

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *product quality*, *brand trust*, dan *brand image* terhadap *repurchase intention* pada BBM pertamax di Kota Mojokerto. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi yang terdiri dari seluruh konsumen BBM Pertamina di kota Mojokerto. Dengan jumlah sampel yang diambil dalam penelitian ini sebanyak 100 responden. Dengan menggunakan *non probability* sampling dengan teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner yang disebarluaskan menggunakan Google Form. Analisis data dilakukan dengan menggunakan SPSS 25. Hasil penelitian menunjukkan: (1) *product quality* memiliki pengaruh positif dan signifikan terhadap *repurchase intention*. (2) *Brand trust* berpengaruh positif dan signifikan terhadap *repurchase intention*. (3) *brand image* memiliki pengaruh positif dan signifikan terhadap *repurchase intention*. (4) secara simultan *product quality*, *brand trust*, dan *brand image* berpengaruh positif dan signifikan terhadap *repurchase intention*.

Kata kunci : *product quality*, *brand trust*, dan *brand image* terhadap *repurchase intention*

ABSTRACT

This research aims to determine the effect of product quality, brand trust, and brand image on repurchase intention for Pertamina fuel in Mojokerto City. This study uses a quantitative approach with a population consisting of all Pertamina fuel consumers in Mojokerto City. A sample size of 100 respondents was taken for this study. Non-probability sampling with purposive sampling technique was applied. Data collection was carried out through questionnaires distributed using Google Forms. The data analysis was conducted using SPSS 25. The results of the study indicate: (1) product quality has a positive and significant effect on repurchase intention. (2) Brand trust has a positive and significant effect on repurchase intention. (3) Brand image has a positive and significant effect on repurchase intention. (4) Simultaneously, product quality, brand trust, and brand image have a positive and significant effect on repurchase intention.

Key word: product quality, brand trust, and brand image on repurchase intention