

The Effect of Trust and Product Quality on Repurchase Intention for Yamalube Oil Products in Gresik Regency

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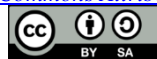
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ABSTRACT

In line with the automotive industry's unstoppable growth, a pervasive phenomenon of counterfeit lubricants and motorcycle oils circulating in the market has emerged, with some of them increasingly mimicking the appearance of genuine oil products. Counterfeit oil manufacturers not only imitate various characteristics of the packaging but also innovate by replicating the label technology developed by reputable oil brands. This has caused consumers to worry about the quality of the products and lose trust in several well-known oil brands. Therefore, researchers became interested in conducting a study on the variables of Trust and Product Quality influencing repurchase intention. This study utilized a quantitative descriptive research approach and non-probability sampling with a purposive sample strategy among 105 users of Yamalube Oil products in Gresik Regency. All hypotheses in this study were investigated using component-based SEM analysis with PLS. The research instrument in this study was an online questionnaire created using Google Forms. Based on statistical calculations, the researchers found that Trust and product quality significantly effect repurchase intention for Yamalube oil products in Gresik Regency. The results of this study explain that the repurchase intention variable, effected by the independent variables of Trust and Product Quality, accounts for 88,9% of the variance, while the remaining 11,1% is explained by other variables outside the scope of this study.

Keywords: Trust; Product Quality; Repurchase Intention

INTRODUCTION

The current business world is characterized by intense competition across diverse sectors, both in product-based and service-based industries. This condition requires companies to have effective strategies to meet their sales targets effectively, driving them to improve and advance their business. Furthermore, in the face of technological progress, companies must adapt to evolving trends to avoid falling behind their competitors. Every company implements various marketing strategies to win the competition, ensuring their survival and achieving company objectives.

The high density of road activities emphasizes the importance of vehicle comfort, necessitating the use of well-maintained vehicles. To ensure the continuous optimal performance of motorcycles, regular maintenance, and periodic servicing are imperative. One crucial aspect is the role of lubricating oil in the engine. Regularly replacing the lubricating oil is crucial to preserve the engine's integrity, prevent damage, and avoid engine failure. The Indonesian automotive lubricant market, specifically for two-wheeled vehicles (motorcycles), continues to show promising growth due to the increasing motor vehicle sales.

The automotive industry in Indonesia has been experiencing significant growth over the years, leading to an increased demand for supporting components such as lubricants. With the advancements in vehicle technology, many companies have capitalized on this situation by producing products that serve as essential support for motorized vehicles, such as lubricating oil (engine oil). Among the crucial components that contribute to the performance of a motorized vehicle, lubricating oil plays a vital role. Its primary function is

to reduce friction between components, thus preventing engine damage. Additionally, lubricating oil acts as a lubricant for the smooth operation of these components.

One of the renowned lubricant companies is Yamalube. Yamalube is an engine oil developed by Yamaha specifically for motorcycles. For over 50 years, Yamalube has achieved sales exceeding 100 million liters per year. Engineers who possess knowledge of engine and transmission characteristics and the required role of engine oil participate in the development process to optimize performance for every type of motorcycle, including scooters, underbones, and sports bikes at a higher level.

Table 1. Top Brand Index for Motorcycle Lubricants in Indonesia, Years 2021 - 2023.

BRAND	2021	2022	2023
Castrol	25,30%	23,70%	24,80%
Yamalube	17,90%	17,60%	15,90%
Federal oil	12,90%	12,80%	14,60%
Enduro	6,80%	7,10%	7,40%
Mesran Super	6,00%	3,90%	2,50%

Source: topbrand-award.com

For Yamalube itself, it experienced a decline from 17,9% in 2021 to 17,6% in 2022, and further decreased to 15,9% in 2023. Based on this data, Yamalube oil has experienced a significant decrease. This phenomenon illustrates that Yamalube oil has gained widespread trust in Indonesia and has become consumers' second-most preferred choice. The quality of the product will lead to repeat purchase behavior for that particular product.

Literature Review

Trust

Customer trust is the consumer's response to the perceived discrepancy between expectations and actual performance in product usage (Febriana and Purwanto, 2023). Trust represents the reliance adjustment of a company towards its business partners. Competence, integrity, honesty, and benevolence are just a few examples of interpersonal and inter-organizational factors that depend on trust (Suprpto and Azizi, 2020). Trust is the belief that individuals who are trusted will fulfill all their tasks in a manner consistent with expectations when engaging in transactional relationships.

H1: Trust has an effect on the repurchase intention of Yamalube oil in Gresik Regency.

Product Quality

According to (Kotler and Armstrong, 2019), product quality refers to anything that can be offered to the market for consideration, acquisition, use, or consumption and meets the desires and requirements of customers, thereby being considered of high quality. According to (Devi and Purwanto, 2022), the higher the level of product conformity, the higher the perceived product quality, leading to increased consumer interest and purchase decisions.

H2: Product quality has a significant effect on the repurchase intention of Yamalube oil in Gresik Regency.

Repurchase Intention

Repurchase intention, as described by (Peter and Olson, 2014), refers to the repeated or multiple purchase actions taken by customers. When clients are satisfied, they are more likely to engage in subsequent purchases, remain loyal to the brand or retailer where they made the initial purchase, and recommend it to others. According to (Kotler and Keller, 2014), repurchase intention is the desire and action of consumers to repurchase a product due to the satisfaction they received, aligning with their desired product outcomes.

Additionally (Rahim *et al.*, 2016) state that repurchases intention is often used as an anticipatory measure of sales, as research has shown that purchase intent indicates future sales.

METHOD

This research utilizes a quantitative descriptive method. Data collection was done through questionnaire distribution. The study used an ordinal scale with Likert weighting. Sampling was done using a non-probability sampling technique with purposive sampling. The sample size for this research is 105 respondents. Data analysis in this study was conducted through descriptive analysis using the Partial Least Squares (PLS) method, and hypothesis testing was performed using statistical methods supported by SmartPLS 4.0 software. The measurement instrument used in this research is an online questionnaire created with Google Forms.

RESEARCH RESULTS AND DISCUSSION

Outlier Evaluation

According to (Ghozali, 2018), An outlier is defined as an observation or data point that possesses unique characteristics, that distinguish it from other observations and occurs in an extreme form either for a single variable or a combination of variables. Even if the univariate analysis indicates the absence of outliers, evaluating inter-variable or multivariate outliers is still necessary to ensure comprehensive data examination and analysis.

Table 2. Residual Statistic

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	27,614	87,321	53,000	12,1478	105
Std. Predicted Value	-2,090	2,825	,000	1,000	105
Standard Error of Predicted Value	7,530	18,933	11,582	2,185	105
Adjusted Predicted Value	13,378	88,548	52,401	13,7960	105
Residual	-56,6530	54,4529	,0000	27,9272	105
Std. Residual	-1,877	1,804	,000	,925	105
Stud. Residual	-1,984	2,031	,009	1,013	105
Deleted Residual	-63,7927	69,0535	,5990	33,5976	105
Stud. Deleted Residual	-2,018	2,068	,009	1,019	105
Mahal. Distance	5,480	35,916	14,857	6,127	105
Cook's Distance	,000	,123	,013	,019	105
Centered Leverage Value	,053	,384	,143	,059	105

From the second outlier test table, the Mahalanobis Distance Maximum value obtained for the respondents' data is 35,916, which is smaller than the predetermined Mahalanobis Distance Maximum outlier value of 37,697. This indicates that **there are no outliers in the data**. Therefore, it can be concluded that the data has good quality and can be further processed. The number of respondents in this case is 105.

Outer Loading

The measurement model in this study involves exogenous variables with reflective indicators, including the variables of **Trust (X1)** and **Product Quality (X2)**, as well as an endogenous variable, namely **Repurchase Intention (Y)**.

Tabel 3 Outer Loading

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- TRUST (X1)	0,934438	0,933584	0,017709	0,017709	52,765329
X1.2 <- TRUST (X1)	0,885741	0,886913	0,023299	0,023299	38,016259
X1.3 <- TRUST (X1)	0,877119	0,875579	0,018093	0,018093	48,478896
X1.4 <- TRUST (X1)	0,892904	0,890126	0,023626	0,023626	37,793244
X2.1 <- PRODUCT QUALITY (X2)	0,885493	0,886359	0,023376	0,023376	37,881012
X2.2 <- PRODUCT QUALITY (X2)	0,836970	0,835484	0,031078	0,031078	26,931215
X2.3 <- PRODUCT QUALITY (X2)	0,877238	0,877019	0,022822	0,022822	38,437807
X2.4 <- PRODUCT QUALITY (X2)	0,805999	0,806623	0,035043	0,035043	23,000329
X2.5 <- PRODUCT QUALITY (X2)	0,876240	0,875023	0,022904	0,022904	38,256792
X2.6 <- PRODUCT QUALITY (X2)	0,868495	0,866764	0,024959	0,024959	34,796321
X2.7 <- PRODUCT QUALITY (X2)	0,890869	0,890693	0,021333	0,021333	41,759361
Y.1 <- REPURCHASE INTENTION (Y)	0,900501	0,898981	0,021351	0,021351	42,175625
Y.2 <- REPURCHASE INTENTION (Y)	0,883568	0,882128	0,023947	0,023947	36,897511
Y.3 <- REPURCHASE INTENTION (Y)	0,914691	0,912434	0,014420	0,014420	63,432004
Y.4 <- REPURCHASE INTENTION (Y)	0,919362	0,917933	0,014702	0,014702	62,532346

Based on the table above, it can be concluded that the validity of the measurements is assessed using factor loadings, starting from one variable to another. The validity is considered sufficient if the factor loadings are greater than 0,5 and/or the T-Statistic values are greater than 1,96. The estimation results of all indicators show convergent validity, indicating good validity.

Cross Loading

Measurement validity of indicators can also be assessed from the Cross Loading table, If the factor loading values of each indicator on their respective variables are higher than the factor loading values of the same indicator on other variables, then those factor loadings are considered valid. However, if the factor loading values are lower than the factor loadings of the same indicator on other variables, then they are considered invalid.

Table 4 Cross Loading

INDICATORS	TRUST (X1)	PRODUCT QUALITY (X2)	REPURCHASE INTENTION (Y)
X1.1	0,934438	0,869064	0,863715
X1.2	0,885741	0,864726	0,828584
X1.3	0,877119	0,851843	0,857494
X1.4	0,892904	0,827011	0,806375
X2.1	0,832623	0,885493	0,777856
X2.2	0,758291	0,836970	0,751014
X2.3	0,830081	0,877238	0,820126
X2.4	0,771082	0,805999	0,778362
X2.5	0,849877	0,876240	0,817466
X2.6	0,839730	0,868495	0,818165
X2.7	0,858090	0,890869	0,829807
Y.1	0,815750	0,826450	0,900501
Y.2	0,820744	0,809370	0,883568
Y.3	0,863979	0,847466	0,914691
Y.4	0,881559	0,866699	0,919362

From the data analysis of cross loading, all the factor loading values of each indicator (highlighted) on the respective variables, namely Trust (X1), Product Quality (X2), and Repurchase Quality (Y), are above 0,6, which is higher than the factor loading values of the indicators from other variables. Therefore, it can be concluded that all the indicators in this study meet their validity criteria and have good validity.

Average Variance Extracted (AVE)

Table 5 Average Variance Extracted (AVE)

	AVE
TRUST (X1)	0,806082
PRODUCT QUALITY (X2)	0,745647
REPURCHASE INTENTION (Y)	0,818370

The next step in the measurement model is the calculation of Average Variance Extracted (AVE), which quantifies the amount of variance explained by the latent variables. A convergence value of AVE greater than 0,5 indicates good validity for the latent variable. The AVE values for each construct (variable) can be observed for reflective indicator variables. It is required for a good model that the AVE values for each construct are greater than 0,5.

Composite Reliability

Table 6 Composite Reliability

	Composite Reliability
TRUST (X1)	0,943237
PRODUCT QUALITY (X2)	0,953486
REPURCHASE INTENTION (Y)	0,947420

The reliability of constructs is assessed using the composite reliability coefficient. A construct is considered reliable if its composite reliability value exceeds 0,70, indicating that the indicators consistently measure the latent variable. The results of the composite reliability test indicate that the variable Trust (X1) has a value of 0,943237, the variable Product Quality (X2) has a value of 0,953486, and the variable

Repurchase Intention (Y) has a value of 0,947420. All three variables exhibit composite reliability values above 0,70, indicating reliability in measuring their respective latent constructs.

Latent Variable Correlations

Tabel 7 Latent Variable Correlations

	TRUST (X1)	PRODUCT QUALITY (X2)	REPURCHASE INTENTION (Y)
TRUST (X1)	1,000000		
PRODUCT QUALITY (X2)	0,950654	1,000000	
REPURCHASE INTENTION (Y)	0,985268	0,926190	1,000000

In Partial Least Squares (PLS) analysis, variables can be interrelated and exhibit correlations. The latent variable correlations presented above demonstrate the average relationships between the variables. Among them, the highest correlation is observed between the variable Trust (X1) and Repurchase Intention (Y), with a correlation coefficient of 0,985268. This indicates a strong positive correlation between these two variables,

PLS Model Analysis

Inner Model (Structural Model Testing)

This test is conducted by assessing the R-Square values, which serve as indicators of the *goodness-of-fit* of the model. The inner model testing involves evaluating the R-square values in the equations between latent variables. The R² values provide insights into the degree to which the exogenous (independent) variables in the model can account for the variability observed in the endogenous (dependent) variable.

Tabel 8 R – Square

	R Square
TRUST (X1)	
PRODUCT QUALITY (X2)	
REPURCHASE INTENTION (Y)	0,889005

The R² value of 0,889005 indicates that the model is able to explain 88,9% of the variance in the phenomenon of Repurchase Intention, which is effected by the independent variables such as Trust and Product Quality. The remaining 11,1% of the variance is attributed to other variables outside the scope of this study, (beyond Trust and Product Quality)

Hypothesis Testing

Tabel 9 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STERR))	P Values
TRUST (X1) -> REPURCHASE INTENTION (Y)	0,569118	0,561393	0,121807	4,672277	0,000

PRODUCT QUALITY (X2) -> REPURCHASE INTENTION (Y)	0,385155	0,392362	0,132259	2,912118	0,004
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From the table above, we can conclude that the hypothesis states:

- Hypothesis 1: Be expected that Trust (X1) has a positive effect on the Repurchase Intention (Y) of the Yamalube oil brand in Gresik Regency is **accepted**. This is supported by a path coefficient of 0,569118 and a T-statistic value of 4,672277, which is greater than 1,96 (from the critical value of $Z\alpha = 0,05$). Additionally, the P-value of 0,000 is less than 0,05, indicating statistical **significance** (positive).
- Hypothesis 2: Be expected that Product Quality (X2) has a positive effect on the Repurchase Intention (Y) of the Yamalube oil brand in Gresik Regency is **accepted**. This is supported by a path coefficient of 0,385155 and a T-statistic value of 2,912118, which is greater than 1,96 (from the critical value of $Z\alpha = 0,05$). Additionally, the P-value of 0,004 is less than 0,05, indicating statistical **significance** (positive).

The Effect of Trust on the Repurchase Intention of Yamalube Oil

The relationship between trust and repurchase intention in Yamalube oil products is illustrated in Figure 1. This is further clarified when consumers have a high level of trust, including perceptions of integrity, benevolence, competence, and consistency of seller behavior, it positively effects their repurchase intention. This indicates that Trust plays a significant role in shaping consumers' intention to repurchase Yamalube oil.

The results of the descriptive analysis of the trust variable indicate that the indicator with the greatest effect in shaping trust is the perception of benevolence. Benevolence refers to the belief that Yamalube oil manufacturer will provide education to consumers about the difference between genuine and counterfeit oils during the transaction process. This aligns with the real-world scenario where Yamalube oil has two labels specifically designed to serve as reference points for users to ensure trust: "maintaining positive customer relationships" and "Satisfaction Guarantee," which assure customer satisfaction for those who trust the Yamalube brand.

It can be concluded that Trust has a positive and significant effect on Repurchase Intention. This implies that the higher the integrity of the product, the higher the Repurchase Intention for Yamalube oil. These findings are supported by previous research conducted by (Prabowo, 2018) which also found a positive and significant relationship between Trust and Repurchase Intention. According to (Febrilla and Ponirin, 2022) found that Trust has a significant impact on Repurchase Intention in their study.

The Effect of Product Quality on Repurchase Intention of Yamalube Oil

The effect of Product Quality on Repurchase Intention indicates a relationship between Product Quality and Repurchase Intention for Yamalube Oil in Gresik Regency. This is further clarified when the manufacturer maintains a high level of Product Quality, including aspects such as performance, durability, compliance with specifications, features, reliability, aesthetics, and the impression of quality. Product Quality is a criterion that considers the product's functionality as well as the needs, desires, and expectations of consumers.

The research results on the Product Quality variable show that the indicators and variables of Product Quality have a significant effect on the Repurchase Intention of Yamalube Oil in Gresik Regency. Among these indicators, the feature indicator plays a crucial role in attracting consumers indirectly. Based on the responses from the participants, it can be concluded that products with apparent features tend to capture consumer interest. In essence, products with high-level features have a positive impact on repurchase intention because features

encompass all the essential elements of a product that consumers deem important and serve as one of the foundations for repurchase intention.

Based on the research, it can be concluded that there is a significant effect of Product Quality on Repurchase Intention. These results align with prior research conducted by (Anwar and Wardani, 2021), which reported a significant relationship between Product Quality and Repurchase Intention. The better the product quality, the more consumers are inclined to make repeat purchases. This finding is further supported by the study conducted by (Santi and Supriyanto, 2020) which showed that Product Quality partially has an impact on Repurchase Intention.

CONCLUSION

Based on the conducted research, it can be concluded that Trust has a positive effect on customers' Repurchase Intention for Yamalube oil products. This finding confirms that Trust significantly effects Repurchase Intention. It implies that higher levels of customer Trust lead to higher Repurchase Intention. Similarly, Product Quality also has a positive effect on customers' Repurchase Intention for Yamalube oil products. This finding demonstrates that Product Quality significantly affects Repurchase Intention.

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