

THE ROLE OF BRAND TRUST IN MEDIATING THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTENTION AT FASHION KING'S TAILOR

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Abstract

Increasing competition in the fashion industry, particularly in the custom tailoring segment, requires businesses to focus not only on product quality but also on building consumer trust to maintain customer loyalty. King's Tailor is a custom fashion business that prioritizes product quality by ensuring that designs, materials, and tailoring outcomes meet consumer needs. Nevertheless, further efforts are required to strengthen strategies aimed at encouraging customers' repurchase intentions. This present study aims to explain the role of brand trust in mediating the effect of product quality on repurchase intention among King's Tailor consumers in Denpasar City. Data were collected through an online survey involving a sample of 100 respondents who were consumers of King's Tailor in Denpasar City. The sample was determined using a purposive sampling method. To test the hypotheses, the data were analyzed using path analysis. The results indicate that product quality positively and significantly influences both repurchase intention and brand trust. Moreover, brand trust has a positive and statistically significant effect on repurchase intention. The results further confirm that brand trust plays a significant mediating role in the relationship between product quality and repurchase intention. These findings indicate that high product quality not only directly encourages repurchase intention but also enhances consumers' brand trust, which ultimately strengthens their repurchase decisions. The implications of this study suggest that King's Tailor needs to consistently maintain and improve product quality while building brand trust, so that consumers are not only satisfied but are also encouraged to make repeat purchases on an ongoing basis.

Keywords: Repurchase intention, Product quality, Brand trust

INTRODUCTION

The development of the fashion industry in Indonesia has shown significant growth in line with increasing public awareness of appearance and the demand for products that reflect personal identity, with market revenue projected to reach USD 10.11 billion or approximately Rp168 trillion in 2024 (Statista Market Insights, 2024). This condition has also intensified competition in the custom fashion segment, including King's Tailor in Bali, which provides clothing tailored to consumer needs through adjustments in size, materials, design, and stitching quality for the adult segment aged 21–55 years. Product quality is an important factor in shaping positive perceptions and repurchase intention because consumers consider size accuracy, neatness of stitching, material comfort, and the conformity of the design with their expectations (Kotler & Keller, 2022:302; Zeithaml et al., 2020:43; Novita Sari & Nurhadi, 2025; Sihombing et al.,