

THE ROLE OF TRUST IN MEDIATING THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTION FOR DUPA KAORI IN DENPASAR

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ABSTRACT

Repurchase intention refers to a consumer's tendency to purchase a product again within a certain period. Good product quality can increase repurchase intention by building consumer trust. This study aimed to examine the role of trust in mediating the effect of product quality on repurchase intention for Dupa Kaori in Denpasar. The population of this study was consumers' who purchased Dupa Kaori products in Denpasar City, with a sample size of 120 respondents using a purposive sampling method. Data were collected using a questionnaire. Hypothesis testing in this study used path analysis with SPSS version 26. The results show that product quality and trust have positive and significant effects on repurchase intention; product quality has a positive and significant effect on trust; and trust mediates the relationship between product quality and repurchase intention at Dupa Kaori in Denpasar City. Theoretically, this study strengthens the S-O-R (Stimulus–Organism–Response) theory, which explains that product quality as a stimulus can build consumer trust and thereby encourage repurchase intention. Practically, the findings provide input for Dupa Kaori in Denpasar to continuously improve product quality and maintain consumer trust to increase repurchase intention.

Keywords: Trust, Product Quality, Repurchase Intention

INTRODUCTION

The growth of the incense industry is reflected in data from Bali Satu Data (2024), which recorded 23 active incense production businesses operating in Denpasar City. Among these businesses, Dupa Kaori is one of the well-known incense brands with significant market potential. However, this condition also creates intense market competition. Research by Sumantri & Suciningtyas (2025) shows that many local creative MSME products have not been able to consistently meet quality expectations, making it difficult to foster repeat purchase interest from consumers'. This is related to low trust in the brand due to perceived suboptimal product quality, which is a major obstacle in building trust amidst market competition that increasingly demands high product standards. Based on these problems, this study aims to analyze the repurchase intention of Dupa Kaori in Denpasar City. The main problem currently faced by Dupa Kaori is the relatively low level of consumer repurchase intention. This decline in repurchase intention is likely due to aspects of product quality that are not optimal, which results in decreased consumer trust.

Dupa Kaori was chosen as the brand in this study based on its position as one

of the pioneers of the local incense industry in Bali, offering a wide range of products. Dupa Kaori sales trend data shows a significant downward trend in sales volume over the past three quarters. This indicates that the current sharp decline in sales figures has not been able to maintain consumer repurchase intentions or effectively attract new market interest. Internal data from the Dupa Kaori Company for the 2023-2025 period shows a significant downward trend in sales. This is clearly evident in the comparison of sales in December 2023, which reached Rp114,771,406.45, but in the same period in 2024, sales figures dropped drastically to Rp51,520,300.00. Although sales increased to Rp81,332,874.00 in January 2025, this figure still fell short of the achievement at the end of 2023.

The significant decline in sales suggests that Dupa Kaori needs to re-evaluate factors that could influence consumers' purchase intentions to continue purchasing Dupa Kaori products. Repurchase intentions are influenced by the quality of the product they use and the extent of trust they have built in the brand. Therefore, it is important to further examine the role of trust in mediating the influence of product quality on repurchase intentions of Dupa Kaori consumers' in Denpasar City. To further empirically prove this issue, researchers conducted an initial pre-survey of 30 respondents who were familiar with Dupa Kaori products in Denpasar City.

Table 1. Pre-Survey Results on Repurchase Intention for Dupa Kaori in Denpasar

No	Question	Respondent's Answer		
		Yes	No	Total
1	Have you ever used or are you currently using Dupa Kaori?	23	7	30
2	Do you think Dupa Kaori has good product quality?	25	5	30
3	Have you ever recommended or been recommended Dupa Kaori?	21	9	30
4	Did information from other people about Dupa Kaori influence your decision to purchase the product?	21	9	30

Source: Processed data, 2025

A pre-survey conducted in November 2025 among 30 respondents in Denpasar showed that 76.7% of respondents had used or were currently using Dupa Kaori, while 23.3% had never used the product. Furthermore, 83.3% of respondents stated that Dupa Kaori had good product quality, while 16.7% expressed a negative response. Meanwhile, 70% of respondents stated that information from other people influenced their decision to purchase Dupa Kaori, while 30% reported otherwise. In response to the phenomenon examined in this study, the data presented and the results of the pre-survey conducted in Denpasar indicate that product quality and recommendations from others may contribute to building consumer trust, which in turn encourages repurchase intention toward Dupa Kaori. Therefore, Dupa Kaori producers need to consistently maintain product quality and consumer trust in order

to remain competitive with other incense brands. On the other hand, the Dupa Kaori market in Denpasar presents a substantial opportunity, particularly considering the predominantly Hindu population in Bali. Based on the available data, Hinduism is the most widely practiced religion in Bali, with 3,247,283 adherents (83.58%), followed by Islam with 520,244 (13.39%), Protestantism with 64,454 (1.66%), Catholicism with 31,397 (0.81%), Buddhism with 21,156 (0.54%), Confucianism with 427 (0.01%), and other religions with 282 (0.01%). The large Hindu population represents a significant market opportunity for Dupa Kaori, as incense is not merely used as an air freshener but also serves as an essential component of religious rituals and prayer practices among Balinese Hindus.

Product quality refers to the characteristics and attributes of a product or service that determine its ability to meet consumers' needs and expectations. High product quality can help companies build long-term consumer trust and reduce the likelihood of customers switching to competing products. Therefore, companies need to develop strategies that strengthen consumer trust as a potential mediating mechanism for increasing repurchase intention. Consistently improving product quality can provide assurance to consumers', build trust in the brand, and ultimately strengthen their intention to repurchase. Research by Putri Nurina and Nurlinda (2025) revealed that product quality has a positive and significant effect on repurchase intention, particularly for products operating in highly competitive markets. Similarly, Mahardika (2025) found that product quality has a positive and significant effect on repurchase intention. The higher the perceived quality and consistency of a product, the stronger consumers' repurchase intentions, as reflected in their willingness to repurchase and recommend the product to others. Consistent with these findings, Pebrianggara et al. (2024) demonstrated that strategies for improving product quality significantly affect repurchase intention and contribute to customer loyalty and the sustainability of company sales. Although product quality is generally considered an important factor in increasing repurchase intention, empirical findings remain inconsistent. Anjelia and Silitonga (2024) found that product quality does not significantly affect repurchase intention under certain consumer conditions. Similarly, Fandiyanto (2023) reported that product quality does not have a significant effect on repurchase intention. These findings suggest that good product quality alone may not be sufficient to encourage consumers' to repurchase if it is not accompanied by trust in the brand. The inconsistency among previous research findings indicates that the relationship between product quality and repurchase intention may not always be direct. This suggests the need to consider a mediating variable that can explain how perceived product quality translates into consumers' intention to repurchase. In this study, trust is proposed as a mediating variable because consumers' who perceive a product as consistently high in quality may develop greater confidence in the brand, which can subsequently

strengthen their intention to repurchase Dupa Kaori.

The urgency of this research lies in the need to empirically examine product quality as a key factor in encouraging repurchase intention through consumer trust, particularly for Dupa Kaori products in Denpasar, where competition among similar incense products is increasingly intense. This study on the role of trust in mediating the effect of product quality on repurchase intention is expected to provide a deeper understanding for Dupa Kaori management in evaluating customer retention strategies. Thus, the company can move beyond a focus on short-term transactional sales and place greater emphasis on building credible and sustainable long-term relationships with consumers'. Furthermore, this research aims to address the research gap concerning the inconsistent effect of product quality on repurchase intention and contribute to the marketing literature by providing empirical insights into the context of the ceremonial supplies industry, particularly incense products. The findings are expected to provide practical insights that can be applied by businesses operating in similar product markets.

RESEARCH METHODS

This research will be conducted in Denpasar City. The object of this research is consumers' repurchase intention (Y), which is influenced by product quality (X) through the mediating role of trust (M) among Dupa Kaori consumers' in Denpasar City. Product quality is measured using the indicators of color, appearance, portion, product durability, and aroma. Trust is measured using the indicators of relationship characteristics, integrity, and competence. Repurchase intention is measured using the indicators of intention to reuse the product, intention to repurchase the product, intention to recommend the product to others, and intention to anticipate or consider purchasing the product again.

Each questionnaire item uses a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, to measure respondents' perceptions and attitudes toward each indicator. The sample size is determined based on the recommendation of Chair et al. (2022), which states that the ideal sample size is five to ten times the total number of research indicators. This study uses 12 indicators; therefore, the required sample size ranges from 60 to 120 respondents. Accordingly, 120 respondents were selected to provide an adequate representation of the research population.

The sampling method used in this study is non-probability sampling with a purposive sampling technique. Respondents were selected based on the following criteria: (1) residing in Denpasar City; (2) having purchased Dupa Kaori products in Denpasar City; (3) being at least 18 years old; (4) having a minimum educational level of senior high school; and (5) having a personal income. Data were collected through an online questionnaire distributed using Google Forms and were analyzed using

path analysis to examine the direct and indirect effects among the research variables.

RESULTS AND DISCUSSION

Based on the respondents' characteristics, the majority of respondents were female (51.7%), while 48.3% were male. In terms of age, the largest proportion of respondents was in the 36–40 age group (40.8%), followed by those aged 26–35 years (37.5%), 18–25 years (14.2%), and over 45 years (7.5%). Regarding educational level, the majority of respondents were university graduates (60.0%), while 40.0% had completed senior high school or an equivalent level of education. In terms of occupation, the majority of respondents were employees or entrepreneurs (56.7%), followed by housewives and respondents in other occupations (29.2%), and students (14.2%). Meanwhile, based on monthly income, the majority of respondents earned IDR 3,000,000–IDR 5,000,000 (55.0%), followed by those earning less than IDR 3,000,000 (26.7%) and those earning more than IDR 5,000,000 up to IDR 7,000,000 (18.3%).

To determine the role of trust in mediating the effect of product quality on repurchase intention toward Dupa Kaori products in Denpasar City, this study employs path analysis using SPSS version 26. The analysis aims to examine the magnitude of the effects of product quality on trust and repurchase intention, as well as the effect of trust on repurchase intention, both directly and indirectly. The results of the path analysis provide an overview of the relationships among the variables examined in this study. The results of the path analysis are presented in Table 2 below.

Table 2. Recapitulation of Path Analysis Results

Path Analysis Results 1					
Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,100	0.797		8,905	0,000
Product Quality	0.442	0.037	0.739	11,930	0,000
R Square	0.547				
Adjusted R Square	0.543				
F Statistics	142,324				
Significance of the F test	0,000				
Path Analysis Results 2					
Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,690	0.624		10,713	0,000
Product Quality	0.267	0.037	0.453	7,302	0,000
Trust	0.331	0.042	0.491	7,906	0,000
R Square	0.717				

Adjusted R Square	0.712
F Statistics	148,053
Significance of the F test	0,000

Source: Processed data, 2026

The regression coefficient for the product quality variable is positive, with a significance value of less than 0.05. This indicates that product quality has a positive and significant effect on trust. The coefficient of determination (R^2) is 0.547, indicating that 54.7% of the variance in trust can be explained by product quality, while the remaining 45.3% is explained by other factors not included in the research model.

The first hypothesis (H1) states that product quality has a positive and significant effect on repurchase intention. Based on the results of the path analysis presented in Table 4.13, product quality has a positive and significant effect on repurchase intention. This is indicated by a significance value of $0.000 < 0.05$ and a regression coefficient of 0.267. Therefore, H1, which states that product quality has a positive and significant effect on repurchase intention, is accepted. This finding is consistent with the research conducted by Simanjuntak (2023), which showed that product quality has a positive and significant effect on repurchase intention, indicating that improving product quality can serve as a strategic approach for companies to remain competitive. Dhaniswari and Sukaatmadja (2021) stated that product quality is a fundamental factor influencing consumers' decisions to continue using a brand over the long term. Similarly, Amelia Rachim et al. (2023) explained that customer loyalty and future purchase intentions are influenced by the consistent availability of quality products, thereby encouraging consumers' to make repeat purchases. Putri (2025) also found that product quality has a positive and significant effect on consumers' repurchase intention. This indicates that the higher the product quality perceived by consumers', the stronger their intention to repurchase the product. Consistent with these findings, Ekaprana et al. (2020) found that better product quality leads to a higher consumer intention to repurchase.

The second hypothesis (H2) states that product quality has a positive and significant effect on trust. Based on the results of the path analysis presented in Table 4.12, product quality has a positive and significant effect on trust. This is indicated by a significance value of $p < 0.001$ and a regression coefficient of 0.442. Therefore, H2, which states that product quality has a positive and significant effect on trust, is accepted. This finding indicates that the higher the product quality perceived by consumers', the greater their trust in Dupa Kaori. This finding is consistent with the research conducted by Nurjaman (2021), which showed that perceived product quality has a positive and significant relationship with trust. Similarly, Simanjuntak

(2023) found that product quality has a positive and significant effect on consumer trust, indicating that good product quality can build consumer confidence and reduce the likelihood of customers switching to competing brands. Furthermore, Ilham et al. (2025) found that product quality significantly increases consumer trust in telephone users. Amelia Rachim et al. (2023) also found that product quality has a positive and significant effect on consumer trust, as high-quality standards can effectively meet consumers' needs and expectations regarding a product brand.

The third hypothesis (H3) states that trust has a positive and significant effect on repurchase intention. Based on the results of the path analysis presented in Table 4.13, trust has a positive and significant effect on repurchase intention. This is indicated by a significance value of $p < 0.001$ and a regression coefficient of 0.331. Therefore, H3, which states that trust has a positive and significant effect on repurchase intention, is accepted. This finding indicates that the higher the level of consumer trust in Dupa Kaori, the stronger their intention to repurchase the product. This finding is supported by research conducted by Saragih and Aksari (2019) and Juniantari et al. (2025) in Denpasar City, which found that trust is an important factor influencing consumers' repurchase intention. A sense of security and confidence in product quality can encourage customers to continue purchasing from the same brand rather than switching to competing brands. Similarly, Ardianto et al. (2020) found that trust has a dominant effect on repurchase intention because it can reduce the uncertainty experienced by consumers' before making a repurchase decision. Furthermore, Aningtyas and Supriyono (2022) found that trust has a positive effect on repurchase intention for retail products, as maintaining consumer trust can foster long-term relationships between producers and consumers'.

Table 3. Direct and Indirect Influence and Total Influence on Repurchase Intention (Y), Product Quality (X) and Trust (M)

Influence of Variables	Direct Influence	Indirect Effect Through Trust (Y1) ($\beta_1 \times \beta_3$)	Total Influence
X $\rightarrow$ M	0.442	-	0.442
X $\rightarrow$ Y	0.267	0.146	0.267
M $\rightarrow$ Y	0.331	-	0.331

Source: Processed data, 2026

The fourth hypothesis (H4) states that trust mediates the effect of product quality on repurchase intention. Based on the results of the Sobel test, the calculated z-value is 6.53134, which is greater than the critical value of 1.96. This indicates that the indirect effect of product quality on repurchase intention through trust is statistically significant. Therefore, H4, which states that trust mediates the effect of product quality on repurchase intention, is accepted. This finding indicates that product quality can increase consumers' repurchase intention indirectly by

strengthening their trust in Dupa Kaori. This finding is consistent with the research conducted by Judijanto et al. (2024), which demonstrated that trust acts as a mediator in the relationship between product quality and repurchase intention. The findings indicate that product quality can indirectly influence repurchase intention through trust, which can subsequently strengthen consumers' loyalty and intention to repurchase the brand. This finding is also supported by Simanjuntak (2023), who found that product quality has a positive and significant effect on consumer trust. In this context, good product quality can strengthen consumers' trust in the brand, thereby increasing their confidence in continuing to purchase the product rather than switching to competing brands.

CONCLUSIONS AND SUGGESTIONS

Based on the analysis and discussion, this study concludes that product quality and trust have a positive and significant effect on repurchase intention toward Dupa Kaori products in Denpasar City. Product quality also has a positive and significant effect on consumer trust. Furthermore, trust significantly mediates the effect of product quality on repurchase intention. These findings indicate that good product quality can strengthen consumer trust, which subsequently increases consumers' intention to repurchase Dupa Kaori products. Thus, trust plays an important mediating role in strengthening the effect of product quality on repurchase intention.

Dupa Kaori in Denpasar City is recommended to improve the accuracy and consistency of the information stated on product packaging with the actual products received by consumers'. The company should also increase transparency regarding the quality of raw materials and product quality control standards to strengthen consumer trust and, ultimately, increase repurchase intention. For future research, it is recommended to incorporate other variables that may influence repurchase intention, expand the research population and geographical scope, and employ alternative analytical techniques, such as Partial Least Squares Structural Equation Modeling (PLS-SEM), to obtain more comprehensive findings and provide broader insights into the relationships among the variables.

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