

The Role of Consumer Satisfaction Mediation in the Relationship Between Consumer Trust, Service Quality, and Rental Costs on the Interest in Renting Heavy Equipment at CV. Berkat Bersama

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Abstract

Keywords:

Consumer Trust, Service Quality, Rental Costs, Consumer Satisfaction, Rental Interest

This study examines the mediating role of consumer satisfaction in the relationship between consumer trust, service quality, rental costs, and rental interest in heavy equipment at CV. Berkat Bersama. The purpose is to understand how these factors influence rental decisions and how satisfaction strengthens consumer trust toward rental intention. Using a quantitative approach, data were collected through questionnaires from 100 respondents and analyzed using SmartPLS. The findings show that consumer trust significantly affects rental interest, service quality, and satisfaction. Furthermore, consumer satisfaction mediates the relationship between consumer trust and rental interest, indicating that higher trust enhances satisfaction, which in turn increases rental intention. However, satisfaction does not mediate the effect of service quality and rental costs on rental interest, implying that these variables influence intention through other channels. The study highlights that trust is the most dominant factor shaping rental interest, while service quality and competitive pricing remain essential to sustain customer satisfaction. Theoretically, the research reinforces consumer behavior and relationship marketing models, emphasizing the importance of trust and satisfaction. Practically, it suggests that companies should focus on trust-building, improving service consistency, and ensuring transparent pricing to strengthen competitiveness and increase heavy equipment rental interest.

INTRODUCTION

The heavy equipment market in Indonesia shows a significant gap between supply and demand. In 2022, the national heavy equipment market size reached 18,000 units, while the domestic industry's production capacity could only meet approximately 9,000 units. This condition reflects a substantial opportunity for players in the heavy equipment industry to meet market demand, particularly in the construction and coal mining sectors, which continue to experience rapid growth. Adrian Erlangga, Director of ABM Investama, stated that in 2022 the company allocated IDR 2.90 trillion for heavy equipment procurement, marking a 2.5-fold increase compared to 2021. The increasing demand not only creates opportunities for the heavy equipment manufacturing industry but also significantly benefits the heavy equipment rental sector, which plays a crucial role in supporting national development projects.

However, this growing opportunity is accompanied by increasingly intense competition. Each rental company must innovate, improve efficiency, and strengthen consumer trust to become the preferred choice in the market. In such a competitive environment, consumer trust becomes a strategic element determining a company's ability to establish long-term relationships with

clients. Consumers tend to prefer service providers that offer high-quality services, competitive prices, and transaction security.

Consumer trust plays an essential role in business success. Simanjuntak et al. (2020) explain that consumer trust represents an individual's perception of a seller's competence and serves as the foundation of sustainable business relationships. Ardiyanto and Kusumadewi (2020) further assert that trust is a key factor for a company's success and growth. Nevertheless, building trust amid fierce competition is not easy, particularly due to the rise of fraud cases that tarnish the reputation of the heavy equipment rental industry. Fraud and embezzlement cases, such as those uncovered by Toili Police in 2021 and recurring in 2023, have heightened consumer concerns toward rental providers especially emerging companies like CV. Berkat Bersama making it more difficult for them to gain large-scale clients and build credibility.

In addition to consumer trust, service quality also plays a crucial role in influencing consumer decisions. According to Tjiptono and Chandra (2016), service quality represents the expected level of excellence and the ability to control that level to meet customer needs. It reflects a company's capacity to deliver prompt, accurate, and reliable services that align with customer expectations. Lupiyoadi (2013) adds that service quality can be measured through the gap between customer expectations and the actual services received. Therefore, improving service quality is a vital strategy for heavy equipment rental companies to enhance customer experience and foster long-term loyalty.

In the context of consumer behavior, purchase intention refers to an individual's intention to rent heavy equipment services offered by a company. Kotler and Keller (2012) define purchase intention as an individual's action based on their experiences in selecting, using, and consuming products, where they develop a desire to buy or choose a product or service based on its brand. Suyono et al. (2012) describe purchase intention as the stage where consumers form preferences among several brands within their consideration set and choose the most preferred alternative. Factors influencing purchase intention include customer satisfaction, service quality, trust, perceived value, price, and physical environment (Putri, 2016; Kotler & Keller, 2012). Thus, purchase intention or rental intention serves as an important indicator to measure the effectiveness of a company's marketing strategy in the rental industry.

Consumer trust, according to Kotler and Keller (2012), consists of elements such as competence, integrity, honesty, and goodwill in fulfilling customer obligations. McKnight et al. (2002) distinguish trust into two dimensions: trusting belief (confidence in another party's benevolence and ability) and trusting intention (willingness to rely on another party). Indicators of consumer trust include benevolence (sincerity), ability (competence), integrity (honesty), and willingness to depend. Therefore, consumer trust is not solely built through transactional experiences but also through the company's reputation, professionalism, and consistency in service delivery.

Besides trust and service quality, rental cost also plays an important role in influencing consumer decisions. Tjiptono (2017) emphasizes that price should reflect the benefits received by customers, while Stanton (2016) highlights that price encompasses both the value of goods and associated services. Indicators of rental cost include price affordability, price-benefit alignment, quality-price consistency, and competitiveness with other rental providers. In the heavy equipment rental industry, a transparent and proportional pricing strategy becomes a key determinant in attracting consumer interest without diminishing the perceived value of service quality.

Customer satisfaction also serves as a mediating factor linking consumer trust, service quality, and rental cost to rental intention. Tjiptono (2017) defines customer satisfaction as a feeling of pleasure or disappointment that arises after comparing a product's performance with expectations. Similarly, Kotler and Keller (2016) describe satisfaction as the level of a person's feelings resulting from comparing perceived performance with expectations. Indicators of customer satisfaction include expectation confirmation, repurchase intention, overall satisfaction, and willingness to recommend.

However, previous research shows inconsistent findings regarding the influence of consumer trust and service quality on purchase intention. Some studies (Dzaki & Zuliestiana, 2022; Susanti, 2021) found that trust had no significant effect on purchase intention, while others (Pradana & Rahanatha, 2019; Rosdiana et al., 2019; Wahyuni et al., 2022) found a significant positive effect. Similarly, studies on service quality produced varied results: Lestari & Novitaningtyas (2021) reported no significant influence, while others (Arianto & Difa, 2020; Mudfarikah & Dwijayanti, 2021; Purnamawati et al., 2020) revealed the opposite. These inconsistencies indicate the need for further empirical examination to analyze the relationship between consumer trust, service quality, and rental cost on rental intention, with customer satisfaction acting as a mediating variable.

Based on the above background, this study aims to analyze the effects of consumer trust, service quality, and rental cost on rental intention, with customer satisfaction as a mediating variable, in the context of heavy equipment rental at CV. Berkat Bersama. The results of this study are expected to provide theoretical contributions to the development of service marketing literature and practical implications for companies in formulating strategies to enhance rental interest through improved trust, service quality, and customer satisfaction.

METHODS

This research uses a quantitative approach with a positivist paradigm, following Sugiyono's (2014) perspective. The study was conducted in Hanau District, Seruyan Regency, Central Kalimantan. The research population includes consumers of CV. Berkat Bersama, with a random sampling technique using the formula by Hair et al. (2010) to determine the sample size, resulting in a total of 100 respondents.

The measurement scale used is the Likert scale, where each answer is rated on a range of 1–5 based on the level of agreement of the respondents. The research variables include dependent variables (purchase/rental intention), independent variables (consumer trust, service quality, rental cost), and the mediating variable (customer satisfaction). Each variable is measured with relevant indicators.

Data analysis employs the Partial Least Squares (PLS) method with the assistance of Smart PLS version 4 software. Model evaluation is conducted through outer model measurements for validity and reliability, as well as the inner model for analyzing the relationships between variables. Validity testing includes convergent and discriminant validity, while reliability is measured through Composite Reliability and Cronbach's Alpha. The structural model is evaluated based on the R-Square value and parameter significance to determine the strength of the relationships between variables.

RESULTS AND DISCUSSION

Outer Model Analysis (Measurement Model)

The outer model analysis aims to assess the validity and reliability of the constructs to ensure that the indicators used accurately represent the latent variables. This evaluation includes tests of convergent validity, discriminant validity, and construct reliability.

The convergent validity test was conducted to determine the extent to which the indicators consistently measure the same construct. Based on the results, all indicator loading factor values exceeded 0.70, as suggested by Ghazali and Latan (2015). This indicates that all indicators exhibit good convergent validity. The highest loading factor value was found in indicator Z1.3 of the Consumer Satisfaction variable, with a value of 0.917, suggesting that the statement "I would recommend CV. Berkat Bersama to my colleagues when they need heavy equipment" most strongly reflects the construct. The lowest loading factor value was 0.839 for indicator Y1.6 of the Rental Intention variable, which still meets the validity threshold. Therefore, all indicators are considered valid and appropriate for inclusion in the model.

Furthermore, the results of the discriminant validity test show that all cross-loading values across variables are greater than 0.70. This indicates that each indicator can clearly distinguish its corresponding construct from other constructs within the model. Hence, the measurement model possesses good discriminant validity, demonstrating that each latent variable is unique and free from measurement overlap.

The reliability test was then performed to evaluate the internal consistency of each construct. The findings reveal that all variables have Cronbach's Alpha and Composite Reliability values above 0.70, indicating a high level of reliability. The highest Cronbach's Alpha value was found in the Rental Intention variable (0.933), while the lowest was in the Consumer Satisfaction variable (0.887). Despite minor variations, all values fall within the reliable range, suggesting that the research instruments consistently measure their respective constructs.

Overall, the results confirm that the measurement model (outer model) in this study meets all required criteria for validity and reliability. This implies that the indicators used are valid and reliable in representing the constructs of Consumer Trust, Service Quality, Rental Cost, Consumer Satisfaction, and Rental Intention. Consequently, the model is deemed suitable to proceed to the inner model analysis, which examines the structural relationships among the latent variables.

Inner Model Analysis (Structural Model)

The inner model analysis, or structural model, aims to evaluate the relationships among latent variables and determine the extent to which exogenous constructs influence endogenous constructs. This assessment was conducted using the R-Square (R^2) and Predictive Relevance (Q^2) values.

Based on the results, the R-Square value for the Consumer Satisfaction variable is 0.902. This indicates that Consumer Trust, Service Quality, and Rental Cost collectively explain 90.2% of the variance in Consumer Satisfaction, while the remaining 9.8% is explained by other factors outside the model. This value exceeds the 0.75 threshold, signifying a strong model fit. Furthermore, the R-Square value for the Rental Intention variable is 0.981, meaning that 98.1% of the variance in Rental Intention can be explained by Consumer Trust, Service Quality, and Rental Cost, either directly or through the mediating effect of Consumer Satisfaction. Both values reflect that the structural model possesses strong explanatory power.

The Predictive Relevance (Q^2) test was then conducted to assess the model's predictive accuracy. Based on the calculation using the formula: $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ the obtained Q^2 value is 0.998 or 99.81%. According to Ghazali and Latan (2015), a Q^2 value above 0.35 indicates a model with strong predictive relevance. Therefore, this result demonstrates that the model has an excellent predictive capability in explaining the observed data.

In conclusion, the findings indicate that 99% of the variation in Rental Intention at CV. Berkat Bersama is influenced by Consumer Trust, Service Quality, and Rental Cost through the mediating variable of Consumer Satisfaction, while the remaining 1% is affected by external factors not included in the model. Overall, the results confirm that the structural model employed in this study demonstrates high predictive accuracy and is highly reliable in explaining consumer behavior toward rental intention in CV. Berkat Bersama's heavy equipment services.

hypothesis

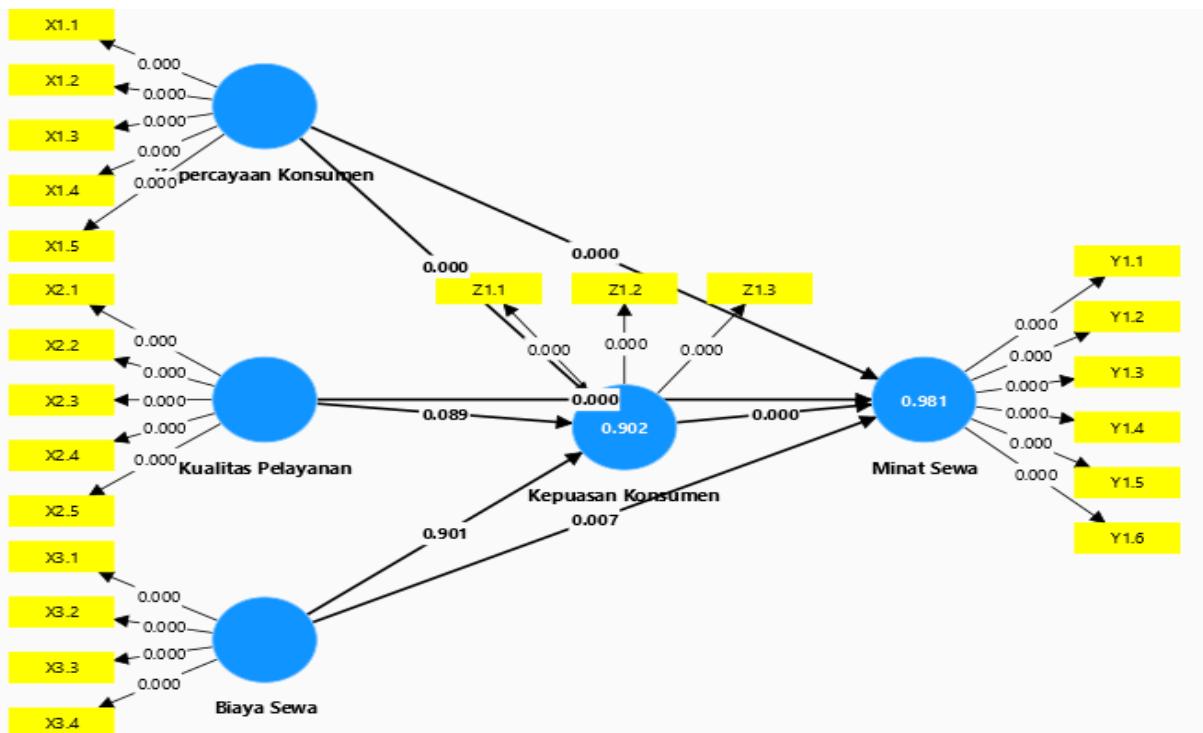


Figure 1. Research Model Results

| Hipotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (TO/STDE VI) | P Values |
|---|---------------------|-----------------|----------------------------|---------------------------|----------|
| Consumer Trust → Consumer Satisfaction | 0.831 | 0.828 | 0.078 | 10.653 | 0.000 |
| Consumer Trust → Rental Intention | 0.606 | 0.606 | 0.043 | 14.114 | 0.000 |
| Service Quality → Consumer Satisfaction | 0.120 | 0.122 | 0.070 | 1.701 | 0.089 |
| Service Quality → Rental Intention | 0.303 | 0.303 | 0.037 | 8.228 | 0.000 |
| Rental Cost → Consumer Satisfaction | 0.009 | 0.009 | 0.073 | 0.124 | 0.901 |

| | | | | | |
|--|--------|--------|-------|-------|-------|
| Rental Cost → Rental Intention | 0.104 | 0.104 | 0.041 | 2.557 | 0.011 |
| Consumer Satisfaction → Rental Intention | -0.188 | -0.190 | 0.042 | 4.438 | 0.000 |
| Consumer Trust → Rental Intention (through Consumer Satisfaction) | -0.156 | -0.157 | 0.038 | 4.073 | 0.000 |
| Service Quality → Rental Intention (through Consumer Satisfaction) | -0.023 | -0.023 | 0.015 | 1.504 | 0.133 |
| Rental Cost → Rental Intention (through Consumer Satisfaction) | -0.002 | -0.002 | 0.014 | 0.120 | 0.905 |

Source: Processed data from SmartPLS. 4

Based on the hypothesis testing table, Consumer Trust has a positive and significant effect on Consumer Satisfaction ($O = 0.831$; $t = 10.653$; $p < 0.001$) and Rental Intention ($O = 0.606$; $t = 14.114$; $p < 0.001$), indicating that consumer trust is the most influential factor. Service Quality has a significant effect on Rental Intention ($O = 0.303$; $t = 8.228$; $p < 0.001$), but does not have a significant effect on Consumer Satisfaction ($p = 0.089$). Rental Cost does not significantly affect Consumer Satisfaction ($p = 0.901$), yet it has a significant effect on Rental Intention ($O = 0.104$; $t = 2.557$; $p = 0.011$). Furthermore, Consumer Satisfaction shows a significant negative effect on Rental Intention ($O = -0.188$; $t = 4.438$; $p < 0.001$), which is also reflected in the significant negative indirect effect of Consumer Trust on Rental Intention through Consumer Satisfaction ($O = -0.156$; $p < 0.001$), while the mediating role of Consumer Satisfaction in the relationships between Service Quality and Rental Cost with Rental Intention is not supported.

DISCUSSION

The results of the hypothesis testing show a relationship between Consumer Trust, Service Quality, Rental Costs, Consumer Satisfaction, and Rental Intention.

The Relationship Between Consumer Trust and Rental Intention

According to Kotler and Keller (2012), purchase intention (or rental intention) reflects an individual's tendency to choose and use a product or service based on past experience and brand perception. One of the key psychological factors influencing this intention is **consumer trust**. Simanjuntak et al. (2020) define trust as a consumer's perception of a seller's competence, integrity, and reliability, which are crucial for successful long-term relationships.

The results show that consumer trust has a significant positive effect on rental intention ($O = 0.606$, $T = 14.114$, $P = 0.000$). This finding confirms that the higher the consumer's trust in CV. Berkat Bersama, the stronger their intention to rent. This aligns with studies by *Pradana & Rahanatha (2019)*, *Rosdiana et al. (2019)*, and *Wahyuni et al. (2022)*, which found that trust positively and significantly affects purchase intention. Conversely, *Susanti (2021)* and *Dzaki & Zuliestiana (2022)* reported no significant relationship, possibly due to contextual or cultural differences in consumer decision-making. Theoretically, this supports the notion that trust reduces consumers' perceived risk and uncertainty, thereby enhancing their willingness to engage in rental behavior.

The Relationship Between Service Quality and Rental Intention

Service quality refers to actions or efforts made by an organization to provide satisfaction to customers (Kasmir, 2017). According to Suyono et al. (2012), consumer purchase (or rental) intention emerges when individuals select among various alternatives, favoring the one that best satisfies their expectations.

This study finds that service quality significantly influences rental intention ($O = 0.303$, $T = 8.228$, $P = 0.000$). High service quality, reflected through responsiveness, reliability, and empathy, strengthens consumers' confidence and desire to rent. This finding supports *Arianto & Difa (2020)*, *Mudfarikah & Dwijayanti (2021)*, and *Purnamawati et al. (2020)*, who also observed a positive link

between service quality and purchase intention. However, *Lestari & Novitaningtyas (2021)* reported a non-significant effect, suggesting that service quality may not always directly trigger behavioral intention unless consumers perceive tangible value. Theoretically, this relationship aligns with the SERVQUAL model, which posits that perceived service excellence influences behavioral loyalty and intention.

The Relationship Between Rental Cost and Rental Intention

Price (or rental cost) represents the monetary value consumers must exchange to obtain a product or service (Stanton, 2016). According to Kotler and Keller (2012), pricing influences consumers' evaluation of fairness and perceived value, which subsequently affects their purchase or rental decision.

The results indicate that rental cost significantly and positively affects rental intention ($O = 0.104$, $T = 2.557$, $P = 0.011$). This suggests that competitive pricing contributes to consumers' willingness to rent. This finding supports *Perdana & Handaruwati (2022)* and *Sunarsi et al. (2020)*, who found that price has a positive and significant effect on purchase intention. Theoretically, this relationship aligns with equity theory, which posits that consumers assess fairness between price and perceived benefits before forming an intention to act.

The Relationship Between Consumer Satisfaction and Rental Intention

Consumer satisfaction reflects an emotional response based on the comparison between perceived performance and expectations (Kotler & Keller, 2016). When expectations are met or exceeded, satisfaction encourages repeat behavior and loyalty.

However, the study shows that consumer satisfaction negatively affects rental intention ($O = -0.188$, $T = 4.438$, $P = 0.000$). This contrasts with *A. N. Salsabila et al. (2022)*, *C. Salsabila et al. (2022)*, and *Alam & Sarpan (2022)*, who found positive and significant relationships. Theoretically, while satisfaction often predicts behavioral loyalty, in some contexts satisfied consumers may achieve temporary fulfillment and thus delay repeat transactions. This suggests a satiation effect, where short-term satisfaction does not always translate into immediate rental intention.

The Relationship Between Consumer Trust and Consumer Satisfaction

Consumer trust is the belief in the seller's ability and honesty (Simanjuntak et al., 2020), while satisfaction arises when perceived performance meets or exceeds expectations. The analysis shows that consumer trust significantly influences satisfaction ($O = 0.831$, $T = 10.653$, $P = 0.000$).

This finding aligns with *Winahyuningsih (2010)*, *Wahyuni et al. (2022)*, and *Suryani & Koranti (2022)*, who concluded that consumer trust significantly affects satisfaction. Theoretically, this relationship supports relationship marketing theory, emphasizing that trust fosters emotional attachment, reduces uncertainty, and enhances satisfaction with service outcomes.

The Relationship Between Service Quality and Consumer Satisfaction

Service quality is a performance-based construct encompassing reliability, assurance, tangibility, empathy, and responsiveness (Tjiptono, 2017). The study reveals that service quality does not significantly affect satisfaction ($O = 0.120$, $T = 1.701$, $P = 0.089$).

This finding diverges from *A. N. Salsabila et al. (2022)*, *Winahyuningsih (2010)*, and *Yunisah & Rakhman (2023)*, who reported positive effects. Theoretically, according to the expectancy-disconfirmation model, satisfaction arises when perceived performance exceeds expectations. Thus, insignificant results may indicate that service quality improvements have not yet surpassed consumer expectations in this context.

The Relationship Between Rental Cost and Consumer Satisfaction

Price is defined as the perceived value that consumers exchange for a product or service (Tjiptono, 2017). The findings show that rental cost does not significantly affect consumer satisfaction ($O = 0.009$, $T = 0.124$, $P = 0.901$).

This contrasts with *A. N. Salsabila et al. (2022)* and *Yunisah & Rakhman (2023)*, who reported that price significantly influences satisfaction. Theoretically, this suggests that consumers of CV. Berkat Bersama may prioritize trust and reliability over cost considerations, consistent with the

value-perception theory, which posits that satisfaction depends more on perceived benefit than on price alone.

The Mediating Role of Consumer Satisfaction between Consumer Trust and Rental Intention

The results show that consumer satisfaction mediates the relationship between consumer trust and rental intention, but with a negative direction ($O = -0.156$, $T = 4.073$, $P = 0.000$). This contrasts with *Wahyuni et al. (2022)*, who found positive mediation effects.

From a theoretical perspective, according to the theory of planned behavior (TPB), behavioral intention is shaped by attitudes, subjective norms, and perceived control. Trust may influence intention both directly and indirectly via satisfaction; however, in this study, satisfaction appears to attenuate the direct positive effect of trust, possibly due to overconfidence or fulfilled transactional goals.

The Mediating Role of Consumer Satisfaction between Service Quality and Rental Intention

The mediating effect of consumer satisfaction between service quality and rental intention is found to be insignificant ($O = -0.023$, $T = 1.504$, $P = 0.133$). This finding contradicts *A. N. Salsabila et al. (2022)*, who found significant positive mediation.

This may occur when consumers perceive service quality improvements as standard rather than exceptional, thereby not elevating satisfaction to a level that strengthens intention. Theoretically, this aligns with SERVQUAL and expectancy-disconfirmation theory, where satisfaction acts as a function of perceived performance relative to expectations.

The Mediating Role of Consumer Satisfaction between Rental Cost and Rental Intention

Finally, the mediating role of consumer satisfaction between rental cost and rental intention is insignificant ($O = -0.002$, $T = 0.120$, $P = 0.905$). This contrasts with *A. N. Salsabila et al. (2022)*, who reported that satisfaction significantly mediates the price–intention relationship.

This finding suggests that although cost may influence perceived fairness, it does not substantially impact satisfaction or subsequent intention in this context. According to equity theory, when consumers perceive price fairness but lack strong emotional satisfaction, the mediating effect becomes negligible.

CONCLUSION

Based on the data analysis obtained through the distribution of questionnaires to consumers of CV. Berkat Bersama, the following conclusions can be drawn:

- 1) Consumer Trust on Rental Interest: Consumer trust has a significant effect on rental interest. The higher the level of consumer trust in CV. Berkat Bersama, the greater its influence on increasing rental interest in heavy equipment.
- 2) Service Quality on Rental Interest: Service quality has a significant effect on rental interest. The better the service quality provided, the greater its influence on increasing rental interest in heavy equipment.
- 3) Rental Cost on Rental Interest: Rental costs have a significant effect on rental interest. The more competitive the rental cost offered, the greater its influence on rental interest in heavy equipment.
- 4) Consumer Satisfaction on Rental Interest: Consumer satisfaction has a significant effect on rental interest. A higher level of satisfaction encourages an increase in rental interest for heavy equipment at CV. Berkat Bersama.
- 5) Consumer Trust on Consumer Satisfaction: Consumer trust has a significant effect on consumer satisfaction. The higher the level of consumer trust, the greater its impact on satisfaction levels.

- 6) Service Quality on Consumer Satisfaction: Service quality does not have a significant effect on consumer satisfaction. The current service quality has not met consumer expectations, so it does not increase satisfaction levels.
- 7) Rental Cost on Consumer Satisfaction: Rental costs do not have a significant effect on consumer satisfaction. Rental costs that are less competitive compared to competitors are the main reason for consumer dissatisfaction.
- 8) Consumer Trust on Rental Interest through Consumer Satisfaction: Consumer trust has a significant effect on rental interest through consumer satisfaction. A high level of trust leads to satisfaction, which ultimately increases rental interest in heavy equipment.
- 9) Service Quality on Rental Interest through Consumer Satisfaction: Service quality does not have a significant effect on rental interest through consumer satisfaction. The service quality provided currently does not meet consumer expectations, thus it does not improve satisfaction or rental interest.

Rental Cost on Rental Interest through Consumer Satisfaction: Rental costs do not have a significant effect on rental interest through consumer satisfaction. Less competitive rental costs result in unmet consumer expectations, so they do not contribute to an increase in rental interest.

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