THE EFFECT OF BRAND IMAGE, BRAND TRUST AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION
(Case Study: Starbucks Coffee Jakarta)

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Abstract
This study set out to examine the beneficial effects of customer satisfaction, brand trust, and good brand. image on repurchase intention. The survey approach that was employed to examine the study's findings. A questionnaire instrument was used to carry out the data collection technique. The sampling technique used was purposive sampling. The target population of the study is all buyers of Starbucks Coffee products who have made at least two purchases. The sample size was determined as many as 250 samples. The data analysis technique uses the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach from the SmartPLS program. The results showed that brand image and brand trust have a positive influence on customer satisfaction. Furthermore, brand image and brand trust have a positive influence on repurchase intention. Finally, customer satisfaction has a positive influence on repurchase intention.

Keywords : *Brand Image, Brand Trust, Customer Satisfaction and Repurchase Intention*

1. INTRODUCTION

The food and beverage industry is currently growing every year. In addition, this industry makes a major contribution to economic growth. Coffee shops are currently one of the most popular parts of the food service industry besides cafes (Rosyiidiani & Widya, 2021). This industry has developed due to changes in the behavior of today's urban society. Gathering at a cafe or coffee shop is a habit of a group of people with an urban lifestyle. This makes drinking coffee at coffee shops part of the lifestyle of Indonesians (Hardiana & Kayadoe, 2022).

When Starbucks entered Indonesia in 2002, the coffee shop trend started to become popular. The emergence of Starbucks encouraged significant growth in the coffee shop business, both from existing players such as Starbucks, Excelso, and The Coffee Bean & Tea Leaf, as well as new players that emerged afterwards such as Toffee Coffee with different flavors and interiors. (Jauhary & Widayanti, 2022). This fact also has a positive impact on domestic coffee consumption, which has increased significantly. This research was conducted at Starbucks Coffee, a coffee beverage company and global chain of stores originating from the United States and based in Seattle, Washington. Currently, Starbucks is the largest coffee beverage company in the world with branches spread across 79 countries. In Indonesia, Starbucks is also among the top 10 most authorized stores in the world, ranking seventh with a total of 478 stores.

The trend of coffee consumption is also increasing along with the number of coffee shops or stalls that have sprung up in Indonesia. Drinking coffee has become a lifestyle for young people, where they like to drink coffee while discussing or studying (Rizaty, 2021). Data from the International Coffee Organization (ICO) indicates that from 2020 to 2021, Indonesia consumed 5 million 60-kilogram bags of coffee. Comparing this number to the preceding period, when it was 4.81 million 60-kilogram bags, shows an increase of 4.04%. It was noted that coffee

consumption in Indonesia in the period 2020 to 2021 was the highest in the last ten years (Mahmudab, 2022).

The impact of the high public interest in coffee is the emergence of various cafes and coffee shops with unique flavor characteristics and interior design. Examples of such coffee shops include Kopi Masalalu, Janji Hati, Kopi Main Hati, Tuku, and Kopi Enak. The rapid growth of the coffee business, especially in Jakarta and other big cities, has led to intense competition among entrepreneurs. This condition encourages each entrepreneur to develop their own marketing strategies (Rizqi et al., 2022).

This condition shows that companies must compete with their competitors to create repurchase interest from customers. The company's advantage lies in its ability to cope with changes in business and take advantage of existing opportunities in an effective and efficient manner. One effective way is through good marketing communication with consumers, so that a harmonious relationship is established between producers and consumers. Repurchase intention is consumer behavior in which they respond positively and intend to return to visit or repurchase a product (Prakasa Restuputra & Rahanatha, 2020).

Every individual has a goal to achieve customer satisfaction, so satisfaction is an important element that drives a person towards happiness (Sumara & Salim, 2020). If someone is satisfied with a particular product or service, they will tend to reuse that product or service in the future. This factor has an influence in people's decision to make repeat purchases.

Based on the explanation above, the variable of primary concern is repurchase intention. If repurchase intentions in shopping at Starbucks Coffee increase, the company's revenue will also experience growth. In addition, if consumers are satisfied with the shopping experience at Starbucks Coffee, the chances of having repurchase intentions will increase. All of these improvements are expected to have a positive impact on Starbucks Coffee. Some of these factors include Brand Image, Brand Trust and Customer Satisfaction.

Based on the background description, the problem formulation is how Starbucks Coffee can increase repurchase interest. Furthermore, to answer these problems, the research questions are whether Starbucks Coffee's brand image has a positive effect on customer satisfaction; does Starbucks Coffee's brand image have a positive effect on repurchase intention; does Starbucks Coffee's brand trust have a positive effect on customer satisfaction; does Starbucks Coffee's brand trust have a positive effect on repurchase intention?

2. LITERATURE REVIEW AND HYPOTHESIS

Repurchase interest occurs when consumers have the desire to buy again products and brands that match their desires (Kotler et al., 2018). Repurchase intentions arise after they try the product and experience its use, consumers then form the intention to buy again if the experience they have is in line with their expectations (Lucky et al., 2023). Repurchase interest is an interest in buying again based on previous experience. In general, repurchase interest is customer behavior in which customers give positive responses to products or services from a company and intend to continue consuming products from that company (Trihudiyatmanto et al., 2022). From this definition, it can be concluded that repurchase interest is a person's desire to buy a product again in the future, based on past experiences, and has a positive attitude and preference for the product or service offered.

2.1 Link between Brand Image and Customer Satisfaction

Brand mind is the overall picture that consumers understand about a brand, including what the brand has done in the past, the quality offered today, and promises for the future (Lucky et al., 2023). Meanwhile, customer satisfaction occurs when the product can meet consumer needs and expectations. That way, a relationship is created between the company and its customers

(Nyarmiati & Astuti, 2021). This study demonstrates the relationship between brand image and customer pleasure. Customer satisfaction will rise in tandem with an improving brand image (Kusuma & Marlena, 2021).

Prior studies have investigated several aspects that impact customer satisfaction, such as service quality, promotion, and brand image. The findings indicate that brand image has a significant beneficial impact on customer satisfaction (Oktavanny & Sulistiadi, 2022). The above research has similarities with other studies which show that the brand image variable has a positive impact on customer satisfaction (Nyarmiati & Astuti, 2021). Based on previous research, the proposed hypothesis is:

H_1: Brand Image has a positive effect on Customer Satisfaction

2.2   Link between Brand Image and Repurchase Intention

Brands have a very important role in dominating the market, sometimes consumers even remember brand names more easily than the name of the product itself (Rahmanda & Farida, 2021). Furthermore, repurchase interest can be regarded as a significant determinant in consumer purchasing decisions since it indicates an emotional and functional connection to the brand when customers repurchase the same item (Sumara & Salim, 2020).

The results of this study indicate that brand image has a positive and significant effect on repurchase intention (Putri & Yasa, 2022). In addition, hypothesis testing on the effect of brand image on repurchase intention shows that brand image has a positive and significant effect on repurchase intention (Manda & Setyoningtyas, 2021). This means that the better the brand image, the higher the repurchase intention of consumers, and vice versa if the brand image is poor, it will reduce repurchase intention. In light of earlier studies, the proposed hypothesis is:

H_2: Brand Image has a positive effect on Repurchase Intention

2.3   Link between Brand Trust and Customer Satisfaction

Brand trust is an important part of the relationship between consumers and businesses because customers tend to trust more those brands that they have trusted before (CHA et al., 2019). Customer satisfaction involves all efforts focused on customer needs and is committed to creating a successful partnership from the start, by implementing effective project and process management throughout the journey (Anggraini & Bernarto, 2022). In addition, brand trust is the customer's belief that a brand can fulfill their needs and wants, as seen from the customer's attitude towards the brand, a positive view of the brand's benefits, and belief in the brand's ability to solve customer problems (Jaipong et al., 2022).

In research on how trust in brands relates to customer satisfaction, it was found that the two had a positive effect on each other (Wardani et al., 2023). These results indicate that trust in the brand is very important for customers, and customer satisfaction also has a role in building brand reputation and meeting their expectations. Other research results also state, when customers are satisfied, they are more likely to have trust in the company and its products, and have a strong desire to become loyal customers. Empirical studies also confirm that the level of customer satisfaction positively affects the level of trust in the brand (Oppong et al., 2021). Based on previous research, the hypothesis proposed is:

H_3: Brand Trust has a positive effect on Customer SatisfactionH_1: Brand Image has a positive effect on Customer Satisfaction

2.4   Link between Brand Trust and Repurchase Intention

Brand trust is when consumers are willing to rely on the brand based on the experience or understanding they have from the past (Shidqi et al., 2022). In addition, repurchase intention is

very important for a company, because consumers are valuable assets that allow them to make repeat purchases (Shodiqul & Kurniawati, 2023). As a result, every business needs to guarantee that customers will come back to purchase goods or services from them in the future. Customers are more likely to purchase products from well-known companies since they are viewed as trustworthy. In addition, it is not uncommon for consumers who like a brand to make repeat purchases of the same product in the future (Rahmanda & Farida, 2021).

From the explanation above, customer commitment is believed to be influenced by brand trust, which results in repurchase behavior (Phatichoti & Nuangjamnong, 2022). Brand trust is the most important factor in the intention to repurchase, so there is a positive correlation between trust and the tendency to repurchase (Tian et al., 2022). Furthermore, the study's findings indicate that repurchase intentions are positively impacted by the brand trust component (Sumara & Salim, 2020). Based on previous research, the proposed hypotheses are:

H_4: Brand Trust has a positive effect on Repurchase IntentionH_2: Brand Image has a positive effect on Repurchase Intention

2.5 Link between Customer Satisfaction and Repurchase Intention

Satisfaction is defined as a feeling of pleasure that arises when expectations are met. Customers will feel happy if the product or service can satisfy their expectations in terms of performance (Huang & Nuangjamnong, 2022). Repurchase intention can be interpreted as the possibility of someone to make a repurchase of a product or service, because they are satisfied with the attributes that have been provided (Novita & Liekardo, 2020). This is often considered a determining factor in consumer behavior and encourages repeat purchases (Kumalasari et al., 2021).

Consumers who feel satisfied after using a product or service are less likely to change their choice and not look for another brand when making their next purchase. Consequently, research demonstrates that desire in making additional purchases is positively and significantly influenced by customer happiness (Pradana et al., 2021). Other studies have also found that customer satisfaction has a positive and significant impact on intention to repurchase Nyarmiati & Astuti, 2021). Based on previous research, the proposed hypothesis is:

H_5: Customer Satisfaction has a positive effect on Repurchase Intention.
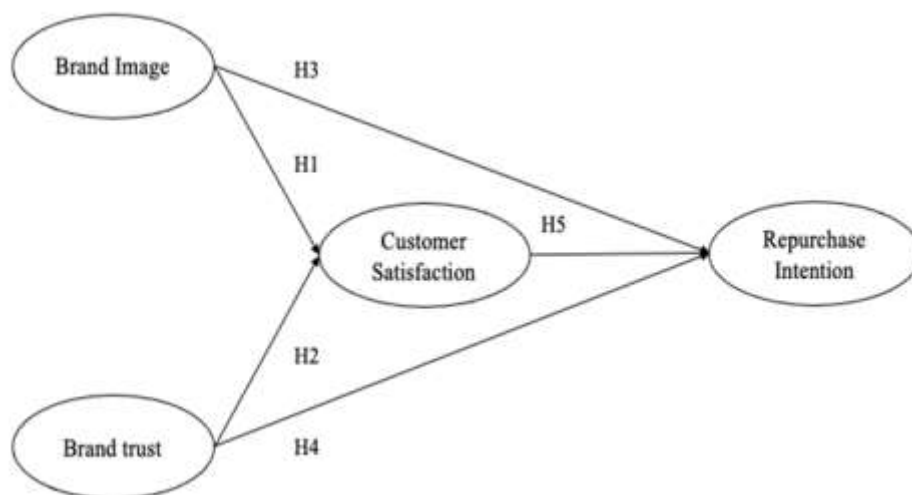

Figure 1. Research Model (2023)

3. METHODS

The purpose of this study is to identify the positive impact of brand image, brand trust, and customer satisfaction on repurchase intention at Starbucks Coffee. The independent variables in this study are brand image, brand trust, and customer satisfaction, while the dependent variable in this study is repurchase intention. The target audience consists of those who have made purchases from Starbucks Coffee in the past. Purposive sampling is the technique employed for sampling. This approach is a way of selecting samples based on certain criteria, with the aim of maximizing the information obtained (Suliyanto, 2018). In this study, the criteria used are consumers who have experience buying Starbucks Coffee products and have done so at least twice. Determining the sample size suitable for research can vary depending on the specific research situation. Some researchers recommend a minimum sample size of around 100-200 subjects per study (Kock & Hadaya, 2018). Therefore, this study required a sample size of 250.

The degree of agreement was measured in this study using a Likert scale with five alternatives for each questionnaire question: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. The Google Forms platform was used to send the questionnaire survey, and it was further filtered according to specific parameters. Subsequently, the data was examined by the statistical analysis method of partial least square-structural equation modeling (PLS-SEM), which was enabled by the SmartPLS 3.2.9 program. Furthermore, the data analysis process is carried out in two steps, namely the outer model and inner model. Instrument tests, namely validity tests and reliability tests, are carried out in the outer model stage. While hypothesis testing is carried out at the inner model stage.

4. RESULT

The respondent data includes profiles of 250 participants, collected through research questionnaires that reflect demographic and psychographic profiles. The majority of respondents in this study were female, reaching 52%. The age group most represented by the respondents is 11-26 years old, reaching 48%, and most of them live in Jakarta, reaching 48%. A total of 46% of the respondents work as private employees, with 64% of them having a monthly income of Rp 5 million - less than Rp 10 million, and 61% of them having an undergraduate education. During the questionnaire collection stage, respondents were considered ideal and capable of understanding the questionnaire. Furthermore, in the psychographic profile, it was revealed that many respondents purchase Starbucks coffee repeatedly in a month, with 60% of them making 2 purchases, and 40% making more than 3 purchases. This shows that most respondents buy Starbucks coffee repeatedly in a month, even though many of them only do it 2 times in a month.

Table 1. Demographic and Psychographic Profile of Respondents

Demographic Profile	n	%
Gender		
Male	121	48%
Female	129	52%
Age		
11 - 26 Years	121	48%
27 - 42 Years	109	44%
43 - 58 Years	4	6%
over 58 years old	6	2%
Income per month		
Not yet earning	10	4%
less than IDR 5 million	35	14%
IDR 5 million - less than IDR 10 million	159	64%

IDR 10 million - less than IDR 15 million	22	9%
IDR 15 million - less than IDR 20 million	17	7%
IDR 20 million - more than IDR 20 million	6	2%
>Rp 15,000,000 - Rp 20,000,000	1	0%
Jobs		
Student	64	26%
Private Employee	114	46%
Public Servant	39	16%
Self-employed	24	10%
More	9	4%
Education		
HIGH SCHOOL	34	14%
Diploma	36	14%
Bachelor	153	61%
Postgraduate	25	10%
More	2	1%
Domicile		
Jakarta	120	48%
Bogor	11	4%
Depok	12	5%
Tangerang	89	36%
Bekasi	11	4%
More	7	3%
Psychographic Profile	**n**	**%**
In the last 1 month, how many times have you bought Starbucks coffee?		
2 times	150	60%
> 3 times	100	40%

Source: Data Processing Results (2023)

4.1. Measurement Model

The data analysis method involves using Smart PLS software to analyze the data that has been collected through questionnaires. To confirm that the measurements were accurate and legitimate, the outer model must be analyzed next. When conducting the validity test, outer loadings and the average variance extracted (AVE) are taken into account. The minimum expected values for AVE and outer loadings are 0.5 and 0.7 respectively (Hair et al., 2019). Furthermore, in the validity test stage, the next step is to perform discriminant analysis. The Fornell-Larcker criteria, which state that the root AVE value must be greater than the correlation value between constructs, are the criteria that must be taken into account (Hair et al., 2019). Next, reliability testing is conducted using the composite reliability calculation method outlined in Ghozali and Latan's (2014) guidelines. The reliability test uses the calculation of composite reliability (CR), with a minimum value that must reach 0.7 in accordance with existing guidelines (Hair et al., 2019).

The results of data analysis in table 2 show that the instrument measurements have proven valid. The calculation results show that the AVE value ranges from 0.625 to 0.773, while the outer loading or factor loading value for each item ranges from 0.747 to 0.899. Since all outer loading or factor loading values exceed 0.7, indicating that all things are dependable and trustworthy, it may be concluded that all items are valid (Hair et al., 2019). Additionally, the

composite dependability value ranges from 0.893 to 0.932, demonstrating that the computed findings satisfy the 0.7 minimum criteria (Hair et al., 2019).

Table 2. Evaluation of the Measurement Model

Constructs and items		Outer loading
Brand Image/BI (AVE=0.773, CR=0.932)		
BI1	Starbucks Coffee products have a good brand	**0.869**
BI2	Starbucks Coffee brand products are known to many people	**0.899**
BI3	Starbucks Coffee brand products have a different taste from other brands	**0.863**
BI4	Starbucks Coffee brand products are easy to remember	**0.886**
Brand Trust/BT (AVE=0.706, CR=0.906)		
BT 1	I trust Starbucks Coffee brand products	**0.854**
BT 2	I feel safe consuming Starbucks Coffee brand products	**0.866**
BT 3	I believe the product quality of the Starbucks Coffee brand is as promised.	**0.870**
BT 4	I rely on Starbucks Coffee brand products to fulfill my needs.	**0.767**
Customer Satisfaction/CS (AVE=0.696, CR=0.920)		
CS 1	I make the right decision when choosing Starbucks Coffee products.	**0.809**
CS 2	I am satisfied with Starbucks Coffee products	**0.860**
CS 3	The variety of Starbucks Coffee products meets my expectations	**0.811**
CS 4	I think the product quality of Starbucks Coffee is "perfect".	**0.848**
CS 5	I like Starbucks Coffee products	**0.842**
Repurchase Intention/RI (AVE=0.625, CR=0.893)		
RI1	I will repurchase Starbucks Coffee products	**0.766**
RI2	If there is a new product offered by Starbucks Coffee, I would like to buy	**0.752**

	it.	
RI3	I want to share positive experiences about Starbucks Coffee products with my friends.	**0.822**
RI4	I am willing to recommend Starbucks Coffee products to my friends	**0.860**
RI5	Starbucks Coffee products are my top choice	**0.747**
Notes: AVE=average variance of extracted; CR=composite reliability; *=significant (two-tailed test, ρ<0.05).		

Source: Data Processing Results (2023)

An other approach that is suggested for evaluating discriminant validity is HTMT. The multitrait-multimethod matrix serves as the foundation for measurement in this approach. According to Heseler et al. (2015), in order to guarantee discriminant validity between two reflective notions, the HTMT value needs to be smaller than 0.9. The calculation results from table 3 HTMT show that all HTMT values <0.9, so it can be stated that all constructs have valid discriminant validity based on HTMT calculations.

Table 3. HTMT

	Brand Image	**Brand Trust**	**Customer Satisfaction**	**Repurchase Intention**
Brand Image				
Brand Trust	0.621			
Customer Satisfaction	0.712	0.897		
Repurchase Intention	0.850	0.643	0.828	

Source: Data Processing Results (2023)

4.2. Structural Model

The computation of R2, the collinearity test, and hypothesis testing are the procedures to be followed during the structural modeling stage. The better the exogenous constructs' prediction on endogenous constructs, the higher the R value. The study's findings showed that, correspondingly, R2 values of 0.75, 0.50, and 0.25 denote a high, medium, or low degree of model strength (Sarstedt et al., 2017).

Table 4 indicates that the model falls into the medium category, with the customer satisfaction construct outcomes being 0.682 and the repurchase intention being 0.678. This number shows that, of the variables examined in the study, brand image and brand trust account for 68.2% of the variance in customer satisfaction, with other variables accounting for the remaining 31.8%. Subsequent analysis shows that the brand image, brand trust, and customer satisfaction variables account for 67.8% of the variance in repurchase intention, with other factors not covered in the study influencing the remaining 32.2%.

Table 4. R-square evaluation (R)^2

Endogenous Constructs	**R^2**
Customer Satisfaction	0.682
Repurchase Intention	0.678

Source: Data Processing Results (2023)

To determine whether the study model has a propensity for collinearity, collinearity testing is utilized. The highest VIF value of 5.0 is the threshold used to determine whether there is a tendency toward collinearity. A tendency toward collinearity is observed if the VIF value is more than 5.0 (Hair et al., 2017). According to Table 4, the model's VIF value is less than 5.0, suggesting that there is no collinearity tendency.

Table 5. Collinearity Evaluation

As a predictor of Customer Satisfaction		As a predictor of Repurchase Intention	
Construct	VIF	Construct	VIF
Brand Image	1.430	Brand Image	1.707
Brand Trust	1.430	Brand Trust	2.661

Source: Data Processing Results (2023)

Hypothesis testing is conducted to determine whether there is support or non-support between constructs (Hair et al., 2017). Hypothesis testing involves attention to the T-table limit value of around 1.65 with a significance level of 5%, which is used as a reference (Hair et al., 2019). Thus, if the T-count value is more than 1.65, it can be concluded that the hypothesis is supported.

Table 6. Hypothesis Test Results

Hypothesis	Original Sample	T_{hitung}	P_{value}	Decision
H_1 : Brand Image has a positive effect on Customer Satisfaction	0.297	3.135	0.002	Supported
H_2 : Brand Image has a positive effect on Repurchase Intention	0.511	9.478	0.000	Supported
H_3 : Brand Trust has a positive effect on Customer Satisfaction	0.625	6.869	0.000	Supported
H_4 : Brand Trust has a positive effect on Repurchase Intention	0.492	6.135	0.000	Supported
H_5 : Customer Satisfaction has a positive effect on Repurchase Intention.	0.469	6.450	0.000	Support

Source: Data Processing Results (2023)

The first hypothesis (H1), which states that brand image influences consumer satisfaction favorably, is confirmed by the test results. The T-count of 3.135, which is higher than the T-table limit value of 1.65, is proof of this. The present study's findings are consistent with those of Oktavanny and Sulistiadi (2022) and Nyarmiati and Astuti (2021) studies, which indicate that customer satisfaction is positively and significantly impacted by brand image. These findings suggest that a higher degree of customer satisfaction can be attained in proportion to a stronger brand image.

The second hypothesis (H2), which states that brand image influences repurchase intention favorably, is validated by the test results. The fact that the T-count of 9.478 is higher than the T-table limit value of 1.65 demonstrates this. The findings of this study are consistent with studies by Manda and Setyoningtyas (2021) and Putri and Yasa (2022), which show that brand image significantly and favorably influences repurchase intentions. That manner, customers are more likely to plan to make repeat purchases if they have a positive and positive perception of a product or company's brand.

Customer happiness is positively impacted by brand trust, which is the third hypothesis (H3) that was tested and the results of this test are validated. The T-count of 6.869, which is higher than the T-table limit value of 1.65, demonstrates this. The findings of this study are consistent

with studies by Wardani et al. (2023) and Oppong et al. (2021), which show that customer satisfaction has a positive relationship with brand trust. In this manner, happy customers are more inclined to trust the business and its offerings and to want to stick around as repeat customers.

The results of testing the fourth hypothesis (H4), namely brand trust has a positive effect on repurchase intention is supported. This is evidenced by the T-count of 6.135 greater than the T-table limit value of 1.65. The results of this study are in line with the findings revealed in research conducted by Tian et al., (2022) and Sumara & Salim, (2020) which state, the results of the study confirm that the brand trust factor has a positive impact on the desire to repurchase the product or service. When consumers place their trust in the brand as the most important factor in their decision to buy again, it will be seen that there is a positive relationship between the level of trust of these consumers and their tendency to make repeat purchases.

The results of testing the third hypothesis (H5), namely customer satisfaction has a positive effect on repurchase intention is supported. This is evidenced by the T-count of 6.450 which is greater than the T-table limit value of 1.96. The results of this study are in line with research conducted by Pradana et al., (2021) and Nyarmiati & Astuti, (2021) which state that the level of customer satisfaction positively affects repurchase intentions. This happens if consumers who feel satisfied after using a product or service tend not to change their choice and do not look for other brands when making the next purchase.

5. CONCLUSIONS

The findings of the hypothesis test demonstrate that customer satisfaction has a positive relationship with brand image and brand trust, and that brand image and brand trust have a positive relationship with repurchase intention.

Limitations and Suggestions for Future Research Although this research has been carefully conducted, there are some limitations that need to be noted. First of all, this study is limited to Starbucks Coffee, which may make the results of this study difficult to generalize widely to other coffee brands or other food and beverage industry players. Therefore, future research may consider involving a number of other coffee brands or even other food and beverage industry players to gain a more comprehensive understanding. In addition, this study may also have been affected by contextual factors that were unique at the time the study was conducted. Therefore, it is important to keep in mind that the results of this study may apply to a specific period and may need to be updated with more recent data to maintain its relevance.

Suggestions for future research are to conduct similar research in different locations or markets, incorporate more coffee brands or other food and beverage industry players, and take into consideration contextual factors that may affect the research results. In addition, future research could also consider using different methodologies or more in-depth approaches to gain deeper insights into consumer behavior in the food and beverage industry.

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