



## The Influence of Trust, Service Quality, Product Quality and Promotion in Shaping Repurchase Intention in XL Axiata Providers

Hamdan Hamdan<sup>1</sup>, Nurul Rizka<sup>2</sup>

<sup>1</sup>Universitas Mercu Buana, Jakarta, Indonesia, [hamdan@mercubuana.ac.id](mailto:hamdan@mercubuana.ac.id)

<sup>2</sup>Universitas Mercu Buana, Jakarta, Indonesia, [nurulrizka20@gmail.com](mailto:nurulrizka20@gmail.com)

Corresponding Author: Hamdan Hamdan<sup>1</sup>

**Abstract:** Communication is a human need that is quite important in everyday life. In this era of globalization, there have been many prepaid card products that are increasingly diverse, one of which is XL Axiata which is the first private cellular company in Indonesia. The purpose of this study was to determine Trust, Service Quality, Product Quality and Promotion in Forming Repurchase Intention in XL Axiata Provider Users. The subjects of this research are people who use the XL Axiata Provider in Jakarta. The sample used in this study was 145 respondents. The sampling technique was carried out by purposive sampling method. By using a quantitative descriptive approach. Analysis of the data used is statistical analysis in the form of SEM-PLS. The results of this study indicate that trust has a positive and insignificant effect on repurchase intention, service quality has a positive and insignificant effect on repurchase intention, product quality has a significant positive effect on repurchase intention and promotion has insignificant positive effect on repurchase intention.

**Keywords:** Trust, Product Quality, Promotion, Repurchase Intention, Service Quality

### INTRODUCTION

In this era of globalization, many more diverse prepaid card products have been born, such as Indosat, Telkomsel, 3 Indonesia, Axis, XL Axiata, Smartfren, and many more. Based on the reconciliation results as of April 30 2018, the number of Telkomsel subscribers is 150 million, XL Axiata is 45 million, Indosat Ooredoo is 34 million, Tri Indonesia is 17 million and Smartfren is 7 million. PT. XL Axiata was founded in 1996 as the first private cellular company in Indonesia. Until now, XL Axiata's shares are owned by Axiata Investments Indonesia by 66.4% which joined Axiata Group Berhad, the largest telecommunications company in Asia and 33.6% publicly. XL Axiata continues to innovate and becomes the first telecommunications operator in Indonesia to be able to launch 4.5G. In 2019 XL Axiata

experienced an increase in revenue by 9%, an increase in data revenue by 28%, an increase in EBITDA by 17% and an increase in net profit of 713 billion rupiah.

PT XL Axiata is still in the lead with revenue of Rp. 27 thousand per user, followed by Telkomsel at Rp. 24.8 thousand and Indosat at Rp. 23.3 thousand per user. Although currently Telkomsel's data usage per user is minimal, this revenue is supported by Telkomsel's prices which are also quite higher than its two competitors. Just as the consumption of large data from each user makes the average revenue per user also high. The average consumer's consumption of information from various relevant sources will reflect buying behavior. Buying intention is a person's desire to buy a product or service that is expected to benefit from the product or service purchased (Nurmala, 2011). The decision to purchase a product is usually preceded by an intention in buying (Nurmala, 2011).

Based on previous research, many studies have been conducted on buying intention, especially in telecommunication products, as well as research developed by Rahma and Yoestini (2007) and Septifani, et al (2014) which shows that consumers buy a product driven by high buying intention, (Samudro & Hamdan, 2021) because they believed that they decided to make a purchase. If low buying intention in consumers will prevent consumers from making purchases, there is a link between buying intention and purchase decisions which causes a link between asking to buy and purchasing decisions. Meanwhile, (Haris, 2018) Repurchase intention is a buying activity made by consumers after they make the first purchase of products or services that are carried out repeatedly for a certain period of time and actively like and have a positive attitude towards a product or service. (Hamdan & Raharja, 2020) is based on experience and knowledge that has been done in the past. Repurchase intention will arise if consumers feel the company provides something more than its products, this can be achieved by the company through efforts to produce and deliver goods and services that consumers want, where these activities depend on the way the company manages consumers by providing something more with In other words, it provides an intentioning experience when these consumers shop. To create repurchase intention, the company must have the most appropriate marketing strategy according to the company's conditions and the business climate it faces.

Febrian Adiputra & Sutopo (2016) Repurchase intention is part of consumer buying behavior in which the match between the performance of the products or services offered by the company that can fulfill consumer desires and make consumers satisfied with the products and services offered generates consumer intention in consuming them again in the market. in the future and will continue to buy it over and over again. XL Axiata ranks second with 45 million users after Telkomsel with the largest number in Indonesia, which is 150 million users. One of the factors that can increase repurchase intention is price and service quality, and (Hamdan et al., 2021) ultimately increase sales both online and offline.

According to the research results of Primandesera and Sukresna (2018) that service quality has a positive effect on value perceptions. In other words, the better the quality of service provided by XL, such as a strong signal network anywhere and anytime and employees who always help and know and fulfill the needs of their customers, the higher the perceived value will be. Perception of price has a positive effect on perceived value. This indicates that the higher the perception of prices such as affordable, reasonable and cheap prices, the higher the perceived value will also be. Trust has a positive effect on perceived

value. This shows that the higher the consumer's trust because XL always makes honest advertisements and XL products are in accordance with consumer expectations, the higher the perceived value. Perceived value has a positive effect in shaping repurchase intention. This indicates that the higher the perceived value of consumers such as product quality in accordance with the price and better than competitors, the higher the intention in repurchasing from consumers. The path that has the most influence on the variable of repurchase intention is that of the service quality variable that affects perceived value and then influences repurchase intention.

In implementing its marketing policy, PT XL Axiata Tbk, also carries out promotional activities, one of which is in the form of advertising, in which the company intends to attract consumers' buying intention in the products offered through electronic media, print media, and outdoor media. According to Fitriana et al., (2018), the price offered by XL is the cheapest, both to fellow operators and to other operators. So, it can be seen that XL is trying to influence consumers to buy and use its products by using low prices. In addition, PT XL Axiata Tbk continues to strive to be at the forefront of its customers by presenting the best network and service offices that are easy to visit. This has been proven by the increasing number of customer services through the XL Center, as a business forum that focuses on service, and understands all customer needs (Irfanudin, 2019).

Several previous studies have studied many factors that influence buying intention regarding prepaid cards, such as research developed by (Ardiansyah, 2015) purchasing decisions are actions from consumers to want to buy or not to a product. Of the several factors that are able to influence consumers in purchasing products or services, it is usually caused by consumers who always consider quality, price, and products that are well known among the public. Research (Irfanudin, 2019) which states that there will be increasingly tight and healthy competitors among fellow cellular telecommunications service providers and others, companies engaged in the telecommunications business are required to always maintain and improve service quality, expand technology and product quality and pricing according to the market. Service quality is how far the difference between reality and customer expectations for the service they receive. Service quality is an effort in determining consumer needs and desires as well as accuracy in conveying in balancing a consumer's desire. Therefore, companies are required to be able to provide quality service (Nongo, 2019).

Enrique Bonson (2015) if consumers trust a company, they will not bother to find out information about the company and make transactions. In other words, if consumers trust a company, they will reduce non-monetary costs such as time, effort and thought, which will increase the perceived value of the company. Meanwhile, research conducted by Manus, et al (2015) showed that price had a positive and significant effect on customer satisfaction. This means that customers consider price as one of the main considerations for using a cellular operator, so the more affordable the price offered, the higher the level of satisfaction felt by the customer. Based on the results of research (Noviana, 2019) which have an effect on product quality orientation towards repurchase intention, the results examined by researchers show that product quality orientation variables have a significant effect on repurchase intention.

Finna & Sugiono (2015), which state that building trust in long-term relationships with customers is an important factor for creating customer loyalty. Consumers' desire to buy a product is based on trust related to the act of buying or using the product (Hamdan & Paijan, 2020) including product attributes. From this belief, consumers will have an intention in buying an item or product in the future. Also emphasized by (Dewi, 2017) that the better the quality of the product shows a positive influence on repurchase intention. In addition, (Kotler & Armstrong, 2016) states that product quality is the ability of a product to show its function both from an internal point of view and from an external point of view. Harfania, (2018) states that promotion is an important factor in realizing a sales goal within the company, because it is better if a business is not known by consumers it will not result in a transaction or purchase. Promotions that are often used to increase consumer purchases quickly in the short term include using sales promotions. Bahar and Sjaharuddin (2015) that the influence of product quality and service quality on repurchase intention shows that service quality has increased partially on repurchase intention. Meanwhile, the effect of product quality on repurchase intention has no effect on a partial increase in repurchase intention. In previous research conducted by Apriyani and Suharti (2017) that trust showed a positive increase in repurchase intention.

Based on the discussion above, the researcher will discuss further in the form of research with the title "Trust, Service Quality, Product Quality and Promotion in Shaping Repurchase Intention in XL Axiata Provider Users". The importance of reviewing this research, regarding the existing problems regarding XL Axiata to find out the influence in forming repurchase intention in XL Axiata users. The factors that need to be studied are four problems that can be formulated as follows:

1. Does Trust affect XL Axiata Provider's Repurchase Intention?
2. Does Service Quality Affect XL Axiata Provider's Repurchase Intention?
3. Does Product Quality Affect XL Axiata Provider's Repurchase Intention?
4. Does the Promotion affect the XL Axiata Provider's Repurchase Intention?

## **LITERATURE REVIEW**

### **Repurchase Intentio**

Goh, et al (2016) repeat purchases can increase company profitability significantly because repeat purchases can produce loyal consumers. Sahin and Kitapci (2012) suggest that there are three dimensions and indicators to measure repurchase intention that have been adapted to the object of this research, namely: 1) Repeat order intention (occurs when consumers respond positively to the product and consumers make continuous purchases of the product). attracts attention; 2) preferential intention (describes the behavior of someone who has a main preference for the product and preferences can change if something happens to his preferred product; and 3) exploratory intention (describes the behavior of someone who is looking for the information he is intentioned in and looking for information to support these characteristics). positive properties of the product).

## **Trust**

Mayer, et al (2015) explain trust as a desire from someone who aims to obtain or receive a good attitude or action from other parties in the hope that the other party will take important steps to fulfill these expectations. McKnight et al., (2002); Monica (2018), the dimensions and indicators that form trust that have been adapted to the object of this research are: 1) Trusting belief (protecting and being safe); and 2) Trusting intention (no loss and no abuse). Primandesera research (2018) that trust has a positive effect on repurchase intention of XL users in Semarang. Trust is also an important key in building a good perception of value. Trust is the belief that the producer will fulfill the transaction in accordance with the agreement with the consumer (Kim et al, 2007). Researchers (Hamdan et al., 2021; Nurvita, 2015) state that trust has a positive and significant effect on consumers' repurchase intentions. Confirmed by (Christopher et al., 2015), which states that trust has a positive and significant effect on purchase intention.

H1: Trust has a positive and significant effect on repurchase intention.

## **Service Quality**

The quality of services that have been created and which will be improved cannot be measured from the company's point of view, but through the customer's point of view after getting their services or what we call quality perception (Fandy, 2016). Service quality has a positive but not significant effect on customer loyalty Hapsari et al (2017). Tjiptono (2014), the indicators used in the dimensions of service quality that have been adapted to the object of this research are: 1) Reliability (fast service and satisfactory service); 2) Responsiveness (willing to help when needed and responsive to requests); 3) Assurance (employee courtesy and in-depth product knowledge). Abdijannah (2019) stated that the perception of service quality has a positive effect on the intention to repurchase XL cellular cards. Jamaluddin (2020) the quality of service is able to influence the Decision to Buy Back Quota IM3 Ooredoo. This finding is confirmed by (Wydyanto & Hamdan, 2020) service quality has a positive and significant effect on customer loyalty so that they are willing to repurchase.

H2: Service quality has a positive and significant effect on repurchase intention.

## **Product Quality**

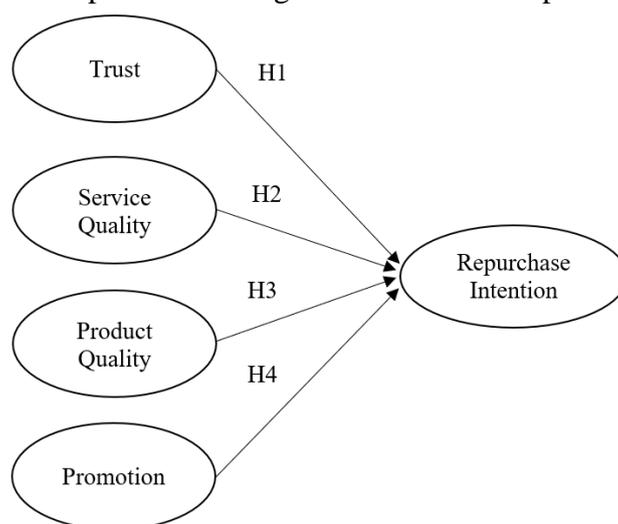
Kanten & Darma (2017) say that the perception of product quality is a process that can occur within each individual in terms of choosing, interpreting, organizing, interpreting and providing an assessment of the quality of a product whether the product is satisfactory or not based on experience and knowledge. Kottler & Armstrong (2015) the quality of goods is determined through three dimensions with each indicator that has been adjusted to the object of research used, namely: 1) Performance (related to the functional aspects of an item and is the main characteristic considered by the customer); 2) Features (useful for adding basic functions and related to product choices and development); and 3) Conformance (related to the level of conformity to predetermined specifications and conformity based on customer wishes). Ramadhan (2018) states that product quality has a positive effect on the intention to repurchase Indosat prepaid cards. In addition, research (Rohmawati, 2021) shows consumer loyalty of users of the IM3 Ooredoo data package, product quality and brand trust.

H3 : Product Quality has a positive and significant effect on repurchase intention.

### Promotion

Diyatma, (2017) states that promotion is an element in the company’s marketing mix that can be utilized in conveying, persuading, and being able to remind the companys products. According to Sari, et al (2019), the factors that influence the promotion are the nature of the market, the nature of the product, the product life cycle and the available funds. Kotler (2016) to measure promotion used dimensions and indicators that have been adapted to the object of this research, namely: 1) Advertising (message content, image visualization, and promotional tools); 2) Public Relations (delivery of information on TV / Radio, and delivery of information through seminars); 3) Social Media marketing (marketing through social media, social networks, and delivery of information through social media; and 4) Event Sponsorship (providing products and providing services). Ramadhan (2018) states that the perception of promotion has a positive effect on the intention to repurchase Indosat prepaid cards. This shows that the perception of promotion towards repurchase intention is positive, thus the greater the promotion, the higher the repurchase intention of Indosat prepaid card users. As is the case (Putra et al., 2014) that promotion has a positive effect on the decision to repurchase Telkomsel top-up vouchers.

H4: Promotional has a positive and significant effect on repurchase intention.



**Picture 1. Conceptual Framework**

### RESEARCH METHODS

This study uses a quantitative approach. Noor (2011), quantitative approach is a method that tests certain theories by examining the relationship between variables. After that, the researcher continued the analysis to find the relationship of a variable with other variables and there were indicators that would be measured with a Likert scale of 1 to 5 points. The population in this study are users of XL Axiata Providers in Jakarta. While the type of sample that will be used in this study is using a purposive sampling technique, which is a probability sampling method carried out with certain criteria. The sample of this study was taken by purposive sampling, namely the users of the XL Axiata provider. Hair et al., (2014) recommend a minimum sample size of 100 to 200 samples with 5 to 20 times the estimated number of indicators. In this study there are 29 indicators, so that the recommendations from the theory above are fulfilled, the number of samples is times the minimum number of

indicators or as much as  $5 \times 29 = 145$ . Based on the number of indicators multiplied by 5, the number of samples obtained becomes 145 samples. The data analysis method using the SEM-PLS approach allows the authors to estimate very complex models with a number of variable constructs and indicators, especially when prediction is the goal of the analysis (Sarstedt et al, 2017).

## FINDINGS AND DISCUSSION

### Descriptive Analysis Results

The results of the description of respondents based on gender aims to describe the perception of respondents who are male and female in responding to the research questionnaire.

**Table 1. Respondents Gender**

Genders	Frequency
Male	42
Female	103
Total	145

Source: Data of Research

Based on the results of data processing in table 1 above, it shows that from 145 respondents there are 42 respondents who are male. And the rest, as many as 103 respondents are female. So, XL Axiata users are dominated by women. The results of the description of respondents based on age aim to describe the perception of respondents based on age who use XL Axiata.

**Table 2. Respondents Age**

Age	Frequency
16-20 years	73
21-30 years	65
31-40 years	1
>40 years	6
Total	145

Source: Data of Research

Based on the results of data processing in table 2, it shows that of the 145 respondents who have the highest number between the ages of 16-20 years as many as 73 respondents, aged 21-30 years as many as 65 respondents, aged 31-40 years as many as 1, and aged >40 years. as many as 6 respondents. So, these XL Axiata users are predominantly 16-20 years old. The results of the description of respondents based on job status are aimed at knowing the respondent through the status of the job being undertaken by the respondent.

**Table 3. Respondents Occupations**

Occupations	Frequency
Student	124
Employee	19
Entrepreneurship	2
Total	145

Source: Data of Research

Based on the results of data processing in table 3, it shows that from 145 respondents there are 124 with jobs as students, 19 respondents as employees, there is 1 respondent as an entrepreneur. Thus it can be concluded that the majority of respondents in this study are students or college students. The results of the description of respondents based on monthly income aims to determine the amount of respondents; monthly income.

**Table 4. Respondents Monthly Income**

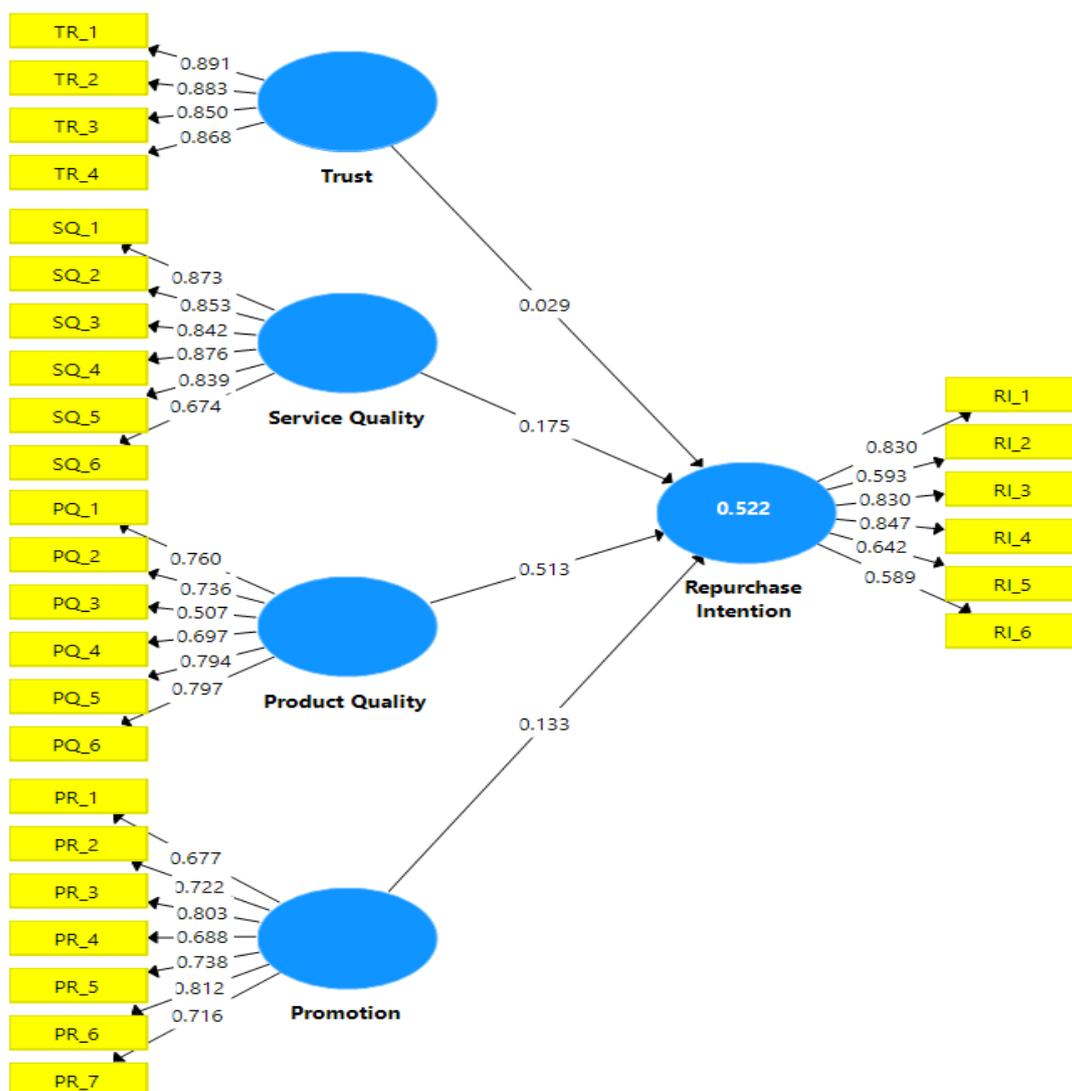
<b>Pendapatan Perbulan</b>	<b>Frequency</b>
<Rp 1.000.000	96
Rp 1.000.000-Rp 3.000.000	30
Rp 3.000.000-Rp 5.000.000	11
Rp 5.000.000-Rp 7.000.000	4
>Rp 7.000.000	4
Total	145

Source: Data of Research

Based on the results of data processing in table 4, it shows that from 145 respondents there are 96 respondents with income <Rp 1,000,000, 30 respondents with income Rp 1,000,000 - Rp 3,000,000, 11 respondents with income Rp 3,000,000 - Rp 5,000,000, 4 respondents have an income of Rp 5,000,000 – Rp 7,000,000, and there are 4 respondents with an income > Rp 7,000,000. Thus it can be concluded that the majority of respondents in this study have an income of <Rp 1,000,000, because the majority of these respondents are students or students who do not have their own income.

### **PLS-SEM Analysis Results**

The results of the PLS-SEM test in this study used two evaluation stages, namely: the outer model stage and the inner model stage (Hair et al., 2014). Sarstedt et al., 2017) outer model is assessed based on convergent validity, discriminant validity, and internal consistency reliability. Ghazali & Latan (2015) Convergent Validity has the principle that measuring indicators must be highly correlated. Convergent validity which is assessed from the loading factor uses a size of 0.5-0.6, because the model is in the development stage, if the loading factor <0.5 then the indicator is said to be invalid or must be removed from the model. The results of the outer model in Figure 2 show that all indicators have met convergent validity because they have a loading factor value above 0.50.



Source: Picture of Research  
**Picture 2. Loading Factor Result**

**Table 5. Composite Reliability Test Results and Cronbachs Alpha**

	<b>Cronbach’s Alpha</b>	<b>Composite Reliability</b>	<b>Keterangan</b>
Service Quality	0,897	0,913	Reliable
Trust	0,908	0,921	Reliable
Promotion	0,810	0,822	Reliable
Repurchase Intention	0,820	0,850	Reliable
Product Quality	0,861	0,869	Reliable

Source: Data of Research

In addition, it is necessary to use reliability testing to see the ability of each indicator to measure its latent construct. This approach uses composite reliability (>0.7) and Cronbach’s alpha (>0.7) is considered to have good reliability (Sarstedt et al., 2017). The results of

testing composite reliability and Cronbach’s alpha show good values (Table 5), that is, all latent variables are reliable because all values on the variables have a composite reliability value and Cronbach’s alpha 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

After the model meets the criteria for the outer model, the next step is testing the inner model. The inner model is to determine the relationship between exogenous constructs and endogenous constructs. The approach used is the coefficient of determination ( $R^2$ ), cross-validated redundancy ( $Q^2$ ), and the path coefficient (Sarstedt et al., 2017). The coefficient of determination ( $R^2$ ) is a way to assess how much an endogenous construct can be explained by an exogenous construct. The value of the coefficient of determination ( $R^2$ ) is expected to be between 0 and 1.  $R^2$  values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak (Sarstedt et al., 2017). Chin gave criteria for  $R^2$  values of 0.67, 0.33 and 0.19 as strong, moderate, and weak (Chin, 1998 in Ghozali and Latan, 2015).

**Table 6. Test Results R-Square Value**

<b>Variabel Endogen</b>	<b>R-Square (<math>R^2</math>)</b>
Minat Beli Ulang	0,522

Source: Data of Research

From the data above, it can be concluded that the R-Square value is 0.522. This means that 52.2% variation or repurchase intention is influenced by perceptions of trust, perceptions of service quality, perceptions of product quality and perceptions of promotion, while the remaining (100 – 52.2%) 47.8% is explained by other reasons. Furthermore, the Goodness of Fit structural model testing on the inner model uses the predictive relevance value ( $Q^2$ ) (Ghozali and Latan, 2015). Cross-validated redundancy ( $Q^2$ ) was used to assess predictive relevance. The value of  $Q^2 > 0$  indicates that the model has accurate predictive relevance to certain constructs and vice versa.  $Q^2$  obtained by the Blindfoldin procedure (Sarstedt et al., 2017).

**Table 7. Hasil Uji Nilai Q-Square ( $Q^2$ )**

<b>Variabel Endogen</b>	<b>Q-Square (<math>Q^2</math>)</b>
Minat Beli Ulang	0,257

Source: Data of Research

The results of the test in table 7 show that the Q-Square value is greater than 0 (zero) indicating that this model has predictive relevance, meaning that the research model is eligible for further testing because it is at the level of good test criteria.

Finally, the path coefficient analysis ranges from -1 to +1, the closer the value to +1 is, the stronger the relationship between the two constructs. The relationship that is getting closer to -1 indicates that the relationship is negative (Sarstedt et al., 2017). Meanwhile, to see the level of significance between latent variables as measured by p-value with the real level used in this study is ( $\alpha = 5\%$ ), then if the value is less than the real level ( $\alpha = p\text{-value} < 0.05$ ) is declared significant, and conversely if the p-value is  $> 0.05$ , then the relationship is declared insignificant (Hair et al., 2014).

**Table 8. Hypothesis Testing Results**

Variabel Laten	Original Sample (O)	T Statistics	P Values	Results
Trust→Repurchase Intention	0,029	0,332	0,753	H1: Rejected
Service Quality→Repurchase Intention	0,175	1,630	0,073	H2: Rejected
Product Quality→Repurchase Intention	0,513	7,529	0,000	H3: Accepted
Promotion→Repurchase Intention	0,133	1,147	0,264	H4: Rejected

Source: Data of Research

Based on the results of the PLS (Partial Least Square) analysis, this section will discuss the results of the calculations that have been carried out. This study aims to determine trust, service quality, product quality and promotion in shaping repurchase intention among XL Axiata provider users. Testing is shown through existing hypotheses so that they can find out how the influence of each variable on the other variables and to answer the hypothesis that was built.

### **1. Trust has a positive and significant impact on repurchase intention**

The coefficient value of the Trust variable is 0.029 and the p-value is 0.753. That is, the Trust variable has a positive and insignificant effect in forming repurchase intention. The first hypothesis (H1) states that there is a positive and insignificant effect on the relationship between trust and repurchase intention. The results of the calculations that have been carried out and obtained the Perceived Trust value is 0.029 and the p-value is 0.753. This means that the trust given by XL Axiata is good, however, it is not significant in influencing the repurchase intention of XL Axiata users. This is also in line with research from Alkutubi and Maulana (2019) which states that trust is not significant to intention in buying Telkom Indihome Internet services in Yogyakarta City. This means that the trust given by XL Axiata is good, however, it is not significant in influencing the Repurchase Intention of XL Axiata users.

### **2. Service Quality has a Positive and Significant Effect on Repurchase Intention**

The coefficient value of the Service Quality variable is 0.175 and the p-value is 0.073. This means that the service quality variable has a positive and insignificant effect in forming repurchase intention. The second hypothesis (H2) cannot be accepted because there is a positive but significant effect between service quality and repurchase intention. The results of the calculations that have been carried out and obtained are 0.029 and the p-value is 0.073. This means that the service quality variable has a positive but not significant effect on repurchase intention. This means that when consumers have a positive attitude towards XL Axiata services, but do not form consumer intentions to act to repurchase XL Axiata products, such as: sms credit, internet quota, and other products. This is also in line with research from Murdani, et al (2020) which states that the results of the analysis have a positive but not significant effect between the services provided when using a Telkomsel starter pack on the repurchase decisions of consumers who are the samples of this study, so the hypothesis is stated not proven.

### **3. Product quality has a positive and significant effect on repurchase intention**

The coefficient value of the Product Quality variable is 0.513 and the p-value is 0.000. This means that the service quality variable has a positive and significant influence in shaping repurchase intention. And this hypothesis is acceptable. That is, the product quality variable has a positive and significant influence in shaping repurchase intention. The third hypothesis (H3) states that there is a positive and insignificant effect on the relationship between product quality and repurchase intention. The results of the calculations that have been carried out and obtained a value of 0.513 and p-value is 0.000. That is, the variable of Service Quality has a positive effect in shaping repurchase intention. This is also in line with research from (Mayliza, 2019) that the research results show that the product variable has a positive effect and has a strong relationship with AXIS repurchase decisions in the city of Padang. This shows that the product variable has a positive influence that is strong enough to cause repurchase decisions, which means that consumers will seek information about AXIS. If consumers feel the product can provide satisfaction in meeting their needs, there will be a desire to repurchase.

### **4. Promotion has a positive and significant effect on repurchase intention**

The coefficient value of the Promotion variable is 0.133 and the p-value is 0.264. That is, the Promotion variable has a positive and insignificant effect in forming repurchase intention. The fourth hypothesis (H4) states that there is a positive but not significant effect on the relationship between promotion and repurchase intention. The results of the calculations that have been carried out and obtained a value of 0.133 and p-value is 0.264. That is, the Promotion variable has a positive effect on forming repurchase intention. Promotion is one of the critical success factors in a marketing program. A product that has been well planned and the selling price determined correctly does not guarantee the success of marketing the product. This is because if a good product at a good price cannot be recognized by consumers, then the product will not be successful in the market. This is also in line with research from (Naeruz, 2018) which states that the promotion perception variable has a positive and insignificant effect.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the results of data analysis and discussion on Trust, Service Quality, Product Quality and Promotion in Shaping Repurchase Intention of XL Axiata Provider Users, the results of empirical research can be described as follows:

1. The results of the trust variable in shaping the repurchase intention of XL Axiata provider users are positive but not significant. This shows that the level of trust in forming repurchase intention among XL Axiata provider users has a positive and significant effect. This means that the trust of XL Axiata users arises when users feel trust in using the XL Axiata provider. This means that in order to increase trust, the intention to repurchase XL Axiata will also increase.
2. The results of the service quality variable in shaping the repurchase intention of XL Axiata provider users are positive but not significant. This means that when consumers have a positive attitude towards XL Axiata services, but do not form consumer intentions

to act to repurchase XL Axiata products, such as: sms credit, internet quota, and other products.

3. This shows that the level of product quality in forming repurchase intention in XL Axiata provider users has a positive and significant effect. If consumers feel the product can provide satisfaction in meeting their needs, there will be a desire to repurchase. That is, the quality of the products provided to XL Axiata users in providing varied products and also low prices, this can provide satisfaction for XL Axiata users.
4. The results of the promotion variable in forming repurchase intention in XL Axiata provider users are positive but not significant. Promotion is one of the critical success factors in a marketing program. Products from XL Axiata that have been well planned and the selling price is determined correctly. This shows that the level of promotion in forming repurchase intention among XL Axiata provider users has a positive but not significant effect.

### **Recommendation**

Managerial suggestions for XL Axiata to continue to improve product quality provide satisfaction in meeting their needs, so there will be a desire to buy again. This means that the quality of the products provided to XL Axiata users in providing varied products and also low prices, this can provide satisfaction for XL Axiata users. Meanwhile, for further research, it can be seen from the results of the Q-Square test (Q2) that the variable of repurchase intention obtained 0.257, which means that this variable is greater than 0 (zero) which indicates that this model has predictive relevance, meaning that the research model is feasible to do. further testing because it is at the level of good test criteria. Suggestions that can be considered for further research who wish to conduct research should include other variables such as convenience, lifestyle, social influence, brand switching, because the R-Square value is 0.522, so it can be used as a reference for research that has not been explained in the study. this, other variables not examined in this study.

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