

RINGKASAN

Perkembangan industri sepeda motor di Indonesia yang semakin pesat memicu persaingan ketat antar perusahaan, sehingga diperlukan strategi untuk mempertahankan pelanggan, salah satunya melalui peningkatan *service quality*. Kualitas layanan yang baik diyakini mampu membangun *customer trust* dan mendorong *repurchase intentions*, meskipun hasil penelitian sebelumnya menunjukkan adanya inkonsistensi terkait peran mediasi kepercayaan pelanggan. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh *service quality* terhadap *repurchase intentions* baik secara langsung maupun melalui *customer trust* pada konsumen CV. Anugerah Utama Motor Bukateja, Purbalingga. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif, pengumpulan data melalui kuesioner berskala likert, serta teknik purposive sampling. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) untuk menguji hubungan antar variabel dan peran mediasi yang diteliti.

Hasil penelitian menunjukkan bahwa *service quality* berpengaruh positif dan signifikan terhadap *repurchase intentions* dengan hasil 0,334, *service quality* berpengaruh positif dan signifikan terhadap *customer trust* dengan hasil 0,715, dan *customer trust* berpengaruh positif terhadap *repurchase intentions* dengan hasil 0,376. Selain itu, *customer trust* terbukti mampu memediasi hubungan antara *service quality* dan *repurchase intentions* secara signifikan dengan hasil 0,269. Temuan ini menegaskan bahwa peningkatan kualitas layanan tidak hanya berdampak langsung pada niat pembelian ulang, tetapi juga secara tidak langsung melalui penguatan kepercayaan pelanggan. Secara singkat, kebaruan penelitian ini terletak pada pengujian peran mediasi *customer trust* dalam hubungan *service quality* dan *repurchase intentions* pada konsumen dealer sepeda motor Honda CV. Anugerah Utama Motor Bukateja, Purbalingga, dengan pendekatan TPB dan SEM-PLS untuk menjawab inkonsistensi hasil penelitian terdahulu mengenai peran *customer trust* sebagai mediator. Dengan demikian, perusahaan perlu berfokus pada peningkatan kualitas layanan untuk membangun kepercayaan dan meningkatkan niat pembelian ulang.

Kata Kunci: *Service Quality, Repurchase Intentions, Customer Trust*

SUMMARY

The rapid growth of the motorcycle industry in Indonesia has sparked intense competition among companies, making it necessary to develop strategies to retain customers, one of which is through improving service quality. Good service quality is believed to build customer trust and encourage repurchase intentions, although previous research has shown inconsistencies regarding the mediating role of customer trust. Therefore, this study aims to analyze the influence of service quality on repurchase intentions, both directly and through customer trust, among consumers of CV. Anugerah Utama Motor Bukateja, Purbalingga. This study employs a quantitative approach using a descriptive method, data collection via a Likert-scale questionnaire, and purposive sampling. Data analysis was conducted using Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) to test the relationships between variables and the mediating role under investigation.

The results of the study show that service quality has a positive and significant effect on repurchase intentions, with a coefficient of 0.334; service quality has a positive and significant effect on customer trust, with a coefficient of 0.715; and customer trust has a positive effect on repurchase intentions, with a coefficient of 0.376. Furthermore, customer trust was found to mediate the relationship between service quality and repurchase intentions with a coefficient of 0.269. These findings confirm that improving service quality not only has a direct impact on repurchase intentions but also an indirect one through the strengthening of customer trust. In summary, the novelty of this study lies in testing the mediating role of customer trust in the relationship between service quality and repurchase intentions among customers of the Honda motorcycle dealer CV. Anugerah Utama Motor Bukateja, Purbalingga, using the TPB and SEM-PLS approaches to address the inconsistencies in previous research regarding the role of customer trust as a mediator. Thus, the company needs to focus on improving service quality to build trust and increase repurchase intentions.

Keywords: *Service Quality, Repurchase Intention, Customer Trust*