreting the overall effect of the variables are as follows:

- (1) If the F-test probability value > 0.05 , then is accepted and is rejected, meaning that the effect is not significant.
- (2) If the F-test probability value ≤ 0.05 , then is rejected and is accepted, meaning that the effect is significant.

H_0 : Product quality and Brand trust do not simultaneously affect Repurchase intention

H_1 : Product quality and Brand trust do not simultaneously affect Repurchase intention

This study calculated the F-test for the effect of product quality and brand trust on repurchase intention, as presented in Appendix 10. The significance value for the effect of product quality and brand trust on repurchase intention is 0.000. This supports the conclusion that is rejected and is accepted, meaning that the effect is significant. This indicates that the research model developed is appropriate for further analysis. This also indicates that product quality and brand trust jointly play an important role in increasing consumers' purchase intention at King's Tailor.

5. Calculating the Significance of Individual Path Coefficients (T-Test)

1) Effect of Product quality on Repurchase intention

H_0 : Product quality does not have a positive and significant effect on Repurchase intention

H_1 : Product quality has a positive and significant effect on Repurchase intention

The t-test results in the regression model show that the significance value for the product quality variable is 0.019, which is lower than the significance level of 0.05. The

standardized beta value of 0.228 indicates that the relationship between product quality and repurchase intention is positive. Thus, H_0 is rejected and H_1 is accepted, These findings demonstrate that product quality has a positive and significant effect on repurchase intention. In other words, the higher the quality of products offered by King's Tailor, the stronger consumers' intention to make repeat purchases.

2) Effect of Product quality on Brand trust

H_0 : Product quality does not have a positive and significant effect on Brand trust

H_2 : Product quality has a positive and significant effect on Brand Trust

The t-test results in the regression model show that the significance value for the product quality variable is 0.000, which is lower than the significance level of 0.05. The standardized beta value of 0.554 indicates that the relationship between product quality and brand trust is positive. Thus, H_0 is rejected and H_2 is accepted, indicating that product quality has a positive and significant effect on brand trust. These results indicate that the better the product quality provided by King's Tailor, the higher the level of consumer trust in the King's Tailor brand.

3) Effect of Brand trust on Repurchase intention

H_0 : Brand trust does not have a positive and significant effect on Repurchase intention

H_3 : Brand trust has a positive and significant effect on Repurchase Intention

The t-test results in the regression model show that the significance value for the brand trust variable is 0.000, which is lower than the significance level of 0.05. The standardized beta value of 0.463 indicates that the relationship between brand trust and repurchase intention is positive. Thus, H_0 is rejected and H_3 is accepted, indicating that brand trust has a positive and significant effect on repurchase intention. These results indicate that the higher the level of consumer trust in King's Tailor, the greater the tendency of consumers to make repeat purchases.

6. Summary and Conclusion

Based on the calculations that have been conducted, the direct effects, indirect effects, and total effects of each structural equation can be summarized as presented in Table 13.

Table 13. Direct Effects, Indirect Effects of Product quality (X), Brand trust (M), and Repurchase intention (Y)

Effect of Variables	Direct Effect	Indirect Effect through M	Total Effect	Total Effect	Results
X to Y (before mediation)	0,484			0,000	Significant
X to M	0,554		0,554	0,000	Significant
M to Y	0,463		0,463	0,000	Significant

X to Y (with mediation)	0,228 (Sig)	0,257 (Sig)	0,485	0,019	Partial Mediation
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Source: processed primary data, 2026

Table 13 provides an overview of the direct and indirect relationships between the variables, along with the total effects obtained for each structural equation through path analysis. The meaning of the values presented in Table 13 is outlined as follows:

1) Effect of Product quality on Repurchase intention (Before Mediation)

The findings demonstrate that product quality has a positive and statistically significant effect on consumers' repurchase intention toward King's Tailor. consumers before involving the mediating variable brand trust, with a direct effect value of 0.484 or 48.4 percent and a significance value of 0.000 (< 0.05). These results indicate that the better the product quality provided by King's Tailor, the greater the tendency of consumers to make repeat purchases.

2) Effect of Product quality on Repurchase intention (With Mediation)

The analysis results show that product quality has a positive and significant effect on the repurchase intention of King's Tailor consumers, with a direct effect value of 0.228 or 22.8 percent and a significance value of 0.019 (< 0.05). This indicates that product quality capable of meeting consumer expectations can encourage the intention to use King's Tailor services again.

3) Effect of Product quality on Brand trust

The results indicate that product quality has a positive and significant effect on the brand trust of King's Tailor consumers, with a direct effect value of 0.554 or 55.4 percent and a significance value of 0.000 (< 0.05). These results indicate that consistent product quality that meets consumer expectations can directly build consumer trust in King's Tailor.

4) Effect of Brand trust on Repurchase intention

The results show that brand trust has a positive and significant effect on the repurchase intention of King's Tailor consumers, with a direct effect value of 0.463 or 46.3 percent and a significance value of 0.000 (< 0.05). These results indicate that consumers' trust in the credibility and consistency of King's Tailor services can encourage their intention to use the tailor services again.

5) The Role of Brand trust in Mediating the Effect of Product quality on Repurchase intention

In the mediation context, the indirect effect of product quality on repurchase intention through brand trust is 0.257 (obtained from 0.554×0.463), or equivalent to 25.7 percent. When combined with the direct effect of 0.228, the total effect of product quality on repurchase intention becomes 0.485 or 48.5 percent. These results indicate that brand trust serves as a mediating variable in the relationship between product quality and repurchase intention. Nevertheless, the direct effect of product quality on

repurchase intention remains significant; therefore, the mediating role of brand trust in this study is categorized as partial mediation (partial mediation). However, the contribution of the indirect effect is greater than that of the direct effect, indicating that brand trust plays an important role in strengthening the effect of product quality on the repurchase intention of King's Tailor consumers. This indicates that, in addition to maintaining the quality of stitching provided, size accuracy, and material selection, King's Tailor also needs to continuously build credibility and consistency in service quality so that consumer trust increases and ultimately encourages consumers to use King's Tailor services again.

Sobel Test

The Sobel test calculation is generally performed using a specific formula. The Sobel test is used to examine the significance of the indirect effect of the mediating variable, where if the obtained z value exceeds 1.96 at a 5 percent significance level, it can be interpreted that brand trust as the mediating variable has a significant effect in linking Product quality serves as the independent variable, while repurchase intention is the dependent variable.

Furthermore, the standard error value for the indirect effect (S_{ab}) can be determined using the following equation:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 \cdot S_b^2}$$

$$S_{ab} = \sqrt{(0,463)^2(0,087)^2 + (0,554)^2(0,086)^2 + (0,087)^2(0,086)^2}$$

$$S_{ab} = \sqrt{(0,214)(0,008) + (0,306)(0,007) + (0,008)(0,007)}$$

$$S_{ab} = \sqrt{0,002 + 0,002 + 0,000}$$

$$S_{ab} = \sqrt{0,003}$$

$$S_{ab} = 0,063$$

To test the significance of the indirect effect, it is necessary to calculate the z value of the ab coefficient using the following formula:

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,554)(0,463)}{0,063}$$

$$Z = \frac{0,257}{0,063}$$

$$Z = 4,08$$

Based on the results of the Sobel test, value of 4.08 was obtained, which is greater than value of 1.96. This indicates the brand trust variable is able to mediate the effect of product quality on repurchase intention, thereby confirming that the fourth hypothesis is accepted. It can be concluded that brand trust is a factor that strengthens the effect of product quality on consumers' repurchase intention at King's Tailor.

Discussion of Research Findings

The Effect of Product Quality on Repurchase Intention

The hypothesis analysis results show that product quality has a positive and significant effect on repurchase intention. These results indicate that the better the product quality perceived by King's Tailor consumers, the greater their tendency to make repeat purchases of King's Tailor products in Denpasar City. This finding indicates that product quality is an important factor influencing consumers' decisions to maintain a purchasing relationship with a custom fashion brand. Statistically, the path analysis results demonstrate a positive and significant relationship between product quality and repurchase intention, thereby supporting the first hypothesis of this study. This condition indicates that the quality of King's Tailor products is able to provide a positive experience that encourages consumers to engage repeat purchases.

The average respondent assessment of the product quality variable falls within the high category. This indicates that the majority of respondents perceive King's Tailor products as being able to meet consumer expectations in terms of stitching quality, size conformity, material quality, and perceived product value. Consumers perceive the products as having consistent quality and being aligned with their needs, thereby increasing their confidence in making repeat purchases. The majority of respondents are King's Tailor consumers within the productive age range and are predominantly individuals engaged in employment or business activities, making them more likely to pay attention to the quality of clothing used to support their appearance and professionalism. These characteristics indicate that King's Tailor consumers have relatively high expectations regarding product quality; therefore, when the quality received meets their expectations, consumers are more likely to be encouraged to make repeat purchases. The findings of this study are also supported by the pre-survey results, which showed that most respondents perceived the quality of King's Tailor products as good and consistent, particularly in terms of stitching, materials, and product sizing. In addition, most respondents stated that they intended to use King's Tailor services again in the future. These pre-survey findings demonstrate that good product quality is able to create positive experiences that contribute to the emergence of consumers' repurchase intention.

This study is consistent with the consumer behavior model, which explains that product quality is one of the marketing stimuli that serves as an input capable of influencing consumer evaluations and decisions regarding repeat purchases. Products with good quality provide positive usage experiences, increase satisfaction, and create favorable perceptions of value in consumers' minds.

This study supports previous empirical research conducted by Maharani (2025), Terrasista and Antonio (2025), and Hanggara and Husein (2023), which demonstrated that product quality has a positive and statistically significant effect on repurchase

intention. This finding suggests that consumers who perceive higher product quality are more likely to repurchase the same products or services.

The Effect of Product Quality on Brand Trust

The hypothesis testing findings show that product quality has a positive and significant effect on brand trust among King's Tailor consumers in Denpasar City. These results indicate that the better the product quality provided by King's Tailor, the higher the level of consumer trust in the King's Tailor brand. The results provide empirical support for the hypothesis that product quality positively and significantly influences brand trust. This finding indicates that product quality is an important determinant in establishing consumer confidence in a brand, particularly in the custom fashion business, which emphasizes the conformity of product outcomes with customer needs and expectations.

Respondents' assessment of the brand trust variable obtained an average score within the high category. This indicates that most respondents have a high level of trust in King's Tailor. Consumers perceive that King's Tailor is able to provide consistent product quality, neat stitching, and products that conform to their orders and expectations. These positive assessments reflect that the product quality perceived by consumers is able to shape favorable perceptions of the brand, thereby increasing consumer trust in King's Tailor. The respondent characteristics in this study also support the findings, as the majority of respondents are within the productive age range and have used King's Tailor services more than once. This indicates that respondents have direct experience with the quality of King's Tailor products and are therefore better able to assess stitching quality, materials, sizing, and design conformity. These positive experiences encourage the formation of consumer trust in the King's Tailor brand. The findings are also consistent with the pre-survey results, which showed that most respondents perceived King's Tailor product quality as good and expressed trust in the King's Tailor brand. Although a small proportion of consumers did not yet fully trust the brand, these findings support the important role of product quality in shaping consumers' brand trust.

The S-O-R (Stimulus-Organism-Response) theory is relevant to these findings, in which product quality serves as a stimulus received by consumers through their experience of using the product. This stimulus is then processed within the consumer as the organism in the form of psychological evaluations and perceptions of the brand, reflected in brand trust. Good product quality creates a positive perception that the brand is capable of delivering outcomes that meet expectations, is reliable, and possesses strong credibility. Therefore, the better the product quality perceived by consumers, the higher their level of trust in the King's Tailor brand.

This study supports previous research conducted by Aprilia and Andarini (2023), Ilham et al. (2025), and Indrawan et al. (2024), which stated that product quality has a positive and significant effect on brand trust. These findings indicate that good product

quality is able to increase consumer confidence in a brand because consumers perceive the brand as capable of consistently delivering quality in accordance with their expectations. Thus, product quality is an important determinant in establishing and maintaining consumer trust in a brand.

The Effect of Brand Trust on Repurchase intention

Hypothesis testing shows that brand trust has a positive and significant effect on repurchase intention. These results indicate that the higher the level of consumer trust in King's Tailor, the greater the tendency of consumers to make repeat purchases from King's Tailor in Denpasar City. The analysis results demonstrate that consumers who trust the quality, credibility, and consistency of King's Tailor services tend to have stronger confidence in using the tailoring services again in the future. The role of brand trust is therefore an important factor in establishing long-term relationships between consumers and the brand.

The repurchase intention variable obtained an average respondent assessment within the high category. This condition indicates that most respondents have a strong intention to use King's Tailor services again, are reluctant to switch to other tailoring brands, and are willing to recommend King's Tailor to others. The high level of respondents' repurchase intention is consistent with the high level of brand trust consumers have in King's Tailor. Consumers perceive that King's Tailor is able to provide tailoring outcomes that meet expectations, consistent quality, and a sense of security during the purchasing process, thereby encouraging confidence in making repeat purchases. The findings are also supported by respondent characteristics, which are dominated by consumers within the productive age range and those with experience using King's Tailor services. Consumers in this age group tend to pay greater attention to brand trust when making repurchase decisions, particularly for custom fashion products that require accurate sizing, material quality, and high-quality tailoring outcomes. Positive experiences gained from previous use of the services shape consumers' confidence that King's Tailor can consistently meet their needs and expectations. The pre-survey results also showed that most respondents trusted King's Tailor and intended to use its services again in the future, thereby supporting the research findings. This condition indicates that consumer trust in the brand is able to encourage the formation of repurchase intention.

Theoretically, these findings are relevant to the consumer behavior model, which explains that trust is an important psychological factor influencing consumer purchasing behavior. Consumers with a high level of trust in a brand are more confident in making repeat purchase decisions because the brand is perceived as capable of meeting expectations and providing benefits that suit their needs.

The findings are consistent with previous research by Saraswati and Respati (2024), Sutanto and Kussudyarsana (2024), and Rachmawati and Prapanca (2024), which stated that brand trust has a positive and significant effect on repurchase

intention. This means that the higher the level of consumer trust in a brand, the greater the consumer's intention to make repeat purchases.

The Role of Brand Trust in Mediating the Effect of Product Quality on Repurchase Intention

The hypothesis testing results demonstrated by the path analysis and Sobel test values show brand trust is able to partially mediate the effect of product quality on repurchase intention (partial mediation). These results are demonstrated by the testing of each path in the mediation model, namely that product quality has a positive and significant effect on repurchase intention, product quality has a positive and significant effect on brand trust, and brand trust has a positive and significant effect on repurchase intention. In addition, the Sobel test results show that brand trust significantly mediates the effect of product quality on repurchase intention. This finding means that product quality not only directly encourages consumers' repurchase intention but also influences it through the formation of brand trust as an intervening variable.

Partial mediation indicates that brand trust plays an important role as a mediating variable in strengthening the effect of product quality on repurchase intention, while product quality still has a direct effect on repurchase intention without having to operate entirely through brand trust.

Respondents' assessment of the product quality variable was classified as high, reflecting that consumers perceive the quality of King's Tailor products as good in terms of stitching outcomes, size conformity, material quality, and the benefits received from the products. The brand trust variable was also classified in the high category, indicating that consumers have confidence in the credibility and reliability of King's Tailor in delivering outcomes that meet expectations. In addition, the repurchase intention variable was classified in the high category, indicating consumers' tendency to use King's Tailor services again and recommend them to others. These conditions demonstrate that good product quality is able to first establish consumer trust, thereby strengthening repurchase intention on an ongoing basis.

The findings are also supported by respondent characteristics, with the majority consisting of productive-age consumers whose occupations and activities require formal or semi-formal appearance. These characteristics make consumers more likely to pay attention to stitching quality, material comfort, and the suitability of clothing designs before deciding to reuse the same tailor's services. Positive experiences with the quality of King's Tailor products subsequently build trust in the brand, making consumers more confident in making repeat purchases in the future.

This study is consistent with the pre-survey results, which showed that most respondents perceived the quality of King's Tailor products as good and trusted the King's Tailor brand, although not all respondents intended to make repeat purchases. This condition indicates that good product quality alone is not entirely sufficient to optimally encourage repurchase intention without strong brand trust. Therefore, brand

trust is an important factor that bridges the effect of product quality on consumers' repeat purchase decisions.

The consumer behavior model is relevant to these findings because it explains that repurchase decisions are formed through consumers' evaluations of their previous product usage experiences. Positive experiences related to product quality build consumer trust in the brand and encourage repurchase intention. In addition, these findings are also relevant to the S-O-R Theory, in which product quality serves as the stimulus received by consumers through their experience of using the product. The stimulus is then processed within the organism in the form of brand trust, namely consumers' confidence in King's Tailor regarding consistent quality. This subsequently generates a response in the form of repurchase intention to use King's Tailor services. In the context of this study, good product quality not only creates a direct response in the form of repeat purchases but also builds consumer trust in King's Tailor, which subsequently strengthens repeat purchase decisions.

The findings support previous research conducted by Pratama and Warmika (2025), Sumantri and Suciningtyas (2025), and Prastiwi et al. (2019), which showed that brand trust significantly mediates the effect of product quality on repurchase intention. The better the product quality perceived by consumers, the higher the level of consumer trust in the brand, thereby increasing repurchase intention toward the products or services presented by King's Tailor.

CONCLUSION

Based on the results of the data analysis and discussion concerning the mediating role of brand trust in the relationship between product quality and repurchase intention at King's Tailor, several conclusions can be drawn as follows:

- 1) Product quality has a positive and significant effect on repurchase intention. This suggests that higher perceived product quality is associated with a greater likelihood of consumers making repeat purchases from King's Tailor. Product quality, which encompasses performance, conformance to specifications, ease of repair, and perceived value, is able to provide consumers with a positive experience.
- 2) Product quality has a positive and significant effect on brand trust. This means that good product quality is able to increase consumer trust in the King's Tailor brand. Consumers tend to trust brands that are able to consistently deliver tailoring outcomes that meet their expectations.
- 3) Brand trust has a positive and statistically significant effect on repurchase intention. This finding suggests that a higher level of consumer trust in King's Tailor is associated with a stronger intention to use its services again in the future.
- 4) Brand trust significantly mediates the effect of product quality on repurchase intention. This finding indicates that product quality not only directly affects repurchase intention but also exerts an influence through the prior formation of

brand trust. In other words, brand trust serves as an intervening variable that strengthens the relationship between product quality and repurchase intention.

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