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The Effect of Service Quality and Reputation on the Intention to Reuse Service with Trust as a Mediating Variable at Pt Nur Ramadhan Wisata

Viqi Al Wahyuddin[1], Dhani Ichsanuddin Nur[2], Sugeng Purwanto[3]

[1,2,3]Master of Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur

ABSTRACT: This study aims to analyze the influence of service quality and corporate reputation on the repurchase intention of services at PT Nur Ramadhan Wisata, while examining the role of trust as a mediating variable in the context of Umrah travel services. The research adopts a quantitative approach with an explanatory research design to analyze causal relationships between variables. The independent variables consist of service quality and corporate reputation, while the dependent variable is repurchase intention. Trust is incorporated as a mediating variable to understand its mechanism in bridging the influence of service quality and reputation on the intention to reuse services. The results demonstrate that service quality does not contribute directly to stimulating the repurchase intention among PT Nur Ramadhan Wisata pilgrims. However, trust is identified as a key factor (mediator) that bridges the relationship between service quality and reputation toward repurchase intention. High-quality service and a positive reputation primarily foster consumer trust, which subsequently strengthens the pilgrims' desire to reuse the services of PT Nur Ramadhan Wisata sustainably.

KEYWORDS: Service quality; reputation; trust; repurchase intention

I. INTRODUCTION

The Hajj and Umrah travel industry in Indonesia has experienced rapid development in recent years. Increasing public awareness of performing pilgrimages to the Holy Land, supported by the growth of the Muslim middle class and easier access to transportation and information, has driven a rising number of pilgrims annually. According to data from the Ministry of Religious Affairs of the Republic of Indonesia (2024), the number of Indonesian Umrah pilgrims has reached over 1.4 million per year, showing a significant upward trend post-COVID-19. This condition has directly stimulated the growth of Umrah Travel Organizers (PPIU) and travel agencies, which compete intensely by offering various service packages, facilities, and guarantees of comfort for pilgrims.

In this highly competitive landscape, the sustainability of a travel company is determined not only by its ability to attract new pilgrims but also by its capacity to retain existing ones. Pilgrim loyalty is a strategic asset, as loyal customers tend to repurchase, provide positive recommendations to others, and possess a higher level of tolerance toward price and risk. In the context of a trust-based service industry like Hajj and Umrah travel, loyalty is inseparable from the pilgrims' perception of service quality and corporate reputation, which ultimately shapes the level of trust.

PT Nur Ramadhan Wisata is a specialized Hajj and Umrah travel organizer that has operated since 2001 and holds official legality from the Ministry of Religious Affairs of the Republic of Indonesia. The company has achieved an "A" accreditation and is an active member of the Association of Umrah and Hajj Organizers (HIMPUH). Based in Yogyakarta with a branch network across major cities in Indonesia, PT Nur Ramadhan Wisata is known for its solid reputation and has served thousands of pilgrims from various regions. Institutionally, the company is categorized as an established travel agency with strong positioning within the industry.

Nevertheless, internal company data reveals a phenomenon that warrants further investigation. Based on Figure 1, the number of Umrah pilgrims at PT Nur Ramadhan Wisata during the 2022–2024 period experienced consistent growth, rising from approximately 990 pilgrims in 2022 to 1,100 in 2023, and reaching around 1,270 pilgrims in 2024. This increase indicates that the company still possesses strong market appeal and the ability to attract new pilgrims sustainably.

However, this increase in the total number of pilgrims was not accompanied by an improvement in loyalty levels. As shown in

Figure 2, the percentage of repeat pilgrims actually declined from 37.5% in 2022 to 32.5% in 2023, and continued to drop to 26.5% in 2024. This data indicates that the growth in the number of pilgrims at PT Nur Ramadhan Wisata is largely driven by new customers, while the proportion of pilgrims returning to use the company's services is diminishing.

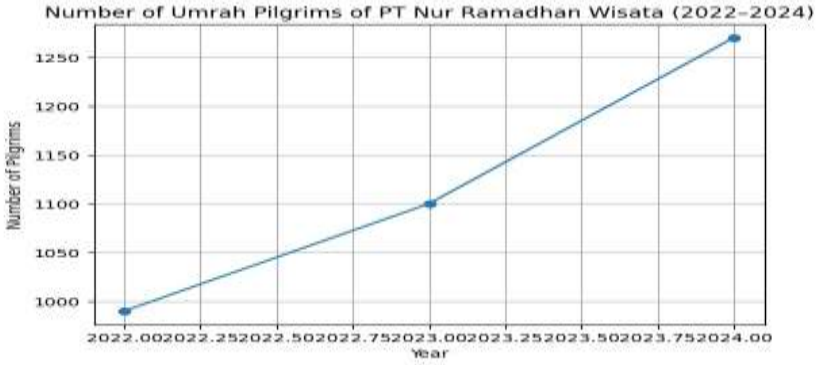


Figure 1. Number of Umrah Pilgrims of PT Nur Ramadhan Wisata (2022–2024) ***(Source: Internal Data of PT Nur Ramadhan Wisata, 2024)***

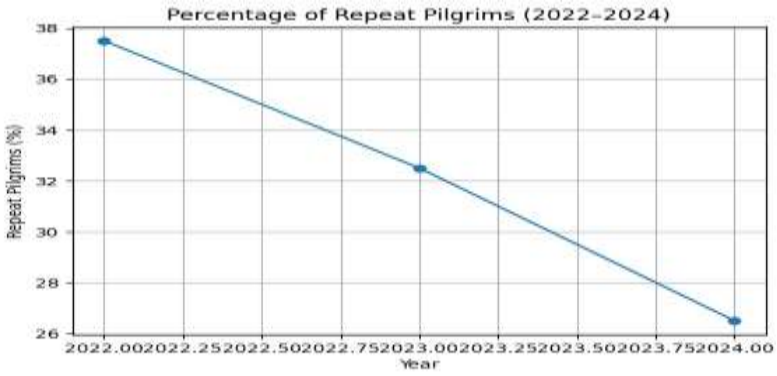


Figure 2. Percentage of Repeat Pilgrims of PT Nur Ramadhan Wisata (2022–2024) (Source: Internal Data of PT Nur Ramadhan Wisata, 2024)

This phenomenon highlights a gap between the company's success in attracting new markets and its ability to build long-term loyalty. Empirically, this condition suggests that a good corporate reputation and a growing number of pilgrims have not been fully supported by service experiences capable of creating strong trust. In a high-risk, trust-based service industry like Umrah travel, a decline in repeat usage can signal issues in service quality, reputation perception, or the emotional connection between the company and the pilgrims.

Based on the *Stimulus–Organism–Response (S-O-R)* theory perspective, service quality and corporate reputation act as *stimuli* that influence the psychological state of consumers (*organism*), specifically in the form of trust. Subsequently, this trust will form a *response* in the form of consumer intention to repurchase or reuse the company's services. Thus, the declining percentage of repeat pilgrims at PT Nur Ramadhan Wisata can be interpreted as an indication that the trust-building mechanism is not yet operating optimally, despite the company's relatively good market reputation.

Therefore, this study is essential to empirically examine the influence of service quality and reputation on repurchase intention, with trust as a mediating variable at PT Nur Ramadhan Wisata. This research is expected to provide a theoretical contribution to the study of trust-based service consumer behavior and offer practical implications for company management in formulating sustainable strategies to enhance pilgrim loyalty.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Service Quality

Service quality is a consumer's evaluation of the alignment between the services they expect and the services they actually receive. While intangible, its benefits are perceived by customers and encompass various aspects, including products, services, human resources, and the environment (Afandi & Ari Prabowo, 2024). This study refers to the SERVQUAL Model, developed by Parasuraman, Zeithaml, and Berry (1988), which assesses service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This model is utilized to measure the gap between customer expectations and their

perceptions of the service received (Pulungan et al., 2023). Service quality is fundamentally understood as the congruence between perceived services and expected services. In this context, service quality is a vital component of corporate strategy due to its significant influence on business success; a product or service is deemed high-quality when it meets or exceeds consumer expectations (Afandi & Ari Prabowo, 2024).

B. Reputation

According to the Social Identity Theory proposed by Tajfel and Turner (1986), individuals tend to identify themselves with groups or organizations that possess a positive reputation. In marketing and consumer behavior, a company's strong reputation can foster pride and emotional attachment in both consumers and employees. Research by Simamora & Caleste (2017) defines corporate reputation as a positive perception formed by the company's past actions and performance, which influences consumer trust and purchasing decisions. Corporate reputation represents the collective perception of customers regarding an organization's integrity, credibility, and long-term performance. A solid reputation enhances trust and encourages customers' intention to reuse services. Furthermore, Sholekhatun Nisa et al. (2024) state that reputation significantly influences customer satisfaction and loyalty, reinforcing the bond between the customer and the provider.

C. Trust

According to Morgan and Hunt (1994), trust is defined as the confidence one party has in the reliability and integrity of an exchange partner. Customer trust results from the consumer's perception of the alignment between expectations and the actual performance of a service. Trust is also influenced by the audience's assessment of the integrity and motivation of the information source; consumers are more likely to trust sources perceived as honest, moral, and impartial (Febriana & Purwanto, 2023). Trust represents the customer's belief that a service provider will act honestly, competently, and reliably in fulfilling their expectations. It is a critical factor in repurchase decision-making, particularly in high-risk or trust-based service industries (Khuzaifah et al., 2023).

D. Repurchase Intention

Repurchase intention is the tendency or desire of a consumer to reuse products or services from the same provider after a previous transaction. This intention does not arise spontaneously; rather, it is influenced by factors such as prior experience, satisfaction levels, trust in the provider, and loyalty formed through continuous interaction. Repurchase intention is defined as a customer's willingness to buy the same product or service based on previous purchasing experiences (Khuzaifah et al., 2023). In digital and service platforms, this intention is primarily driven by high levels of satisfaction and trust (Affendi & Keni, 2025). Additionally, Sari and Padmantyo (2023) emphasize that repurchase intention is a consumer's drive to return to the same service, especially when their previous experience was positive and they feel both emotionally and functionally engaged.

E. The Influence of Service Quality on Repurchase Intention

Service quality represents the consumer's perception of the extent to which provided services meet or exceed their expectations, encompassing dimensions of reliability, responsiveness, assurance, empathy, and tangibles based on the model by Parasuraman, Zeithaml, and Berry (1988). In the context of Umrah travel agencies, professional, accurate, responsive, and consistent service can foster both affective and cognitive trust among prospective pilgrims.

A 2024 study conducted at the Umrah Foundation in Bandung (PT Adhiya Tour & Travel) indicated that, partially, service quality did not have a significant direct effect on repurchase intention, whereas trust exerted a significant positive influence ($t=5.083; p<0.001$). Simultaneously, service quality and repurchase intention collectively influenced satisfaction with an R2 of 86.4% (Fadilah, 2024). Conversely, research in Tangerang (Shafwah Holidays) found that service quality—through the five SERVQUAL dimensions—significantly influenced the intention to reuse Umrah services, highlighting the importance of reliability and empathy in building positive perceptions (Dube & Renaghan, 2020). Based on these arguments, the first hypothesis is proposed:

H_1: Service quality has a positive and significant influence on repurchase intention at PT Nur Ramadhan Wisata.

F. The Influence of Reputation on Repurchase Intention

Corporate reputation serves as a comprehensive reflection of a service provider's credibility, integrity, and performance consistency in the public eye. In Umrah services, reputation is shaped not merely by branding but by the accumulation of past customer experiences, pilgrim satisfaction, legal transparency, and recognition from authorities such as the Ministry of Religious Affairs. A positive reputation acts as a signal reassuring consumers that the company will fulfill its promises and handle issues professionally. This is supported by findings from Ainun and Muslichah (2022), which demonstrate that reputation significantly

affects repurchase intention, with trust serving as the foundation for both purchase intention and word-of-mouth recommendations. Thus, the second hypothesis is formulated:

H_2: Reputation has a positive and significant influence on repurchase intention at PT Nur Ramadhan Wisata.

G. The Mediating Role of Trust in the Relationship Between Service Quality and Repurchase Intention

The relationship between service quality and repurchase intention is often strengthened by the presence of trust as a mediator. Several studies indicate that while service quality might not always trigger a direct purchase decision, consistent quality builds consumer trust, which ultimately drives significant purchase interest. For instance, research by Misi et al. (2024) shows that service quality impacts purchase decisions indirectly through the trust developed as a response to service quality. Similarly, in the airline industry, Daulay et al. (2024) found that trust emerges as a critical factor bridging the influence of service quality and reputation on the repurchase intention of budget airline consumers in Indonesia. Therefore, the third hypothesis is proposed:

H_3: Trust mediates the influence of service quality on repurchase intention at PT Nur Ramadhan Wisata.

H. The Mediating Role of Trust in the Relationship Between Reputation and Repurchase Intention

A strong reputation does not only impact purchase decisions directly; it builds consumer confidence in the company's credibility. This trust then acts as a mediator between reputation and repurchase intention. For example, research by Aisyah and Engriani (2019) found that a positive reputation increases trust, which in turn drives consumer purchase intention. Reputation was found not to affect purchase intention directly, but through the mediating effect of trust. Similar results were found by Keni (2019), where reputation influenced online repurchase intention only through trust as a significant mediator, reinforcing the necessity of building trust before triggering purchase behavior. Based on this, the fourth hypothesis is formulated:

H_4: Trust mediates the influence of reputation on repurchase intention at PT Nur Ramadhan Wisata.

III. RESEARCH METHODOLOGY

This study employs a quantitative approach with an explanatory research design, aimed at testing and explaining the causal relationships between the variables within the research model. The research population encompasses all pilgrims of PT Nur Ramadhan Wisata who have previously utilized the company's Umrah travel services.

The sampling process utilized a convenience sampling technique, resulting in a total of 180 respondents. Data were collected through the distribution of structured questionnaires. For the analytical phase, this study applied Structural Equation Modeling based on Partial Least Squares (SEM-PLS). This method was selected as it allows for the simultaneous testing of both direct and indirect effects among variables and is highly suitable for complex, predictive research models.

IV. RESULTS AND DISCUSSION

A. Measurement and Structural Model Evaluation (Outer and Inner Model)

The model evaluation in this study was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach, which consists of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The estimated PLS model is presented in Figure 1, which illustrates the relationships among service quality (X1), reputation (X2), trust (Z), and repurchase intention (Y), along with the indicator loadings, path coefficients, and coefficients of determination (*R-square*).

Based on Figure 1, all indicators for each construct have loading factor values above 0.70. The indicators of service quality (X1.1–X1.5) show loading values ranging from 0.772 to 0.862, the indicators of reputation (X2.1–X2.5) range from 0.832 to 0.900, the indicators of trust (Z.1–Z.3) range from 0.844 to 0.903, and the indicators of repurchase intention (Y.1–Y.5) range from 0.819 to 0.883. These loading values indicate that all indicators strongly represent their respective constructs, confirming that the research instruments meet the criteria for convergent validity.

In addition, Figure 1 also presents the *R-square* values for the endogenous variables. The *R-square* value for trust (Z) is 0.575, meaning that 57.5% of the variance in trust is explained by service quality (X1) and reputation (X2), while the remaining 42.5% is influenced by other factors outside the research model. Furthermore, the *R-square* value for repurchase intention (Y) is 0.724, indicating that 72.4% of the variance in repurchase intention is explained by service quality, reputation, and trust. This value is considered high, suggesting that the structural model has strong explanatory power.

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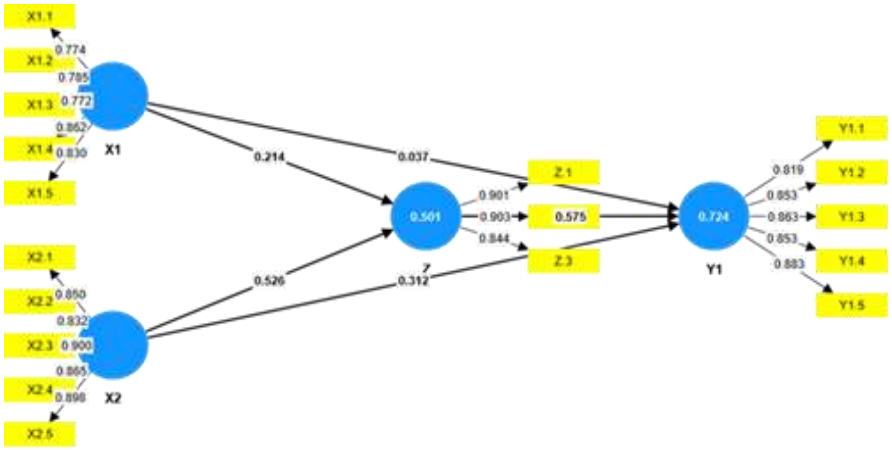


Figure 3. SEM-PLS Path Analysis Model (Outer and Inner Model)

1) Outer Model Evaluation

The outer model evaluation assesses the quality of the research instrument through validity and reliability testing to ensure accurate and consistent measurement.

a) Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker Criterion.

Table 1. Fornell–Larcker Discriminant Validity Results

Variabel	X1	X2	Y	Z
Service Quality (X1)	0.805			
Reputation (X2)	0.797	0.870		
Repurchase Intention (Y)	0.649	0.741	0.854	
Trust (Z)	0.632	0.696	0.815	0.883

The results of the discriminant validity test using the Fornell–Larcker criterion indicate that the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlations with other constructs. The square root of AVE values for service quality (0.805), reputation (0.870), repurchase intention (0.854), and trust (0.883) all meet the recommended threshold. These findings confirm the results shown in Figure 1, indicating that each construct has distinct indicators and does not overlap empirically with other construct.

b) Construct Reliability

Reliability testing ensures the internal consistency of the constructs.

Table 2. Construct Reliability Results

Variabel	Cronbach's Alpha	Composite Reliability
Service Quality (X1)	0.865	0.875
Reputation (X2)	0.919	0.922
Repurchase Intention (Y)	0.907	0.909
Trust (Z)	0.859	0.860

The results of the reliability test show that all constructs have Cronbach's alpha and composite reliability values greater than 0.70. This indicates that all indicators in Figure 1 demonstrate high internal consistency and are reliable in measuring their respective latent constructs.

2) Inner Model Evaluation

a) Uji Effect Size (f^2)

The f^2 test determines the strength of the influence between variables.

Table 3. f-square (f^2) Effect Size Results

Pengaruh Antar Variabel	f-square
Service Quality (X1) → Repurchase Intention (Y)	0.002
Service Quality (X1) → Trust (Z)	0.033
Reputation (X2) → Repurchase Intention (Y)	0.107
Reputation (X2) → Trust (Z)	0.202
Trust (Z) → Repurchase Intention (Y)	0.599

The effect size results indicate that the relationship between trust (Z) and repurchase intention (Y) is the strongest path in the model, which is also reflected in Figure 1 with a large path coefficient of 0.724. This finding confirms that trust plays a dominant role in shaping customers' intention to reuse the services of PT Nur Ramadhan Wisata. In contrast, the direct effect of service quality (X1) on repurchase intention (Y) is extremely small, as shown by the f^2 value of 0.002 and the path coefficient of only 0.037 in Figure 1.

B. Hypothesis Testing

a) Significance and Direct Effects

Significance testing was conducted using the bootstrapping method to obtain the T-statistic and P-value. A relationship is considered significant if the T-statistic value is ≥ 1.972 and the P-value is ≤ 0.05. This test aims to determine whether service quality and reputation have a significant effect on repurchase intention, both directly and indirectly through the trust variable. **Table 4.** Significance Testing and Relationships among Variables (Bootstrapping)

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P-Value	Remarks
Service Quality (X1) → Repurchase Intention (Y)	0.037	0.042	0.087	0.426	0.670	Not significant
Reputation (X2) → Repurchase Intention (Y)	0.312	0.310	0.117	2.667	0.008	Significant

The results of the hypothesis testing indicate that:

- The effect of service quality (X1) on repurchase intention (Y) shows a T-statistic value of 0.426 < 1.972 and a P-value of 0.670 > 0.05. These results indicate that service quality (X1) does not have a significant effect on repurchase intention (Y).
- The effect of reputation (X2) on repurchase intention (Y) shows a T-statistic value of 2.667 > 1.972 and a P-value of 0.008 < 0.05. These results indicate that reputation (X2) has a significant effect on repurchase intention (Y).

Since this study includes a mediating variable (trust), an indirect effect analysis was conducted. If both the direct and indirect effects are significant, the mediation is considered partial. However, if only the indirect effect is significant, the mediation is considered full mediation.

b) Mediation Analysis (Indirect Effect)

Because this study involves a mediating variable, namely trust, an indirect effect analysis was conducted. Mediation is considered partial when both the direct and indirect effects are significant, whereas mediation is considered full when only the indirect effect is significant.

Table 5. Mediation Effect Testing (Indirect Effect)

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P-Value	Remarks
Service Quality (X1) → Trust (Z) → Repurchase Intention (Y)	0.123	0.118	0.057	2.154	0.031	Significant
Reputation (X2) → Trust (Z) → Repurchase Intention (Y)	0.302	0.303	0.080	3.767	0.000	Significant

The results of the mediation analysis show that:

- Trust (Z) mediates the relationship between service quality (X1) and repurchase intention (Y), as indicated by a T-statistic value of 2.154 > 1.972 and a P-value of 0.031 < 0.05. These results suggest that trust (Z) is able to mediate the effect of service quality (X1) on repurchase intention (Y).
- Trust (Z) mediates the relationship between reputation (X2) and repurchase intention (Y), as indicated by a T-statistic value of 3.767 > 1.972 and a P-value of 0.000 < 0.05. These results suggest that trust (Z) is able to mediate the effect of reputation (X2) on repurchase intention (Y).

C. Discussion

a) The Effect of Service Quality on Repurchase Intention

The results of this study indicate that service quality does not contribute significantly to repurchase intention. This finding suggests that improvements or declines in the service quality perceived by pilgrims of PT Nur Ramadhan Wisata do not directly influence their intention to reuse the company's services. Therefore, the hypothesis stating that service quality has an effect on repurchase intention is rejected. This finding implies that, in the context of Umrah travel agencies, service quality is not the main determinant in shaping pilgrims' repurchase intention. The results of this study are consistent with the findings of Adisti et al. (2022), who reported that service quality does not have a significant effect on repurchase intention. Similarly, Aninda and Roosdhani (2024) found that service quality has a negative and insignificant effect on repurchase intention. In this context, it can be explained that the service quality perceived by pilgrims is not yet a key factor in determining their intention to repurchase. In other words, even if service quality improves, it does not automatically increase the likelihood of pilgrims making repeat purchases, as their decisions are influenced more by other factors beyond service quality.

b) The Effect of Reputation on Repurchase Intention

The results of this study show that reputation contributes significantly to pilgrims' repurchase intention. This finding indicates that the better the reputation of PT Nur Ramadhan Wisata in the eyes of pilgrims, the greater their intention to reuse the company's services. Therefore, the hypothesis stating that reputation has an effect on repurchase intention is accepted. This result suggests that, in the context of Umrah travel agencies, corporate reputation is one of the main determining factors in shaping pilgrims' repurchase intention. A good reputation provides a sense of security and confidence for pilgrims to entrust their religious यात्रा (journey) to the same company. This finding is consistent with Indriyana (2022), who found that corporate reputation influences repurchase intention. Bastaman and Royyansyah (2017) also reported that corporate reputation directly affects repurchase decisions. In this context, reputation can be explained as a quality signal that facilitates pilgrims in making decisions to reuse the services of PT Nur Ramadhan Wisata.

c) The Effect of Service Quality on Repurchase Intention Mediated by Trust

The results of this study prove that trust mediates the relationship between service quality and repurchase intention. The Tstatistic value exceeding the critical value and the significant p-value indicate that the service quality perceived by pilgrims will increase repurchase intention when it is accompanied by strong trust. Thus, the hypothesis stating that trust mediates the effect of service quality on repurchase intention is accepted. This mechanism confirms that good service quality will be more effective in encouraging repurchase intention when pilgrims have developed confidence and a sense of security toward the company. This finding is consistent with previous studies which state that trust is an important mediating variable in the relationship between service quality and repurchase intention. Wardhana and Satria (2024) found that trust plays a significant role in mediating the effect of service quality on repurchase intention, where service quality increases trust, which in turn encourages repurchase intention.

d) The Effect of Reputation on Repurchase Intention Mediated by Trust

The results of this study also prove that trust mediates the relationship between reputation and repurchase intention. The Tstatistic value exceeding the critical value and the significant p-value indicate that the reputation of PT Nur Ramadhan Wisata will encourage pilgrims' repurchase intention when accompanied by a high level of trust. Thus, the hypothesis stating that trust mediates the effect of reputation on repurchase intention is accepted. This finding emphasizes that a good reputation will be more effective in encouraging pilgrims to reuse the company's services when it successfully builds a sense of security and confidence. This finding is in line with previous studies which suggest that trust plays an important mediating role in the relationship between reputation and repurchase intention. Wicaksono and Ellyawati (2020) found that trust mediates the effect of corporate image (reputation) on repurchase intention.

V. CONCLUSION

Based on the results of data analysis using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method, the following conclusions can be drawn:

1) Service quality does not contribute significantly to pilgrims' repurchase intention at PT Nur Ramadhan Wisata. This finding indicates that although the service quality provided is perceived as relatively good, it is not sufficient to directly encourage pilgrims to make repeat purchases.
2) Corporate reputation contributes significantly to pilgrims' repurchase intention. The reputation of PT Nur Ramadhan Wisata, which is reflected through its good name, long experience, official legal status, and service consistency, is able to shape positive perceptions among pilgrims and encourage their intention to reuse the company's services.
3) Trust mediates the relationship between service quality and repurchase intention. This means that service quality does not have a direct effect, but instead has an indirect effect through pilgrims' trust. This finding suggests that good service quality must first be able to build pilgrims' trust. Once trust is established, service quality can then encourage the emergence of repurchase intention.
4) Trust also mediates the relationship between reputation and repurchase intention. A good corporate reputation is able to increase pilgrims' trust, and this trust subsequently encourages their repurchase intention.

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