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UNDERSTANDING REPURCHASE INTENTION: THE ROLES OF PRODUCT QUALITY, PRICE, AND CONSUMER TRUST IN ACP MARKS PRODUCTS

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ABSTRACT

This study aims to analyze the influence of product quality and price on Repurchase Intention through Trust as an intervening variable in ACP Marks products. The background of this research is based on the increasing competition in the construction materials industry, especially Aluminum Composite Panel (ACP), which requires companies to be able to retain consumers through improving product quality, setting appropriate prices, and building consumer trust. The research method used is a quantitative approach with a causal type of research. The data used are primary data obtained through the distribution of questionnaires to 100 respondents who are consumers of ACP Marks products and meet the criteria set in the study. The expected results of this study are the positive and significant influence between product quality and price on Trust, as well as the influence of Trust on Repurchase Intention. In addition, product quality and price are also suspected to have a direct influence on Repurchase Intention. Trust mediates the influence of product quality and price on repurchase intention.

INTRODUCTION

The development of the construction industry in Indonesia in recent years shows an increasing trend in line with the rapid development of infrastructure, commercial property, and housing in various regions. This increase does not only occur in big cities but also begins to penetrate into buffer areas and developing areas which also encourage the growth of the construction sector nationally. This is supported by various factors such as increasing investment in the property sector, infrastructure development programs launched by the government, and increasing public needs for decent, modern, and functional residential and building facilities. Along with this growth, the need for quality,

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efficient, and aesthetically valuable building materials has also increased significantly. One of the materials widely used in modern construction is Aluminum Composite Panel (ACP), which is known to have advantages in terms of lightness, resistance to weather changes, and flexibility in various architectural designs. The use of ACP is not only limited to the exterior of buildings such as facades, but is also widely applied to the interior to improve the visual appearance and aesthetic value of a building. In addition, this material is also considered more efficient in the installation and maintenance process compared to other conventional materials. With these various advantages, ACP is one of the main choices in the modern construction industry so that the demand for this product continues to increase along with the development of market needs. Along with the increasing demand for Aluminum Composite Panel (ACP) materials, the level of competition between manufacturers is also getting tighter. In a dynamic market situation, consumers not only consider the quality of the product but also assess the suitability between the price paid and the benefits obtained. In addition, based on data from the Central Statistics Agency, the construction sector in Indonesia is experiencing stable growth. Based on GDP growth data by business field in 2025, the construction sector experienced a growth of 5.49%, which shows a positive performance and is quite high compared to several other sectors. This growth shows that development activities in Indonesia are still running well so that the demand for building materials such as Aluminum Composite Panel (ACP) is also expected to continue to increase.

Product quality and appropriate price not only affect initial purchase decisions but also play an important role in forming consumer trust in a brand. Trust is the consumer's belief that the product used is able to provide benefits according to expectations and has consistent quality over time. When consumers feel that the product has good quality and the right price, the level of trust in the brand will increase. High trust will encourage consumers to make a repurchase or known as Repurchase Intention. The relationship between product quality, price, trust, and repurchase interest has been supported by various research results that show a significant relationship between these variables. Trust has a positive and significant influence on Repurchase Intention, where the higher the level of consumer trust, the greater the likelihood of consumers to make a repurchase (Anggraeni et al., 2025). Other research also shows that Trust acts as a mediating variable that strengthens the relationship between various marketing factors and Repurchase Intention (Lutfiana, 2025). In addition, Trust has a positive and significant effect on Repurchase Intention and is able to increase consumer loyalty in the long term (Pandey et al., 2022). Consumer trust also has a positive and significant influence on Repurchase Intention and plays a role in shaping customer loyalty (Elhadary et al., 2021). Based on these conditions, this study was conducted to analyze the influence of product quality and price on Repurchase Intention through Trust in ACP Marks products so that it is expected to contribute to the development of the company's marketing strategy to increase consumer confidence and encourage repurchases.

LITERATURE REVIEW

Product Quality

Product quality is the ability of a product to provide performance and benefits in accordance with consumer needs and expectations. Product quality is not only related to the main function of the product, but also includes characteristics that can be assessed by

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consumers, such as performance, durability, reliability, features, conformity with specifications, and design. In the context of construction material products such as Aluminum Composite Panel (ACP), product quality is an important aspect because consumers consider the product's ability to meet specifications and usage needs within a certain period of time. Perception of product quality can shape consumer confidence in the company's ability to provide reliable products. When consumers get an experience that meets expectations, the risk felt in making the next purchase becomes lower. This condition can strengthen consumer trust in the product and the company. Thus, the better the quality of the product that consumers feel, the more likely it is to build trust in the product

The relationship between product quality and Trust is also supported by research by Tohari et al. (2025) which shows that product quality is one of the factors that affect Trust in a model that also relates product quality, price, Trust, and Repurchase Intention. Another study by Prastiwi et al. (2019) also places product quality and trust in a model that explains Repurchase Intention. In addition to forming Trust, product quality can directly drive Repurchase Intention. Consumers who obtain products with quality that match or exceed expectations tend to have a positive user experience and are more willing to choose the same product when they have similar needs in the future. Alrasyid et al. (2023) found that product quality and Trust are factors related to Repurchase Intention in Yamalube products. Research by Nurhadi et al. (2024) also shows that product quality has a positive and significant effect on Repurchase Intention and brand Trust plays a role in this relationship

Price

Price or price is a number of values that consumers must provide to benefit from a product. In the purchase evaluation process, consumers not only consider the amount of the price, but also assess whether the price is in accordance with the quality and benefits received. Therefore, consumer perception of price can be formed through price affordability, price conformity with product quality, price competitiveness, and price compatibility with benefits. In ACP products, price is an important consideration because consumers generally evaluate the costs incurred with the quality, specifications, durability, and benefits of the product obtained. When consumers value price as something reasonable and proportional to the benefits of the product, a positive perception of the company can be formed. This perception can further increase trust because consumers feel that the company provides value in accordance with what is promised

Research by Khalikussabir et al. (2022) shows that perceived Price, perceived Trust, satisfaction, and Repurchase Intention have a relationship in the context of consumer behavior in the marketplace in Indonesia. The research of Tohari et al. (2025) also specifically includes Price and product quality as factors that affect Trust and Repurchase Intention. Thus, a positive price perception can be the basis for forming consumer trust in products. Price can also directly affect Repurchase Intention . Consumers who value products according to the quality and benefits obtained tend to have a positive value evaluation and are more likely to make a repurchase. Khalikussabir et al.'s (2022) research shows that price perception is related to Repurchase Intention in online consumer behavior, while Menhard et al.'s (2025) research found that Price perception affects Trust and Repurchase Intention and Trust acts as a mediator

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Repurchase Intention

Repurchase Intention or repurchase intention is one of the important concepts in consumer behavior that describes the tendency of customers to return to buy products or use the same service in the future. In general, Repurchase Intention arises as a result of an evaluation of previous consumption experiences where consumers will consider the level of satisfaction, product quality, and perceived value before deciding to make a repurchase.

Repurchase Intention is not only influenced by consumer satisfaction but also by various other factors such as product quality, price perception, promotion, and customer experience in interacting with a brand. Product quality, price perception, and promotion have a significant influence on Repurchase Intention and are strengthened by the marketing experience felt by consumers (Sukoco et al., 2025). Consumer cognitive and affective experiences have a significant effect on satisfaction which then drives Repurchase Intention, so customer experience is an important factor in shaping repurchase behavior (Riaz et al., 2022).

Trust

Trust is a consumer belief that the party who is the object of trust is able to meet expectations and run the relationship reliably. In the relationship between consumers and companies, trust is important because consumers face uncertainty about product performance and the fulfillment of promised benefits. The trust model developed by Mayer et al. (1995) explains that trust is related to the perception of the ability, benevolence, and integrity of the trusted party.

Trust has an important role in forming repurchase intention because consumers who believe in a product or company tend to have greater confidence that the next purchase experience will provide results that meet expectations. Research by Alrasyid et al. (2023) shows that trust and product quality affect repurchase intention. Menhard et al.'s (2025) research also shows that trust affects repurchase intention and acts as a mediator between price perception and repurchase intention.

RESEARCH METHODS

Types of Research

This study uses a quantitative approach with a type of causal research. The quantitative approach is used because the research aims to examine the relationship and influence between variables expressed in the form of numerical data and statistically analyzed. Causal research aims to determine the influence of product quality and Price against Trust and the influence of product quality, Price, and Trust against Repurchase Intention on ACP Marks products. This is in line with research that states that brand trust has a positive and significant influence on competitive advantage, so that the higher consumer trust in the brand, the stronger the competitive advantage that the company has (Nurjanah et al., 2020).

Data Source

The data used in this study consists of primary data. Primary data was obtained directly from the respondents through the distribution of questionnaires. Respondents

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gave an assessment of product quality, Price, Trust, and Repurchase Intention on ACP Marks products. The data obtained from the questionnaire was then used as a basis for conducting an analysis to test the relationship and influence between variables in the research model.

Sample and Population

The population in this study is consumers who have purchased or used ACP Marks products. Sampling was carried out using the purposive sampling technique, which is a sample determination technique based on certain considerations or criteria that are in accordance with the research objectives. This technique is used so that the selected respondents have experience relevant to the research object and are able to provide an assessment of product quality. Price, Trust, and Repurchase Intention on ACP Marks products. The criteria for respondents in this study are: (1) have purchased and/or used ACP Marks products; (2) know or have experience with the products purchased; and (3) are willing to fill out a research questionnaire. Based on these criteria, this study used as many as 100 respondents. The number of ACP Marks consumer population in the study period is not known for sure, so the study did not use Slovin calculations in determining the number of samples. The number of 100 respondents was determined as a research sample and all respondent data that met the criteria was used in the analysis. Thus, the number of samples used in this study was 100 respondents.

Measurement Instruments

The research instrument used is in the form of a questionnaire that is compiled based on indicators from each research variable, namely product quality, Price, Trust, and Repurchase Intention. The measurement of each variable used a five-level Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Respondents were asked to respond to each statement based on their experience and perception of ACP Marks products.

Variable Operational Definition

The operational definitions in this study are product quality, price, trust, and Repurchase Intention. Product quality indicators refer to performance, appearance, conformity, durability, and perceived quality (Turanarilah, 2023). Price indicators include price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits (Akhmalia, 2023). Indicators Trust including ability, benevolence, and integrity (Putri et al., 2024). Indicators Repurchase Intention include repurchase intent, preference for the product, willingness to be a repeat customer, and desire to recommend the product (Adela et al., 2024).

Data Analysis

Data analysis was carried out through validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, F tests, t tests, and path analysis. Multiple linear regression analysis is used to measure the strength of the relationship between two or more variables and show the direction of the relationship between independent variables and dependent variables (Ghozali, 2021). Path analysis is used to test the relationship patterns between variables with the aim of

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determining the direct or indirect influence of a set of independent variables on bound variables (Ghozali, 2021).

RESULTS AND DISCUSSION

Respondent Characteristics

Descriptive analysis was carried out to provide an overview of the characteristics of the respondents and the results of the respondents' answers to the research variables. The data in this study was obtained through the distribution of questionnaires to users of ACP Marks products who had met the research criteria. With a total of 100 respondents, the characteristics of the respondents such as the gender and age of the respondents were collected.

Table 1. Characteristics of Respondents by Gender

No.	Gender	Quantity	Percentage
1	Male	96	96%
2	Women	4	4%
Total		**100**	**100%**

Source: Data processed, 2026

Based on Table 1., the majority of respondents in this study were male as many as 96 respondents or 96%, while female respondents were 4 respondents or 4%. This shows that the users of ACP Marks products in this study are dominated by male respondents.

Table 2. Characteristics of Respondents by Age

No.	Age	Frequency	Percentage
1	20 – 30 years old	9	9%
2	31 – 40 years old	40	40%
3	>40 years old	51	51%
Total		**100**	**100%**

Source: Primary data processed, 2025

Based on Table 2., it can be seen that respondents over the age of 40 years are the most dominant group, namely 51 respondents or 51%. Furthermore, respondents with an age range of 31-40 years are 40 respondents or 40%, while respondents with the age of 20-30 years are 9 respondents or 9%. These results indicate that the majority of ACP Marks product users in this study come from the adult age group to over 40 years old. This shows that ACP Marks products are more widely used by respondents who have a higher level of need and experience of using the product than the younger age group.

Product Quality

The results of respondents' responses to the product quality variables obtained through the distribution of the questionnaire are presented in Table 3:

Table 3. Descriptive Analysis of Product Quality Variables

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Indicator	Frequency and Score					Total	Index Value	Criteria
	STS (F/S)	TS (F/S)	N (F/S)	S (F/S)	SS (F/S)			
Performance	0/0	1/2	14/42	64/256	21/105	405	81.00	Height
Durability	0/0	2/4	20/60	52/208	26/130	402	80.40	Height
Reliability	0/0	1/2	16/48	49/196	34/170	416	83.20	Height
Features	0/0	1/2	22/66	49/196	28/140	404	80.80	Height
Conformance	0/0	4/8	16/48	51/204	29/145	405	81.00	Height
Design	0/0	1/2	18/54	55/220	26/130	406	81.20	Height
Average							81.26	Height

Source: Primary data processed, 2026

Based on Table 3., the results of the descriptive analysis show that the product quality variable obtained an average index value of 81.26 and is included in the high category. This shows that the respondents assessed that the quality of the products offered had good quality so that they were able to provide satisfaction to consumers. Overall, the results of the descriptive analysis of the product quality variables showed that the respondents had a positive assessment of product quality. Thus, it can be concluded that good product quality is able to increase consumers' positive perception of the products offered.

Price

The results of respondents' responses to the Price variable obtained from the distribution of the questionnaire are:

Table 4. Descriptive Analysis of Price Variables

Indicator	**Frequency and Score**										**Total**	**Value**	**Criteria**
	STS		**TS**		**N**		**S**		**SS**				
	1		**2**		**3**		**4**		**5**			**Table of Contents**	
	F	S	F	S	F	S	F	S	F	S			
Reach	0	0	2	4	22	66	47	188	29	145	403	80.60	Height
Quality conformity	0	0	4	8	17	51	52	208	27	135	402	80.40	Height
Competitiveness	0	0	1	2	20	60	46	184	33	165	411	82.20	Height
Benefit suitability	0	0	0	0	25	75	51	204	24	120	399	79.80	Height
Average Respondent Response Score												80.75	Height

Source: Primary data processed, 2026

Based on Table 4., the results of the descriptive analysis show that the Price variable obtained an average index value of 80.75 and is included in the high category. This shows that the respondents assessed that the price of the product offered was good and in accordance with consumer expectations. Overall, the results of the descriptive analysis of the Price variable showed that the respondent had a positive assessment of the product price. Thus, it can be concluded that a price that is appropriate, affordable, and competitive is able to provide a good perception for consumers of the product.

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Trust

The results of respondents' responses to the Trust variables obtained from the questionnaire distribution are:

Table 5. Descriptive Analysis of Variables Trust

Indicator	Frequency and Score										Total	Value	Criteria
	STS 1		TS 2		N 3		S 4		SS 5			Table of Contents	
	F	S	F	S	F	S	F	S	F	S			
Ability	0	0	1	2	18	54	42	168	39	195	419	83.80	Height
Benevolence	0	0	1	2	16	48	55	220	28	140	410	82.00	Height
Integrity	0	0	3	6	20	60	45	180	32	160	406	81.20	Height
Average Respondent Response Score												82,33	Height

Source: Primary data processed, 2026

Based on Table 5., the results of the descriptive analysis show that the Trust variable obtained an average index value of 82.33 and is included in the high category. This shows that the respondents have a good level of trust in the products offered. Overall, the results of the descriptive analysis of the Trust variables show that the respondents have a high level of trust in the products and the company. Thus, it can be concluded that good consumer trust can increase consumer confidence in using and repurchasing the products offered.

Repurchase Intention

The results of respondents' responses to the Repurchase Intention variable obtained from the questionnaire distribution are:

Table 6. Descriptive Analysis of Variables Repurchase Intention

Indicator	Frequency and Score										Total	Value	Criteria
	STS 1		TS 2		N 3		S 4		SS 5			Table of Contents	
	F	S	F	S	F	S	F	S	F	S			
Repurchase intent	0	0	0	0	27	81	38	152	35	175	408	81.60	Height
Preferences	0	0	3	6	22	66	43	172	32	160	404	80.80	Height
Loyalty	0	0	3	6	23	69	45	180	29	145	400	80.00	Height
WOM	0	0	3	6	21	63	41	164	35	175	408	81.60	Height
Average Respondent Response Score												81.00	Height

Source: Primary data processed, 2026

Based on Table 6., the results of the descriptive analysis show that the Repurchase Intention variable obtained an average index value of 81.00 and is included in the high category. This shows that the respondents have a good interest in repurchasing the products offered. Overall, the results of the descriptive analysis of the Repurchase

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Intention variable show that the respondents have a high tendency to make repurchases. Thus, it can be concluded that consumers' repurchase interest in products is already in the good category and is able to create loyalty and positive recommendations to other consumers.

Test Instruments

Validity tests are used to determine the ability of each statement item to measure research variables.

Table 7. Validity Test Results

Variable	Indicator	r count	>/<	r Table	Remarks
Product Quality (X1)	. Indicator 1	0,753	>	0,196	Valid
	. Indicator 2	0,762	>	0,196	Valid
	. Indicator 3	0,808	>	0,196	Valid
	. Indicator 4	0,805	>	0,196	Valid
	. Indicator 5	0,791	>	0,196	Valid
	. Indicator 6	0,717	>	0,196	Valid
Price (X2)	. Indicator 1	0,841	>	0,196	Valid
	. Indicator 2	0,824	>	0,196	Valid
	. Indicator 3	0,847	>	0,196	Valid
	. Indicator 4	0,840	>	0,196	Valid
Trust (Y1)	. Indicator 1	0,882	>	0,196	Valid
	. Indicator 2	0,856	>	0,196	Valid
	. Indicator 3	0,873	>	0,196	Valid
Repurchase Intention (Y2)	. Indicator 1	0,870	>	0,196	Valid
	. Indicator 2	0,888	>	0,196	Valid
	. Indicator 3	0,855	>	0,196	Valid
	. Indicator 4	0,844	>	0,196	Valid

Source: Primary data processed, 2026

Based on the results of the validity test in Table 7., it is known that all statement items in the variables of product quality, Price, Trust, and Repurchase Intention have a calculated r value greater than the r of the table of 0.196 so that all indicators are declared valid.

Table 8. Reliability Test Results

Variable	Cronbachs Alpha	>/<	Value Minimum	Remarks
Product Quality	0,864	>	0,60	Reliable
Price	0,858	>	0,60	Reliable
Trust	0,838	>	0,60	Reliable
Repurchase Intention	0,887	>	0,60	Reliable

Source: Primary data processed, 2026

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Based on Table 8., the results of the reliability test show that all research variables have a Cronbach's Alpha value greater than the minimum value of 0.60 so that all variables are declared reliable. This shows that the research instruments used are able to provide consistent and reliable measurement results.

Classic Assumption Test

The classical assumption test was performed to find out whether the regression model used in the study met the requirements of multiple linear regression analysis.

Table 9. Normality Test Results

Remarks	Asymp value. Sig.
Residual Variables of the First Stage Regression Model	0,200
Residual Variables of the Second Stage Regression Model	0,200

Source: Primary data processed, 2026

Based on Table 9., the results of the normality test show that the value of Asymp. Sig. in the residual of the first phase regression model is 0.200 and the residual of the second phase regression model is 0.200 so that the residual data in the regression model is normally distributed.

Table 10. Multicollinearity Test Results

Models	Independent Variables	Dependent Variable	Collinearity Statistics (Tolerance)
The First-Stage Regression Model	Product Quality	Trust	0,525
		Price	0,525
Phase Two Regression Model	Product Quality	Repurchase Intention	0,458
		Price	0,364
		Trust	0,359

Source: Primary data processed, 2026

Based on the results of the multicollinearity test in Table 10., all variables have a Tolerance value of > 0.10 and a VIF value of < 10 so that it can be concluded that the regression model does not experience symptoms of multicollinearity.

Multiple Regression Analysis Test

Gradual linear regression analysis was used to determine the influence of independent variables on dependent variables gradually in the research model.

Table 11. Results of the First Stage of Linear Regression Analysis

Models	Unstandardized Coefficients (B)	Unstandardized Coefficients (Std. Error)	Standardized Coefficients (Beta)	t	Sig.
1 (Constant)	0,894	0,911	-	0,981	0,329

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Product Quality	0,186	0,050	0,316	3,763	0,000
Price	0,428	0,065	0,549	6,539	0,000

a. Dependent Variable: Trust

Source: Primary data processed, 2026.

Based on the results of the first stage of linear regression analysis, the equation of Trust = 0.894 + 0.186 Product Quality + 0.428 Price was obtained. The product quality coefficient of 0.186 with a t-value of 3.763 and a significance of 0.000 showed that product quality had a positive and significant effect on trust. Furthermore, the price has a coefficient of 0.428 with a t-value of 6.539 and a significance of 0.000, so that the price also has a positive and significant effect on trust.

Table 12. Results of the Second Stage of Linear Regression Analysis

Models	**Unstandardized Coefficients (B)**	**Unstandardized Coefficients (Std. Error)**	**Standardized Coefficients (Beta)**	**t**	**Sig.**
1 (Constant)	-0,809	1,209	-	-0,669	0,505
Product Quality	0,203	0,070	0,242	2,904	0,005
Price	0,469	0,104	0,423	4,519	0,000
Trust	0,362	0,134	0,254	2,700	0,008

a. Dependent Variable: Repurchase Intention

Source: Primary data processed, 2026

Based on the results of the second stage of linear regression analysis, the equation of Repurchase Intention = -0.809 + 0.203 Product Quality + 0.469 Price + 0.362 Trust was obtained. Product quality had a positive and significant effect on repurchase intention with a coefficient value of 0.203, t of 2.904, and significance of 0.005. Price had a positive and significant effect on repurchase intention with a coefficient of 0.469, t of 4.519, and significance of 0.000. Furthermore, trust had a positive and significant effect on repurchase intention with a coefficient of 0.362, t of 2.700, and significance of 0.008. An R^2 value of 0.694 indicates that product quality, price, and trust are able to explain 69.4% of the variation in repurchase intention, while 30.6% is explained by factors outside the research model.

Coefficient Determination Test

The determination coefficient is used to find out how much the ability of independent variables to explain dependent variables.

Table 13. Results of the Coefficient of Determination of the First Model

Models	R	R Square	Adjusted R Square	Std, Error of the Estimate
1	.801A	,641	,634	1,18722

a. Predictors: (Constant), Product Quality, Price

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b. Dependent Variable: Trus
Source: Primary data processed, 2026

Based on the results of the determination coefficient test in Table 13, an Adjusted R Square value of 0.634 was obtained which shows that the product quality and price variables are able to explain the Trust variable of 63.4%.

Table 14. Results of the Second Model Determination Coefficient

Models	R	R Square	Adjusted R Square	Std, Error of the Estimate
1	.833A	,694	,684	1,56868

a. Predictors: (Constant), Trust, Price, Product Quality
b. Dependent Variable: Repurchase Intention
Source: Primary data processed, 2026

Based on the results of the determination coefficient test in Table 14., an Adjusted R Square value of 0.694 was obtained which shows that the product quality, Price, and Trust variables were able to explain the Repurchase Intention variable of 69.4%.

Hypothesis Test

The t-test is used to determine the partial influence of product quality and price variables on Trust and the influence of product quality, price, and trust on Repurchase Intention.

Table 15. Results of the first stage regression model t test

Models		t	Sig.
1	(Constant)	,981	,329
	Product Quality	3,763	,000
	Price	6,539	,000

a. Dependent Variable: Trust
Source: Primary data processed, 2026

Based on the results of the t-test in Table 15., product quality and price have a positive and significant effect on the Trust.

Table 16. Results of the Second Phase Regression Model t Test

Models		t	Sig.
1	(Constant)	-,669	,505
	Product Quality	2,904	,005
	Price	4,519	,000
	Trust	2,700	,008

a. Dependent Variable: Repurchase Intention
Source: Primary data processed, 2026

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Based on the results of the t-test in Table 16., product quality, price, and Trust have a positive and significant effect on Repurchase Intention. Thus, all hypotheses in this study are accepted.

Mediation Test

The mediation test was carried out to determine whether the trust was able to explain the mechanism of the influence of product quality and price on repurchase intention. The mediation test was carried out by analyzing the indirect influence through trust and comparing it with the direct influence of each independent variable on repurchase intention.

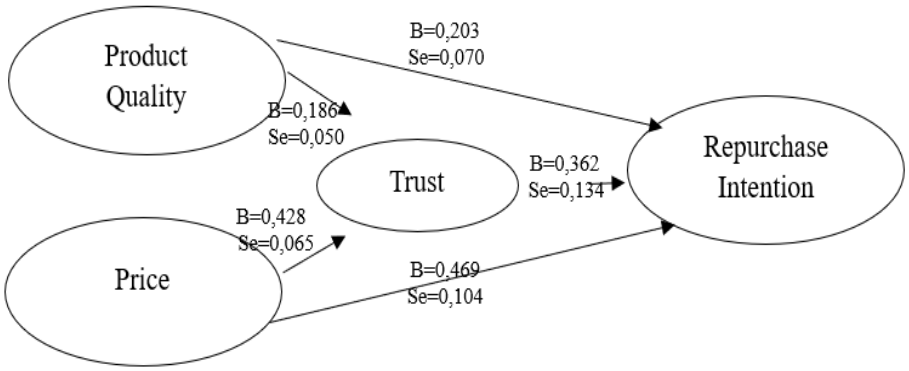
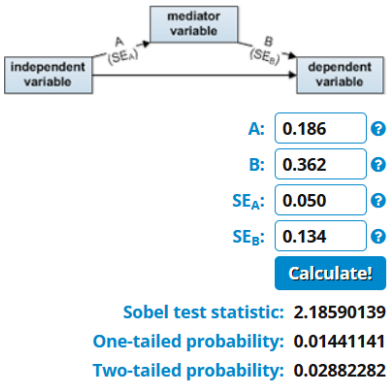


Image 1. Results of Influence Path Analysis Product Quality and Price against Repurchase Intention Through Trust

For the effect of product quality on repurchase intention through trust, the coefficient of the product quality path to trust (a) is 0.186 with a standard error of 0.050, while the coefficient of the trust path to repurchase intention (b) is 0.362 with a standard error of 0.134. Thus, the indirect influence of product quality on repurchase intention through trust is 0.0673 (0.186 × 0.362).



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Image 2. Sobel Test Results of the Effect of Product Quality on Repurchase Intention through Trust
Source: Primary data processed, 2026

The results of the Sobel test showed a Sobel test statistical value of 2.186 with a two-tailed probability of 0.0288. Because the Sobel test statistical value > 1.96 and the p< value of 0.05, the indirect influence was significant. The direct influence of product quality on repurchase intention was also significant, with a coefficient of 0.203 and a significance of 0.005. With significant direct influence and indirect influence through significant trust, trust acts as a partial mediating variable in the relationship between product quality and repurchase intention.

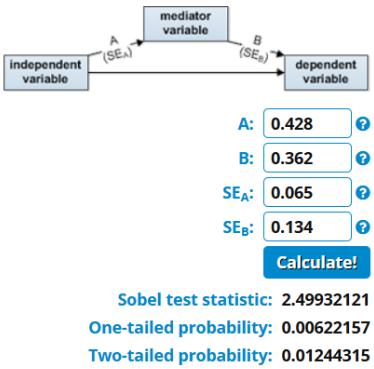


Image 3. Sobel Effect Test Results Price against Repurchase Intention through Trust
Source: Primary data processed, 2026

The effect of price on repurchase intention through trust, the price line coefficient to trust (a) is 0.428 with a standard error of 0.065, while the trust line coefficient to repurchase intention (b) is 0.362 with a standard error of 0.134. The indirect influence of price on repurchase intention through trust is 0.1550 (0.428 × 0.362). The results of the Sobel test show that the Sobel test statistical value is 2.499 with a two-tailed probability of 0.0124. Because the Sobel test statistical value > 1.96 and the p< value of 0.05, the indirect influence is significant. The direct influence of price on repurchase intention is also significant with a coefficient of 0.469 and a significance of 0.000. Thus, because direct and indirect influences are equally significant.

The Influence of Product Quality on Trust

The results of the study show that product quality has a positive and significant effect on Trust with a significance value of 0.000 < 0.05. This shows that the better the product quality felt by consumers, the higher the level of consumer trust in the product. Product quality is one of the main factors that is the basis for forming consumer trust in a product. When ACP Marks products are able to show good performance, have an attractive appearance, comply with the promised specifications, and have good durability, then consumers will give a positive assessment of the quality of the product.

The results of this study support the results of research conducted by Sulistiyo et al. (2025) which stated that product quality affects the formation of consumer trust and plays an important factor in encouraging purchasing behavior, where trust acts as a link

between product quality perception and consumer decisions.

The Influence of Price on Trust

The results of the study show that Price has a positive and significant effect on Trust with a significance value of 0.000 < 0.05. These results show that the more in line with the price offered with the benefits received by consumers, the higher the level of consumer trust in ACP Marks products. Price is one of the factors that consumers consider in assessing a product. Consumers tend to have higher confidence if the price offered is considered reasonable and proportional to the quality of the product received.

The results of this study support the results of a study conducted by Lee et al. (2020) which stated that fair price perception has a positive effect on consumer confidence in the context of purchasing behavior.

The Influence of Product Quality on Repurchase Intention

The results of the study show that product quality has a positive and significant effect on Repurchase Intention with a significance value of 0.005 < 0.05. This shows that the better the product quality felt by consumers, the higher the tendency of consumers to repurchase ACP Marks products. Good quality will provide a positive user experience for consumers.

This positive experience will encourage consumers to choose the same product again when they need similar products in the future. Therefore, consistent product quality is one of the main factors that can increase consumer Repurchase Intention. The results of this study support the results of research conducted by Liau et al. (2021) which stated that product quality has a positive effect on repurchase intentions through increasing consumer satisfaction and value perception.

Price Effect on Repurchase Intention

The results of the study showed that Price had a positive and significant effect on Repurchase Intention with a significance value of 0.000 < 0.05. This shows that the better the consumer's perception of the price offered, the higher the consumer's intention to make a repurchase. Price is one of the important factors that consumers consider before making a repurchase. Consumers will evaluate whether the price paid is in accordance with the quality of the product and the benefits obtained.

Thus, price not only affects initial purchase decisions but also affects the sustainability of the relationship between consumers and products. The results of this study support the results of research conducted by Sadeghian et al. (2022) which stated that price perception has a positive influence on repurchase intentions through increasing consumer perceived value.

The Influence of Trust on Repurchase Intention

The results showed that Trust had a positive and significant effect on Repurchase Intention with a significance value of 0.008 < 0.05. This shows that the higher the level of consumer trust in ACP Marks products, the higher the tendency of consumers to make repurchases. Trust is the consumer's belief that the product used is able to provide benefits according to expectations and has consistent quality.

The results of this study support the results of research conducted by Perlik (2021)

which states that trust has a positive and significant effect on Repurchase Intention in the context of consumer behavior.

CONCLUSION

Based on the results of data analysis and discussions that have been conducted, product quality has a positive and significant effect on Trust in ACP Marks products. Price has a positive and significant effect on Trust in ACP Marks products. Product quality has a positive and significant effect on Repurchase Intention in ACP Marks products. Price has a positive and significant effect on Repurchase Intention in ACP Marks products. Trust has a positive and significant effect on Repurchase Intention in ACP Marks products. The results of the study also prove the role of Trust as an intervening variable in the relationship between product quality and price to Repurchase Intention.

Based on the results of the research, ACP Marks is advised to continue to maintain and improve the quality of its products, both in terms of performance, appearance, specification suitability, durability, and quality perceived by consumers. ACP Marks needs to maintain a competitive price policy and in accordance with the quality and benefits received by consumers. ACP Marks needs to continue to build and maintain consumer trust through consistency of product quality, good service, accuracy in meeting consumer needs, and maintaining the company's reputation. Researchers are then advised to add other variables that have the potential to affect Repurchase Intention, such as customer satisfaction, brand image, customer experience, product availability, service quality, and perceived value so that they can provide a broader understanding of the factors that affect consumer repurchase intention. Researchers are also advised to expand the research object on other ACP brands or in different industry sectors so that the research results can be compared and have a wider level of generalization.

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