

ABSTRACT

The Effect of Product Quality and Word Of Mouth on Repurchase Interest with Trust as Mediation in Es Teler 77 Culinary Businesses

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This study aims to analyze the effect of product quality and Word of Mouth (WOM) communication on repurchase interest in Es Teler 77 products, with customer trust as a mediating variable. The background of this research is based on increasing competition in the food industry, especially in the local culinary business sector, which requires business people to understand the factors that drive consumer loyalty. This research is designed using a quantitative approach with the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method. Data will be collected through online questionnaire distribution to Es Teler 77 customers in the South Tangerang area. This study tests seven hypotheses that include direct and indirect relationships between variables. The results of this study are expected to provide theoretical and practical contributions in the development of marketing strategies based on consumer trust, product quality, and WOM strength, as well as expanding academic studies in the field of consumer behavior in the local culinary sector in Indonesia.

Keywords : *Product Quality, Word of Mouth, Trust, Repurchase Interest, PLS-SEM.*