



The Influence of Brand Trust, Brand Image, and E-WOM on Repurchase Intention

(A Study on Consumers of the International Pizza Hut Franchise in Denpasar City)

I Gst. Agung Gede Dirgantara Kusumajaya¹, I Gst. A. Kt. Gd. Suasana^{2*}

¹ Faculty of Economics and Business, Universitas Udayana; Indonesia; e-mail: ig.dirgantarakusumajaya@gmail.com

² Faculty of Economics and Business, Universitas Udayana, Indonesia; e-mail: agung_suasana@unud.ac.id

* Corresponding Author: I Gst. A. Kt. Gd. Suasana

Abstract: Repurchase intention represents a tangible form of consumer satisfaction toward a product or service offered by a brand, which fosters a desire among consumers to make repeat purchases of the same brand. Several factors influence repurchase intention, including brand trust, brand image, and electronic word of mouth (e-WOM). The existence of repurchase intention has significant implications for various industries, particularly the food and beverage (F&B) sector. One of the most recognized F&B franchises in Indonesia is the international brand Pizza Hut. This study aims to analyze the influence of brand trust, brand image, and e-WOM on repurchase intention among consumers of the international Pizza Hut franchise in Denpasar City. The research was conducted on consumers of the international Pizza Hut franchise in Denpasar, with a total of 100 respondents selected using purposive sampling. Data were collected through the distribution of offline questionnaires. The data analysis techniques employed in this study include multiple linear regression, as well as descriptive and inferential analyses using SPSS software. The findings indicate that brand trust, brand image, and e-WOM have a positive and significant effect on repurchase intention. Based on these findings, it is recommended that the international Pizza Hut franchise consider the aspects of brand trust, brand image, and e-WOM as key strategies to enhance consumers' repurchase intention.

Keywords: Brand trust; Brand image; e-WOM; Repurchase intention; Pizza Hut.

Received: September 17, 2025

Revised: October 15, 2025

Accepted: November 10, 2025

Online Available: November 12, 2025

Curr. Ver.: November 12, 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

1. INTRODUCTION

Intense market competition demands that companies not only attract new potential customers but also retain existing ones. Companies that are only capable of attracting new customers without maintaining loyalty among existing ones will experience profits only in the short term or at the initial stage. To achieve long-term profitability, companies need to pay attention to several key aspects that influence customers' willingness to continue trusting the products and services offered. Beyond financial gain, the ability to maintain a strong position amid competitive and fluctuating market conditions can also be achieved by companies that focus on such aspects. One of these important factors is brand image, which, when maintained properly, can have a positive effect on repurchase intention for both products and services (Hidayah et al., 2019).

In addition to brand image, brand trust also plays a vital role by giving consumers the confidence to make repeat purchases. Trust fosters maturity in consumers' decision-making process and strengthens their intention to repurchase. The trust that consumers place in a brand may not only stem from internal corporate factors but also from external influences such as electronic word of mouth (e-WOM), which has become increasingly prevalent in line with the rapid advancement of communication technologies.

Industries that heavily rely on consumer repurchase intention to generate profit include those in the food and beverage (F&B) sector, such as restaurants and franchises—both international and local. One of the most widely recognized international F&B franchises in Indonesia is Pizza Hut, which operates under PT Sarimelati Kencana Tbk.

Pizza Hut is a franchise originating from the United States. Over time, the company has successfully established around 16,000 outlets across 100 countries, generating revenues at the billion-to-trillion level. In Indonesia, Pizza Hut was first established in 1984 by a retail company specializing in fast food, with its first branch located in Jakarta. According to the

official website of PT Sarimelati Kencana Tbk (2024), there were 615 Pizza Hut Restaurants and Pizza Hut Delivery outlets operating across Indonesia as of 2023. The success of Pizza Hut in expanding its outlets nationwide demonstrates the Indonesian public's strong interest in fast food and the widespread acceptance of such restaurants amid increasing competition in the culinary sector.

Based on data from the Top Brand Index over the past four years in the pizza restaurant category, Pizza Hut has consistently ranked first as Indonesia's leading pizza restaurant brand. Although there was a slight decline in performance between 2021 and 2022, the decrease was relatively minor and did not affect Pizza Hut's top position compared to its competitors.

The expansion of this international franchise has also reached Bali, a region well known for its tourism industry. According to Pawani et al. (2024), another reason for Pizza Hut's establishment in Bali is the large number of international tourists visiting the island, which has inspired Indonesian entrepreneurs to create dining experiences with international flavors. This allows foreign visitors to enjoy familiar tastes from their home countries while traveling in Indonesia, particularly in Bali.

Furthermore, data provided by the Regional Revenue Agency (Bappenda) and the Tourism Office of Denpasar City regarding the number of restaurants and eateries by type of tourism business in Denpasar City can be illustrated through the following graph.

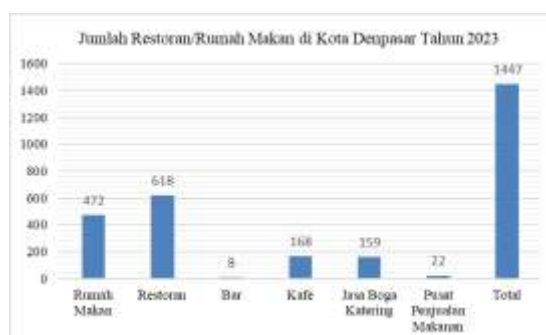


Figure 1. Number of Restaurants/Eateries in Denpasar City in 2023.

Source: Denpasar City Tourism Office (2024)

The data above show that restaurants occupy the highest position among business types operating in Denpasar City, with a total of 618 establishments. This indicates that businesses such as Pizza Hut, which offers fast food and operates as an international franchise in Denpasar City, have been well accepted by local residents. Fast food, as a culinary concept, represents a type of restaurant that appeals not only to international tourists but also to domestic visitors and local communities who share similar taste preferences. Pizza Hut serves as a prominent example of this phenomenon.

A study conducted by Mulyani et al. (2020) found that purchase motives positively influence the lifestyle of Denpasar's residents in consuming fast food, and that lifestyle, in turn, has a positive impact on their behavioral and cultural patterns of fast food consumption. These findings provide a logical explanation for why PT Sarimelati Kencana Tbk established a significant number of Pizza Hut outlets in Denpasar City, making it one of the regions with the highest concentration of Pizza Hut outlets in Bali. The following figure presents the locations of Pizza Hut outlets based on data obtained from the official Pizza Hut Indonesia website.

Denpasar City, regarded as an urban center with a dense population and high levels of activity as part of Bali's economic hub, provides a strong rationale for Pizza Hut to open multiple outlets in the area. The study by Mulyani et al. (2020) further emphasized that the lifestyle of Denpasar residents positively and significantly influences their cultural habits related to fast food consumption. This reinforces Denpasar's position as a strategic location for international franchises such as Pizza Hut to operate and expand.

Moreover, the population size of Denpasar City, which ranks second after Badung Regency, reflects both its population density and its dynamic economic activity, as shown in the following table based on data from the Bali Provincial Statistics Agency (BPS) for 2020.

Table 1. Population of Bali Province as of 2020.

Regency/City	SP 2020		
	Man	Woman	Total
(1)	(2)	(3)	(4)
Jembrana	158,730	158,334	317,064
Tabanan	231,448	230,182	461,630
Badung	274,577	273,614	548,191
Gianyar	258,455	256,889	515,344
Klungkung	103,657	103,268	206,925
Bangli	130,307	128,414	258,721
Karangasem	249,495	249,907	492,402
Buleleng	398,135	393,678	791,813
Denpasar	366,301	359,013	725,314
BALI	2,171,105	2,146,299	4,317,404

Source: BPS Bali Province, (2021)

Pizza Hut International Franchise under the auspices of PT Sarimelati Kencana Tbk which has been widely known by the public generally has customers and/or consumers who regularly make repeat purchases, and has become a widely known pizza restaurant brand and occupies the first position based on the Top Brand Index, however, there is a gap between the financial data compiled by Pizza Hut management (PT Sarimelati Kencana Tbk) with Pizza Hut's position as an international franchise in the form of a pizza restaurant that is a public favorite, where there is a decrease in sales that can be seen through a decrease in profits based on the financial report compiled by the management of PT Sari Melatik Tbk which oversees all Pizza Hut international franchise outlets in Indonesia. The data is presented in the following table.

Table 2. Financial Report of PT Sarimelati Kencana Tbk.

Information	2024	2023	2022	Description
Net Sales	2,798.98	3,543.98	3,612.32	Net Sales
Gross Profit	1,933.37	2,359.89	2,428.88	Gross Profit
Profit (Make a loss) Year Walk	(72.84)	(96.22)	(23.46)	Income (Loss) for the Year

Source: Annual Report of PT Sarimelati Kencana Tbk, (2024)

Based on the 2024 annual report of PT Sarimelati Kencana Tbk, the company experienced a loss reflected in a decline in sales from 2022 to 2024, as well as a significant increase in net losses. Although the company managed to reduce its losses in 2024, the figures still indicate that profitability has not yet been achieved. The decline in revenue and profits experienced by Pizza Hut represents a tangible challenge arising from complex economic conditions and the intricate relationship between the food industry and political dynamics. Global economic factors—such as the conflict in the Middle East—have had a strong influence on public opinion, which in turn affects consumer decision-making behavior. One such decision is the repurchase intention among consumers or loyal customers of Pizza Hut. The downward sales trend, resulting in losses and decreased profitability, demonstrates that PT Sarimelati Kencana Tbk (Pizza Hut) is facing a problem related to repurchase intention, particularly among consumers in Denpasar City, where most Pizza Hut outlets in Bali are located.

The decline in sales and profitability experienced by Pizza Hut under PT Sarimelati Kencana Tbk is closely related to the weakening of repurchase intention. Repurchase intention refers to the phenomenon or process by which consumers develop a demand for products or services from the same company based on previous purchase experiences (Ali et al., 2019). It represents consumer engagement that emerges after a transaction involving goods or services (Aghivirviati et al., 2018). Repurchase intention is likely to occur when a company successfully satisfies its customers with the offered products or services. The ability to embed this intention in consumers' minds, leading to repeat purchases, signifies corporate success. However, the presence of counterfeit products or misleading advertisements may cause consumers to lose their intention to repurchase (Sari et al., 2022).

One of the key factors proven to influence repurchase intention, according to previous studies, is brand trust. Generally, strong relationships rely on mutual trust, making trust an essential element for achieving marketing objectives—particularly in satisfying, fulfilling, maintaining, and managing relationships with consumers (Zsigmondová et al., 2021). To evaluate consumers' trust toward a specific brand, a more specific construct known as brand trust is used. Hidayati et al. (2021) define brand trust as consumers' perception that a brand is reliable and responsible for their welfare and interests. Similarly, Ng Holly et al. (2024) describe brand trust as a belief, sentiment, or expectation regarding positive brand behavior. Puteri et al. (2025) found that brand trust has a positive effect on repurchase intention, suggesting that higher brand trust leads to stronger repurchase intentions. However, a study by Chandra et al. (2023) found contrasting results, indicating that brand trust does not significantly affect repurchase intention—showing that consumer trust in a brand does not necessarily influence purchase behavior, as seen in their study on Shell gas station products. Hence, further investigation is needed to reexamine the relationship between brand trust and repurchase intention.

In addition to brand trust, the Theory of Planned Behavior (TPB) suggests that individual decision-making is also influenced by image, which represents the experiences and impressions formed in an individual's perception—referred to as brand image.

Brand image is an emotional perception that consumers associate with a brand (Ananta et al., 2023). In contrast, Kotler et al. (2018) define brand image as the degree of confidence and perception reflected in consumers' associations and memories of a brand. Restuputra et al. (2020) found that brand image has a significant positive influence on repurchase intention, as a strong brand image encourages consumers to make repeat purchases. However, this finding contrasts with Kristyani et al. (2022), who reported that brand image does not significantly affect repurchase intention.

Within the framework of TPB, individual decisions can also be influenced by social pressure. One form of such pressure in the business context arises through online reviews and discussions, commonly referred to as electronic word of mouth (e-WOM).

Electronic word of mouth (e-WOM) has been found to significantly influence repurchase intention. Sari et al. (2022) found that e-WOM has a positive and significant impact on consumers' willingness to repurchase. Satisfied consumers tend to reuse products or services in the future and share their experiences with others. According to Amir (2019), e-WOM encompasses all informal communications directed at consumers through internet-based technologies, relating to the use or characteristics of products, services, or sellers. However, Devantha et al. (2021) revealed a research gap, reporting that e-WOM does not significantly influence repurchase intention—indicating that online word-of-mouth communication does not necessarily affect consumers' purchasing decisions.

Considering these mixed findings, further research is required to determine the factors influencing repurchase intention. The present study focuses on the decline in sales as the main phenomenon, with Pizza Hut (PT Sarimelati Kencana Tbk) serving as the research object, and brand trust, brand image, and e-WOM as independent variables, while repurchase intention acts as the dependent variable. Despite Pizza Hut's top ranking among pizza restaurant brands, the company has faced persistent sales declines and losses over recent years. This study is distinctive in its object, location, and variable combination, providing novel insights into the issue.

Based on the above background, the researcher was motivated to conduct a study entitled:

“The Influence of Brand Trust, Brand Image, and E-WOM on Repurchase Intention (A Study on Consumers of the International Pizza Hut Franchise in Denpasar City).”

2. METHOD

This study employs a quantitative research approach with a causal associative design aimed at identifying cause-and-effect relationships between the independent variables (brand trust, brand image, and e-WOM) and the dependent variable (repurchase intention). Data were collected using a survey method through questionnaires based on a Likert scale, which were tested for validity and reliability to ensure instrument accuracy.

The sample was determined using a non-probability purposive sampling technique, with specific criteria: respondents must reside in Denpasar City, have purchased Pizza Hut products at least once in the past three to six months, and possess a minimum education level of senior high school (SMA/SMK). Based on the number of indicators used, the total sample size was set between 95 and 190 respondents (Sugiyono, 2020).

The study was conducted in Denpasar City, which serves as the economic hub of Bali and is characterized by a modern urban lifestyle, making it a highly potential market for franchise-based products such as Pizza Hut. The research object focuses on consumer behavior related to repurchase intention after considering factors of brand trust, brand image, and e-WOM.

The data used in this research consist of primary data, obtained through respondents' questionnaires, and secondary data, including literature, reports, and relevant publications. Data analysis was conducted using descriptive statistics to describe respondent characteristics and their responses, and inferential statistics using multiple linear regression analysis to test the research hypotheses (Sugiyono, 2022).

Inferential statistical analysis included a series of classical assumption tests, such as the normality test, multicollinearity test, and heteroscedasticity test, to ensure the regression model met analytical requirements. Furthermore, the F-test was used to determine the simultaneous effects of the independent variables on the dependent variable, while the t-test measured the partial effects. The coefficient of determination (R^2 and adjusted R^2) was calculated to assess how much variance in the dependent variable could be explained by the independent variables. All data analyses were conducted using SPSS software to ensure accurate and objective results (Ghozali, 2021).

3. RESULTS AND DISCUSSION

Inferential Statistics Results

Formulating multiple linear regression equations

The following is the regression equation and the results of the research regression analysis:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Table 3. Results of Multiple Linear Regression Analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,297	1,486		3,565	0.001
Brand Trust	0.298	0.059	0.394	5,072	0.000
Brand Image	0.171	0.054	0.248	3,189	0.002
e-WOM	0.339	0.050	0.480	6,754	0.000

Source: Processed by the author (2025)

Based on Table 3 above, a linear regression equation can be drawn, namely:

$$Y = 0.394X_1 + 0.248X_2 + 0.480X_3$$

The results of the regression equation above show the values β_1 , β_2 , β_3 which provide the following indications:

- 1) The value of $\beta_1 = 0.394$ means that brand trust (X_1) has a positive regression coefficient direction towards repurchase intention, which means that when brand trust increases, repurchase intention (Y) will increase by 0.298.
- 2) The β_2 value means that brand image (X_2) has a positive regression coefficient direction towards repurchase intention, which means that when brand image increases, repurchase intention (Y) will increase by 0.248.
- 3) The β_3 value means that e-WOM (X_3) has a positive regression coefficient direction towards repurchase intention, which means that when e-WOM increases, repurchase intention (Y) will increase by 0.480.

Classical assumption test results

- 1) Normality test

The following are the results of the normality test with One-Sample Kolmogorov-Smirnov:

Table 4. Normality Test Results.

Unstandardized Residual			
N			100
Test Statistics			0.081
Asymp. Sig. (2-tailed)			0.101

Source: Processed by the author (2025)

Table 4 shows that the calculated Asymp. Sig. (2-tailed) value obtained is 0.101. This value indicates that the regression equation model adopted is normally distributed because the condition of Asymp. Sig. (2-tailed) $> \alpha$ (0.05) is met, namely: $0.101 > 0.05$.

2) Multicollinearity test

The following are the results of the multicollinearity test for this research data:

Table 5. Multicollinearity Test Results.

Variables	Collinearity Tolerance	VIF
Brand Trust	0.835	1,198
Brand Image	0.833	1,201
e-WOM	0.997	1,003

Source: Processed by the author (2025)

Table 5 shows that the calculated collinearity tolerance and VIF values of each variable (brand trust, brand image, and e-WOM) show a tolerance value > 0.10 and a VIF value < 10 , which means that the regression equation model used is declared free from multicollinearity symptoms.

3) Heteroscedasticity test

The heteroscedasticity test method used in this study is the Glejser method. The following are the heteroscedasticity test results for the study in question:

Table 6. Heteroscedasticity Test Results.

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	2,441	0.974		2,506	0.014
Brand Trust	- 0.005	0.039	-0.014	- 0.129	0.898
Brand Image	- 0.012	0.035	- 0.036	- 0.328	0.744
e-WOM	- 0.062	0.033	- 0.190	-1,894	0.061

Source: Processed by the author (2025)

Table 6 shows that the Sig. value for the brand trust variable is 0.898, brand image is 0.744, and e-WOM is 0.061. These values are stated to be greater than 0.05, indicating that there are no symptoms of heteroscedasticity and the independent variables raised in the study do not significantly influence the dependent variable (absolute residual).

Hypothesis test results

Hypothesis testing in this study uses the F test (model feasibility test), coefficient of determination test (R^2) and t test.

1) F Test (Model Feasibility Test)

The significance level (α) for the F-test (model feasibility) in this study was 5% ($\alpha = 0.05$), or in other words, a 95% confidence level. The following are the test results obtained using SPSS:

Table 7. Results of the F-Test (Model Feasibility Test).

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265,537	3	88,512	34,221	.000b
	Residual	248,303	96	2,586		
	Total	513,840	99			

Source: Processed by the author (2025)

Table 7 shows that the Sig. value obtained is 0.000. This meets the requirements of the F-test, namely the calculated Sig. value of $0.000 < 0.05$ (probability value Sig.). This means that the independent variables have a simultaneous influence on the dependent variable, or the variables brand trust, brand image, and e-WOM have a significant effect on repurchase intention. This statement supports the feasibility of using the research model.

2) Test of coefficient of determination (R^2 test)

To read the results of the coefficient of determination test, this study uses the Adjusted R Square value because this value can increase or decrease when independent variables are added to the research model.

Table 8. Results of the Determination Coefficient Test.

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.719a	.517	.502	1.60826

Source: Processed by the author (2025)

The results of the coefficient of determination (R^2) test in Table 8 show a value of 0.502, indicating that 50.2% of the dependent variable (repurchase intention) can be explained by the independent variables, namely brand trust (X_1), brand image (X_2), and e-WOM (X_3). In other words, these independent variables collectively account for 50.2% of the variation in repurchase intention, while the remaining 49.8% is influenced by other variables not included in this study.

3) Results of the t-test (partial test)

Based on Table 8, the results of the hypothesis testing are as follows:

a) Effect of Brand Trust on Repurchase Intention

The analysis shows a significance value of 0.000, a t-statistic of 5.072, and a positive regression coefficient of 0.298. Since the significance value (Sig. 0.000) is lower than 0.05, H_0 is rejected and H_1 is accepted. This indicates that brand trust has a positive and significant effect on repurchase intention.

b) Effect of Brand Image on Repurchase Intention

The analysis shows a significance value of 0.002, a t-statistic of 3.189, and a positive regression coefficient of 0.171. Since the significance value (Sig. 0.002) is lower than 0.05, H_0 is rejected and H_1 is accepted. This means that brand image has a positive and significant effect on repurchase intention.

c) Effect of e-WOM on Repurchase Intention

The analysis shows a significance value of 0.000, a t-statistic of 6.754, and a positive regression coefficient of 0.339. Since the significance value (Sig. 0.000) is lower than 0.05, H_0 is rejected and H_1 is accepted. This demonstrates that e-WOM has a positive and significant effect on repurchase intention.

Discussion

Effect of Brand Trust on Repurchase Intention

The hypothesis testing results indicate that brand trust has a positive and significant effect on repurchase intention. This finding implies that when the level of brand trust in the international Pizza Hut franchise in Denpasar City increases, consumers are more likely to make repeat purchases.

The highest mean score within the brand trust variable was found in the statement, "Pizza Hut as a brand has a credible reputation with good quality and brand value." The majority of respondents (40 individuals), primarily university students aged 18–25 years, agreed with this statement. This suggests that the perception of trust toward the Pizza Hut brand in Denpasar is strongest among young adult consumers.

This high level of perceived brand credibility enhances consumer confidence in Pizza Hut's image and brand value, which in turn strengthens their repurchase intention toward the brand's products.

These findings are consistent with previous studies conducted by Shidqi et al. (2022), Raihana et al. (2024), Astuti et al. (2022), Firdausy et al. (2024), and Cahyadi et al. (2024), all of which confirmed that brand trust has a positive and significant effect on repurchase intention.

Effect of Brand Image on Repurchase Intention

The results indicate that brand image also has a positive and significant effect on repurchase intention. This means that a stronger and more favorable brand image enhances consumers' willingness to make repeat purchases of Pizza Hut products.

The statement with the highest mean score within the brand image variable was "I have a good experience as a Pizza Hut customer." The majority of respondents (40 individuals), primarily students aged 18–25 years, strongly agreed with this statement.

These findings suggest that positive consumer experiences with the Pizza Hut franchise in Denpasar significantly influence their repurchase intention. Young adult consumers, particularly university students, tend to associate Pizza Hut with a favorable brand image and are more likely to repurchase.

This result is consistent with the studies conducted by Aziz et al. (2023), Safitri (2021), Lukitaningsih et al. (2023), Anwar et al. (2022), and Adi et al. (2023), all of which support the finding that brand image positively and significantly influences repurchase intention.

Effect of e-WOM on Repurchase Intention

The findings also reveal that electronic word of mouth (e-WOM) has a positive and significant impact on repurchase intention. This indicates that positive online reviews and digital consumer discussions can strengthen consumers' intentions to repurchase Pizza Hut products.

The highest mean score within the e-WOM variable was found in the statement, "As a Pizza Hut customer, I often read online reviews." Most respondents (36 individuals), primarily students aged 18–25 years, agreed with this statement.

This demonstrates that young consumers frequently engage with online reviews and rely on e-WOM when making purchasing decisions. Positive e-WOM helps shape perceptions, reduce uncertainty, and reinforce consumers' confidence in repurchasing.

These results are in line with prior studies by Putri & Ari (2021), Veronika et al. (2024), Pratama et al. (2023), Fajar et al. (2022), and Pramudana et al. (2025), which all confirm that e-WOM positively and significantly influences repurchase intention.

4. CONCLUSION

Based on the results of data analysis and hypothesis testing, several conclusions can be drawn:

Brand Trust has a positive and significant effect on repurchase intention among consumers of the international Pizza Hut franchise in Denpasar City. This means that the higher consumers' trust in the brand, the stronger their intention to make repeat purchases.

Brand Image has a positive and significant effect on repurchase intention. A more favorable perception or image of the Pizza Hut brand enhances consumers' willingness to repurchase its products.

Electronic Word of Mouth (e-WOM) has a positive and significant effect on repurchase intention. The more positive the online reviews and feedback received by Pizza Hut, the greater the consumers' intention to repurchase its products.

REFERENCES

- Aakash, A., & Aggarwal, A. G. (2019). Role of EWOM, product satisfaction, and website quality on customer repurchase intention strategy and superior performance of micro and small businesses in volatile economies. IGI Global Scientific Publishing, 144–168. <https://doi.org/10.4018/978-1-5225-7888-8.ch010>
- Adi, D. R. C., et al. (2021). Analysis of the influence of brand image and location on repurchase interest in coffee shop Jokopi Dinoyo Surabaya. *Management Studies and Entrepreneurship Journal*, 4(5), 7006–7020. <https://doi.org/10.37385/msej.v4i6.2527>
- Aghivirwiati, G. A., et al. (2018). Effect of switching cost on repurchase intention with customer satisfaction as a moderating variable (A study on smartphone products in Indonesia). *International Journal of Economics, Commerce and Management*, 6, 84–92. <https://ijecm.co.uk/wp-content/uploads/2018/06/666.pdf>
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ali, A., & Bhasin, J. (2019). Understanding customer repurchase intention in e-commerce: Role of perceived price, delivery quality, and perceived value. *Journal of Business Research*, 8, 142–157. <https://doi.org/10.1177/2278682119850275>
- American Marketing Association. (2014). Brand. Available at: <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B#brand>
- Amin, A. (2019). A study on the impact of eWOM (electronic word of mouth) on consumers' buying decision. *International Journal of Advanced Research in Commerce, Management & Social Science*, 2(1), 29–40. https://www.researchgate.net/publication/370060658_A_STUDY_ON_IMPACT_OF_eWOM_Electronic_Word_of_Mouth_ON_CONSUMERS'_BUYING_DECISION

- Ananta, et al. (2023). Pengaruh brand image, brand satisfaction, dan brand trust terhadap brand loyalty financial: E-wallet. E-Jurnal Manajemen Universitas Udayana, 12(8), 753–777. <https://doi.org/10.24843/EJMUNUD.2023.v12.i08.p01>
- Ang, C. E., & Keni, K. (2021). Prediksi brand experience dan brand image terhadap brand loyalty: Brand trust sebagai variabel mediasi. Jurnal Manajerial dan Kewirausahaan, 3(1), 42–51. <http://dx.doi.org/10.24912/jmk.v3i1.11286>
- Anggrainy, L. L. H., et al. (2024). The influence of social media marketing Instagram and e-WOM on purchasing decisions for Wardah skincare in e-commerce. Management Studies and Entrepreneurship Journal, 5(2), 8628–8636. <https://doi.org/10.37385/msej.v5i2.5679>
- Anwar, A. F., et al. (2022). Pengaruh brand image, perceived quality, perceived price terhadap niat beli survei pada generasi muda calon konsumen produk thrift di Daerah Istimewa Yogyakarta. Jurnal Ilmiah Manajemen Kesatuan, 10(2), 372–336. <https://doi.org/10.37641/jimkes.v10i2.1422>
- Arif, M. E. (2019). The influence of electronic word of mouth (eWOM), brand image, and price on repurchase intentions of airline customers. Journal of Applied Management, 17(2), 345–356. <https://doi.org/10.21776/ub.jam.2019.017.02.18>
- Astuti, C. W., et al. (2022). Pengaruh social media marketing dan brand trust terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel intervening. Journal of Advances in Digital Business and Entrepreneurship, 01(02), 33–49. <https://intropublica.org/index.php/jadbe>
- Aurelia, F., et al. (2021). Pengaruh customer satisfaction, perceived value, dan trust terhadap online repurchase intention pada fashion di Instagram di Jakarta. Jurnal Manajerial dan Kewirausahaan, 3(1), 117–126. <http://dx.doi.org/10.24912/jmk.v3i1.11296>
- Aziz, S. N., et al. (2023). The influence of product quality, price captionion, and brand image on repurchase intentions for Yonex products. Management Studies and Entrepreneurship Journal, 4(6), 9043–9051. <https://doi.org/10.37385/msej.v4i6.3696>
- Badan Pusat Statistik Provinsi Bali. (2021). Hasil sensus penduduk 2020 Provinsi Bali. <https://bali.bps.go.id/id/pressrelease/2021/01/21/717592/hasil-sensus-penduduk-2020-provinsi-bali.html>
- Bappenas. (2024). Data restoran/rumah makan di Kota Denpasar Tahun 2023. <https://data.go.id/dataset/dataset/jumlah-restoran-rumah-makan-di-kota-denpasar-tahun-2023>
- Bauer, R. A. (1960). Consumer behavior as risk-taking. In R. S. Hancock (Ed.), Proceedings of the 43rd Conference of the American Marketing Association. Harvard University Press.
- Brahmanda, I. M. B. S., et al. (2024). Peran kepuasan konsumen memediasi kualitas layanan dan brand trust terhadap niat beli ulang. E-Jurnal Manajemen Universitas Udayana, 13(5), 845–869. <https://doi.org/10.24843/EJMUNUD.2024.v13.i05.p07>
- Cahyadi, F., et al. (2024). Pengaruh brand trust dan brand loyalty terhadap repurchase intention pada produk cat Avian di Gresik. Jurnal Mahasiswa Manajemen dan Akuntansi, 3(2), 239–250. <https://doi.org/10.30640/jumma45.v3i2.3100>
- Chandra, J. R., et al. (2023). Pengaruh customer experiences dan brand trust terhadap repurchase intention dengan moderasi sales promotion pada SPBU Shell Surabaya. Jurnal Manajemen Pemasaran, 17(1), 41–52. <https://doi.org/10.9744/jmp.17.1.41-52>
- Devantha, K. K., et al. (2021). The effect of EWOM and brand image on perceived value, and its impact on repurchase intention. International Journal of Management and Commerce Innovations, 8(22), 312–321. <https://www.researchpublish.com/upload/book/paperpdf-1610723723.pdf>
- Dharmayana, I. M. A., et al. (2018). Pengaruh brand equity, brand trust, brand preference dan kepuasan konsumen terhadap niat membeli kembali. E-Jurnal Manajemen Universitas Udayana, 6(4), 2018–2046. <https://ojs.unud.ac.id/index.php/manajemen/article/view/28856>

- Dinas Pariwisata Kota Denpasar. (2023). Jumlah restoran/rumah makan di Kota Denpasar Tahun 2023. https://dota.denpasarkota.go.id/?page=Data-Detail&language=id&domain=dota.denpasarkota.go.id&data_id=1706251429
- Dominic, A., et al. (2021). Pengaruh experiential marketing dan service quality terhadap customer satisfaction dan repurchase intention pada kafe kopi Janji Jiwa di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, 10(2), 52–61. 10.33508/jumav10i2.3604