

An Analysis of the Impact of Perceived Value, Service Quality, Trust, and Brand Image on Repurchase Intention for Metland Cikarang Residential Properties

Sara Trias Millenia*, Usep Suhud, Christian Wiradendi Wolor

Universitas Negeri Jakarta, Indonesia

Email: sara.trias@mhs.unj.ac.id* , usuhud@unj.ac.id, christianwiradendi@unj.ac.id

Keywords:	Abstract
Perceived Value; Service Quality; Trust; Brand Image; Repurchase Intention; Property Industry.	The property industry faces increasingly intense competition, requiring developers to strengthen customer loyalty and encourage repurchase intention to maintain long-term business sustainability. Metland Cikarang experiences challenges in increasing repeat purchases, as reflected in the low percentage of repeat buyers compared to total transactions. This research aims to examine the impact of perceived value, service quality, trust, and brand image on repurchase intention among Metland Cikarang residential consumers. This research employed a quantitative approach using a survey method with consumers of Metland Cikarang as the research population. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) to examine the relationships among the research variables. The proposed model evaluates the direct effects of perceived value, service quality, and trust on brand image and repurchase intention, as well as the role of brand image in strengthening consumers' intention to repurchase. The findings are expected to provide empirical evidence regarding the factors that influence consumer decisions in the residential property sector. This research contributes theoretically to consumer behavior and relationship marketing studies, particularly in high-involvement purchase contexts such as property. Practically, the results provide strategic insights for Metland Cikarang management in improving service performance, strengthening consumer trust, enhancing brand image, and developing marketing strategies to increase customer retention and repurchase intention.

INTRODUCTION

The property industry, especially the housing sector, is one of the strategic sectors that contributes significantly to the Indonesian economy. Population growth, urbanization, and changes in people's lifestyles have also encouraged an increase in demand for decent and comfortable housing. In the midst of increasingly fierce competition, property developers are not only required to be able to attract new consumers, but more importantly to retain old consumers to make repurchase intentions. The ability to retain consumers and drive repurchase intent is key to business sustainability amid market fluctuations (Wijarnoko et al., 2023).

Repurchase intention is defined as the behavioral tendency of consumers to continue using or purchasing products or services from the same provider in the future (Wijarnoko et al., 2023). This phenomenon is crucial because the cost of retaining existing customers is generally lower than the cost of finding new customers. For property developers such as Metland Cikarang, understanding the factors that trigger consumer repurchase intent, whether for the same residential product (e.g., the development of a new cluster) or recommendations to others, is essential to maintaining market share and reputation.

However, these ideal conditions do not seem to be fully reflected in Metland Cikarang. Based on internal sales data, there were 748 property unit transactions in the research period. Of these, only 34 consumers or around 4.54% made repeat purchases, while the other 95.46% were non-repeat buyers. This percentage shows that most consumers do not have the intention to repurchase, either in the form of purchasing additional units, residential upgrades, or further investments (He et al., 2019; Syahbana et al., 2024; Yang et al., 2018).

To strengthen this phenomenon, a pre-survey of consumers was conducted to identify initial perceptions of factors that affect repurchase intentions.

In addition to the pre-survey, the researcher also conducted preliminary interviews with five residents of Metland Cikarang to get a deeper picture of consumer perceptions of factors that allegedly affect repurchase intention. The results of the interviews show that most of the respondents consider Metland Cikarang to have advantages in terms of strategic location, good accessibility, and promising investment potential. In addition, Metland's reputation as a well-known developer is also a factor that strengthens consumers' positive perception of the company's brand image.

However, the interview also revealed several problems that consumers still feel. In terms of service quality, some respondents said that marketing services have run well and informatively, but the speed of handling complaints and after-sales service still needs to be improved. Some respondents also complained about the quality of buildings, environmental road conditions, and delays in providing regional support facilities. The findings show that consumer experience after the purchase process is still a major concern that has the potential to affect consumer satisfaction and loyalty levels.

In terms of trust, most of the respondents still have a fairly high level of trust in Metland Cikarang because the company is considered to be able to realize most of the promises given during the marketing process and has a good reputation in the property industry. However, some respondents revealed that their experience with building quality and complaint resolution caused their confidence level to decrease slightly. In terms of brand image, all respondents have a relatively positive perception of Metland as a professional, reliable, and promising developer for regional development.

Meanwhile, regarding repurchase intention, the results of the interview show that some respondents are still considering making a repurchase, especially for investment purposes. However, this decision is greatly influenced by the development of regional facilities, building quality, and improved services to residents. The findings of this interview reinforce the results of

previous pre-surveys which show that although consumers have a positive perception of the value offered and the company's brand image, there are still several aspects of service and trust that need to be improved to encourage consumer repurchase intent at Metland Cikarang.

In the context of the property industry, which is high involvement and high financial risk, the rate of repurchase is an important indicator of a company's success in building long-term loyalty. The low number of repeat buyers at Metland Cikarang can indicate that consumers have not fully felt strong perceived value, have not obtained an optimal service experience, do not have a high level of trust in developers, or brand image that has not sufficiently encouraged long-term commitment. This condition is relevant to be researched considering that repurchase intention not only has an impact on increasing sales, but also on marketing cost efficiency, the stability of the company's cash flow, and strengthening Metland Cikarang's competitive position in the midst of competition in the property industry in the Cikarang area.

One of the fundamental factors that influence consumer decisions is perceived value. This concept has become an important cornerstone in the marketing literature. Perceived value refers to the consumer's overall evaluation of the utility of a product or service based on perceptions of what is received and what is provided (Blut et al., 2024). In the context of property, perceived value includes not only competitive prices, but also long-term benefits such as building quality, strategic location, environmental amenities, and investment potential. Although perceived value is a key concept in the marketing literature, empirical findings regarding its impact are often mixed, so it is important to be further examined in specific contexts such as property purchases (Blut et al., 2024).

In addition to perceived value, service quality is also the main determinant of consumer satisfaction and loyalty. In the property industry, the quality of service is reflected in the sales process, the friendliness and professionalism of the marketing staff, the speed of response to questions or complaints, and the after-sales services such as certificate management and handling of building damage. Service quality has a wide range of measurement dimensions that are constantly evolving and overall plays an important role in building positive consumer perceptions, where consumers who perceive high-quality service tend to have a stronger emotional bond with the developer and ultimately drive the intention to make a repeat purchase in the future (Ighomereho et al., 2022).

Another crucial factor is trust. Trust is defined as the belief that the other party (in this case the developer) will act in a reliable manner, fulfill its obligations, and will not opportunistically take advantage (Schilke et al., 2021). In the context of Metland Cikarang, trust is built through commitment to the promises given, such as the timeliness of unit handover, the suitability of building specifications with what was promised, and transparency in the transaction process. Without strong trust, consumers will be hesitant to reinvest in subsequent projects from the same developer (Schilke et al., 2021).

No less important, brand image plays a significant role in shaping consumer perceptions and preferences. A positive brand image reflects the strong associations and good reputation inherent in consumers' minds. Research highlights that brand image is a key dimension of brand equity and

brand loyalty (Parris & Guzmán, 2023). Brands that have a positive image, such as Metland, which is known as a developer with the concept of an independent city and green housing, will more easily attract consumer interest and build loyalty. Consumers are more likely to repurchase or recommend products from reputable brands because of trust and pride, and a strong brand image serves as quality assurance and reduces consumer uncertainty (Parris & Guzmán, 2023).

Metland Cikarang, as one of the independent city development projects in the Cikarang area, faces unique challenges and opportunities. The Cikarang area, which is known as an industrial center, is growing rapidly, so the demand for housing in this area is very high. However, the large number of property developer options in the area requires Metland Cikarang to be able to differentiate itself. A deep understanding of how perceived value, service quality, trust, and brand image simultaneously or partially affect consumer repurchase intention is very important. Several previous studies have examined the relationship between these variables in various contexts. Amadea and Herdinata (2022) found that perceived value had a positive and significant effect on repurchase intention in Shopee e-commerce users. Aurelia and Nawawi (2021) showed that perceived value has a positive effect on online repurchase intention in fashion consumers on Instagram. Surya et al. (2024) proved that customer perceived value is able to increase repurchase intention in Genshin Impact game players. García-Salirrosas et al. (2024) and Wijaya et al. (2020) both concluded that perceived value has a positive effect on brand image. However, studies in the property industry context in Indonesia, especially in industrial estates such as Cikarang, remain limited, leaving a gap in understanding how these factors collectively influence repurchase intention in high-involvement purchase contexts.

Although previous studies have examined the relationship between these variables separately, there is still a need to conduct a comprehensive analysis in the context of the property industry in Indonesia, especially in industrial estates such as Cikarang. Therefore, this research with the title "Analysis of the Impact of Perceived Value, Service Quality, Trust, and Brand Image on Metland Cikarang Repurchase Intension" is relevant and important to be carried out. This study aims to examine the influence of Perceived Value, Service Quality, and Trust on Repurchase Intention with Brand Image as a mediating variable among Metland Cikarang residential consumers. Specifically, this research seeks to analyze the direct influence of Perceived Value, Service Quality, and Trust on Repurchase Intention, examine the influence of Perceived Value, Service Quality, and Trust on Brand Image, test the influence of Brand Image on Repurchase Intention, and assess the mediating role of Brand Image in the relationships between Perceived Value, Service Quality, Trust, and Repurchase Intention. This research is expected to make a theoretical contribution to the development of property marketing literature as well as provide practical input for the management of Metland Cikarang in formulating a more effective business strategy to increase consumer loyalty and repurchase intent

METHOD

This research adopted a quantitative approach with a descriptive-explanatory research design to systematically measure relationships between variables through numerical data and statistical

analysis (Creswell & Creswell, 2018). The descriptive-explanatory design is chosen as it aims to explain causal relationships between Perceived Value, Service Quality, Trust, and Repurchase Intention, with Brand Image as a mediating variable, following a deductive approach that tests hypotheses derived from established theoretical frameworks (Saunders et al., 2019). The research is cross-sectional, collecting data at a single point in time from consumers who have purchased Metland Cikarang residential units, which is appropriate for examining consumer perceptions and behavioral intentions in the high-involvement property industry context (Sekaran & Bougie, 2016). Causal relationships between variables are examined using Structural Equation Modeling (SEM), enabling simultaneous testing of complex theoretical models involving multiple latent constructs and mediating pathways (Kline, 2023).

Population and Sample

Populasi

The population in the study refers to the entire unit or individual that is the focus of the study and has certain characteristics that are to be investigated (Suriani & Jailani, 2023). The concept of population can be classified into target population, i.e. the entire group that the research results want to generalize, and affordable population that is part of the target population that is possible for researchers to access (Asrulla et al., 2023). Populations can also be finite if the number is finite and countable, or infinite if the number is infinite (Renggo & Kom, 2022). Additionally, it is important to understand that populations are not only limited to humans, but can also include objects, events, or other natural objects that are relevant to the purpose of the research (Hutami, 2024). Clear and precise population determination is a crucial step in research because it will affect the validity and reliability of the study findings (Ramadani et al., 2025).

In this study, the population in question is all consumers who have purchased Metland Cikarang residential products recorded in the company's internal database system during the observation period from March to May 2025. The consumer in question is an individual who has completed a residential unit purchase transaction, either in cash or credit, and has the potential to make a repurchase in the future. The selection of this population was based on the need for research to measure repurchase intentions, which is only relevant if respondents have prior purchase experience.

Based on the company's internal data, the number of residents recorded during the period was 500 individuals. This amount is the basis for determining the sample to be used in the quantitative data collection process.

Samples

Samples are part of the population that is selected to represent the entire population in the study. Sample selection should take into account clear inclusion and exclusion criteria in order to be representative of population characteristics. The selected sample must meet the principle of representation so that the results of the study can be generalized (Swarjana & Skm, 2022).

In this study, the population was limited (*confined population*), namely all consumers who have purchased Metland Cikarang residential units with a total population of 500 individuals.

Because the population is known for a certain and limited number, the sampling technique used falls into the category *confined sampling* (limited sampling), where samples are only taken from members of the population who are affordable and meet certain criteria. Specifically, the approach used is *non-probability sampling* by the *purposive sampling*. The inclusion criteria are determined specifically, namely individuals who have purchased Metland Cikarang residential units, have experience living or interacting with the residential product, and are willing to fill out a complete questionnaire. The selection of these criteria is based on the need for research to measure *repurchase intention*, which is only relevant if the respondent has had previous purchase experience (Maruli et al., n.d.; Wantara & Suryanto, 2023).

Based on the number of population *confined* as many as 500 individuals, the determination of sample size refers to general guidelines for analysis *Covariance-Based Structural Equation Modeling* (CB-SEM) using AMOS software. An adequate sample size for SEM is a minimum of 100 to 200 respondents, depending on the complexity of the model (Kline, 2023). Meanwhile, an ideal ratio of around 5 to 10 respondents per estimation parameter is recommended to ensure the stability of the analysis results (Hair et al., 2019). In this research model, the number of parameters to be estimated includes the coefficient of the path between constructs, *loading factor* indicators, as well as variance and covariance *Error*. With a total of 20 indicators, statements (*Perceived Value* 3 grains, *Service Quality* 6 grains, *Trust* 3 grains, *Brand Image* 3 grains, *Repurchase Intention* 5 items) as well as exogenous constructs of 4 variables, a minimum sample size of between 100 and 200 respondents is required (Kline, 2023). Refers to the population *confined* available as many as 500 individuals, this study set a sample target of 150 respondents to meet the requirements for sample adequacy in the AMOS analysis (Hair et al., 2019; Kline, 2023).

Data collection was carried out online by distributing questionnaires to respondents who met the inclusion criteria through contacts recorded in the resident database system or Metland Cikarang marketing system.

Data Collection Techniques

Data collection in this study was carried out through a survey using a closed questionnaire. The survey method was chosen because it allows for the systematic collection of primary data from large numbers of respondents in a relatively efficient time. Surveys are a commonly used method in quantitative approaches because they are able to measure perceptions, attitudes, and behavioral intentions in a structured manner (Sekaran & Bougie, 2016).

The questionnaire instrument is compiled based on indicators from previous theories and research that have been adapted to the context of the property industry. The entire statement uses a five-point Likert scale, which allows respondents to express their level of agreement with the statement given.

The reason for choosing the five-point Likert scale in this study is based on considerations of ease of understanding for respondents, efficiency in filling out questionnaires, and stability in statistical analysis. In addition, the use of the five-point scale is also in line with common practice

in marketing research and consumer behavior, and has been widely used in previous studies that have tested similar constructs.

Data collection was carried out online through the distribution of questionnaire links to respondents who have been registered as active leads of Metland Cikarang during the period from August to October 2025. The use of digital platforms such as Google Form was chosen to facilitate distribution, facilitate respondent access, and speed up the data recapitulation process.

Data Analysis Techniques

The data in this study was analyzed using the Structural Equation Modeling (SEM) method with the help of AMOS (Analysis of Moment Structures) software. The selection of the SEM method is based on its ability to test complex causal relationships between latent variables, especially constructs that cannot be directly measured such as perceived value, service quality, brand image, trust, customer satisfaction, and purchase intention.

The covariance-based SEM approach (CB-SEM) was chosen because it is able to produce efficient parameter estimation and supports the analysis of confirmatory theoretical models. This method emphasizes the overall suitability of the model (model fit), which reflects how well the theoretical model describes the empirical data.

CB-SEM is suitable for theory-test-oriented research with adequate sample sizes and normally distributed data. In addition, this method allows simultaneous evaluation of measurement models and structural models (Hair et al., 2021). Similar findings also confirm that SEM-AMOS is capable of validating theoretical models with high complexity and multidimensional constructs (Kline, 2023).

either appear in-text or as a separate item, in such a case it should be indicated by a number in parentheses on the right column margin. Such equations are referred to in-text as Eq. (1), and so on.

RESULT AND DISCUSSION

Test of Data Validity and Reality

Explanatory Factor Analysis (EFA)

In testing the quality of research instruments, Exploratory Factor Analysis (EFA) is used to ensure that each indicator is able to validly measure research variables. This analysis is carried out to identify the structure of factors formed from each research construct and ensure that the indicators used have a good ability to represent the variables being measured.

The results of the EFA test in this study include the variables Perceived Value, Service Quality, Trust, Brand Image, and Repurchase Intention. The test was carried out using the Principal Component Analysis (PCA) method by looking at the factor loading value on each indicator. An indicator is declared valid if it has a loading factor value greater than 0.50 (Hair et al., 2022).

Based on the results of the analysis, all indicators in each variable have a factor loading value above 0.50 so that all indicators are declared valid in representing the construct of the research variable. In addition, the extraction results showed that each variable formed only one main

component (one component extracted), which indicates that each indicator has a good ability to measure the same construct in accordance with the theoretical concept used in this study.

In the Repurchase Intention variable, the loading factor value ranges from 0.658 to 0.887. The RI1 indicator has the highest loading factor value of 0.887, while the RI3 indicator has the lowest loading factor value of 0.658. However, all indicators are still above the required minimum limit, so they are declared valid to measure the Repurchase Intention variable.

In the Perceived Value variable, the value of the loading factor ranges from 0.633 to 0.850. The PV3 indicator has the highest loading factor value of 0.850, while the PV4 indicator has the lowest loading factor value of 0.633. These results show that all indicators are able to represent the perception of value felt by consumers towards Metland Cikarang housing.

Furthermore, in the Service Quality variable, the loading factor value ranged from 0.686 to 0.893. The SQ3 indicator obtained the highest loading factor value of 0.893, while the SQ1 indicator had the lowest loading factor value of 0.686. All indicators in this variable are declared valid because they have a loading factor value above 0.50.

In the Trust variable, the loading factor value ranges from 0.551 to 0.873. The T4 indicator has the highest loading factor value of 0.873, while the T1 indicator has the lowest loading factor value of 0.551. Although T1 has the lowest loading factor value compared to other indicators, it still meets the required minimum limit so it is maintained in the research model.

Meanwhile, in the Brand Image variable, the value of the loading factor ranged from 0.810 to 0.849. The BI1 indicator has the highest loading factor value of 0.849, while the BI2 indicator has the lowest loading factor value of 0.810. These results show that all Brand Image indicators have a strong contribution in shaping the construction of Metland Cikarang's brand image.

Overall, the results of the Exploratory Factor Analysis (EFA) show that all indicators used in this study have a loading factor value above 0.50 and form one main component in each variable. Thus, all indicators are declared valid and suitable for use in the next analysis. These results show that the research instrument is able to adequately measure the constructs of Perceived Value, Service Quality, Trust, Brand Image, and Repurchase Intention so that it can be used to test the relationship between variables in this study.

Table 1. Exploratory Factor Analysis Results: Factor Loadings

Variabel	Item	Loading Factor	Average Variance Extracted
Repurchase Intention	RI1	0,887	
	RI5	0,880	
	RI2	0,796	
	RI4	0,790	
	RI3	0,658	
Perceived Value	PV3	0,850	
	PV1	0,827	
	PV2	0,804	
	PV4	0,633	
Service Quality	SQ3	0,893	

	SQ4	0,887
	SQ5	0,883
	SQ2	0,871
	SQ1	0,686
Trust	T4	0,873
	T3	0,857
	T5	0,849
	T2	0,794
	T1	0,551
Brand Image	BI1	0,849
	BI5	0,842
	BI4	0,838
	BI3	0,833
	BI2	0,810

Source: Primary data analysis, 2026

The Effect of Perceived Value on Repurchase Intention

Based on the results of the hypothesis test, it is known that Perceived Value has a positive and significant effect on Repurchase Intention in Metland Cikarang residential consumers. This result is indicated by a Critical Ratio (C.R.) value of 5.153, which is greater than the critical value of 1.96, and a probability value (P) of 0.000 or less than 0.05. In addition, the Standardized Regression Weight (SRW) value of 0.699 shows that the relationship between Perceived Value and Repurchase Intention is positive and has a strong influence. Thus, the hypothesis that Perceived Value has an effect on Repurchase Intention is acceptable.

The results of this study show that the higher the value that consumers feel for Metland Cikarang housing, the higher the consumer's intention to make a repurchase. Perceived Value describes the consumer's assessment of the balance between the benefits obtained and the sacrifices made, both in terms of price, time, and effort required to acquire a product. When consumers feel that the benefits received are greater than the costs incurred, then consumers will tend to have a positive perception of the product and show a desire to make a repeat purchase in the future.

In the context of Metland Cikarang housing, the results of this study indicate that consumers consider the products offered to have good value, both in terms of building quality, location, facilities, and long-term investment benefits. This positive perception encourages the emergence of the belief that the purchase decision that has been made is the right decision so as to increase the intention to buy again or recommend the product to other parties.

Based on the results of the previous descriptive analysis, the Perceived Value variable obtained a relatively high rating from respondents. This shows that most of the respondents feel that the price paid is proportional to the benefits obtained from Metland Cikarang housing. This perception is an important factor in shaping repurchase intentions because consumers tend to maintain relationships with products or brands that are able to provide satisfactory value.

The findings of this study support the Expectancy Value Theory which states that individuals will form behavioral intentions based on the evaluation of the expected benefits of an action and the value given to those benefits. In the context of purchasing housing, consumers will have a

tendency to make repurchases if they believe that the residence they own is able to provide valuable benefits, both in terms of building quality, comfort, facilities, and long-term investment prospects. The higher the perceived benefits compared to the sacrifices made, the higher the consumer's tendency to make a repurchase.

The results of this study are also in line with the concept of Perceived Value put forward by Zeithaml (1988) which defines perceived value as a comprehensive evaluation of consumers of the utility of a product based on the perception of what is received and what is given. Consumers will make a comparison between the benefits obtained and the costs that must be incurred in the form of money, time, and effort. When the benefits received are considered greater than the sacrifices given, consumers will form a positive perception of the value of the product. The latest literature also emphasizes that perceived value is one of the most important constructs in explaining consumer behavior because it can increase satisfaction, loyalty, and intention to make a repeat purchase (Blut et al., 2024; Hey, 2024).

The results of this study are consistent with previous research conducted by Amadea and Herdinata (Amadea & Herdinata, 2022) which found that perceived value had a positive and significant effect on repurchase intention in Shopee e-commerce users. Similar findings were also found by Aurelia and Nawawi (Aurelia & Nawawi, 2021) which shows that perceived value has a positive effect on online repurchase intention in fashion consumers on Instagram. In addition, the research of Surya et al. (Surya et al., 2024) proving that customer perceived value is able to increase repurchase intention in Genshin Impact game players. Research Scholar et al. (Series et al., 2022) also showed that perceived value increases repurchase intention through customer satisfaction, while the research of Sahgira et al. (Sahgira et al., 2025) found that perceived value is one of the main predictors of the formation of repurchase intent in Shopee users. The similarity of these results shows that the influence of perceived value on repurchase intention is consistent in various industry sectors, including the property industry that is the object of this study.

In the context of Metland Cikarang, the results of this study show that consumers who feel good housing quality, adequate facilities, comfortable environment, and promising investment prospects tend to have higher intentions to make a repurchase. Therefore, increasing perceived value needs to be the company's main focus because it has proven to be the most powerful factor in encouraging consumer repurchase intention.

The Influence of Perceived Value on Brand Image

This study proves that Perceived Value has a positive and significant effect on Brand Image in Metland Cikarang housing consumers, as evidenced by a Critical Ratio value of 3.027, a probability of 0.002, and a Standardized Regression Weight of 0.226. These findings show that the higher the value felt by consumers — such as building quality, strategic location, comfortable environment, adequate facilities, and promising investment prospects — the more positive the brand will be image formed in their minds. This is in line with the concept of Zeithaml (1988) which defines perceived value as a consumer's evaluation of the benefits received compared to the sacrifices made, and is supported by the Expectancy Value Theory which states that individuals will form a positive perception of an object if the object is able to meet their expectations.

The results of this study are also consistent with the findings of García-Salirrosas et al. (2024) and Wijaya et al. (2020) who both concluded that perceived value has a positive effect on brand image. Therefore, the management of Metland Cikarang is advised to continue to increase the value felt by consumers through improving product quality, developing regional facilities, and maintaining the attractiveness of property investment in order to strengthen the company's brand image in the eyes of the public.

The Influence of Service Quality on Brand Image

Structural model testing revealed that Service Quality does not have a significant effect on Brand Image among Metland Cikarang residential consumers. This is evidenced by a Critical Ratio value of 0.929, which is below the 1.96 threshold, and a probability value of 0.353, which exceeds the 0.05 significance level. Although the Standardized Regression Weight of 0.111 indicates a positive direction, the effect remains statistically insignificant, leading to the rejection of the third hypothesis (H3).

This finding contradicts several previous studies conducted in other industries, such as Taufik et al. (2024) in healthcare, Ferdiansyah and Sudarso (2024) in digital banking, and Deprian, Widanti, and Islami et al. in various service sectors, all of which found that service quality significantly influences brand image. The difference is attributed to the unique characteristics of the property industry, where consumer interactions with developers are relatively infrequent compared to sectors like banking or healthcare. In the property context, brand image is shaped more by long-term factors such as building quality, strategic location, environmental facilities, investment security, and developer credibility rather than service experience during transactions.

These findings suggest that Metland Cikarang cannot rely solely on service quality to build a strong brand image. The company must also reinforce its reputation, improve residential product quality, develop regional facilities, and strengthen consumer trust in its credibility as a developer in order to build a more competitive and sustainable brand image in the increasingly competitive property market.

Structural model testing found that Service Quality has a significant but negative effect on Repurchase Intention among Metland Cikarang consumers, as shown by a Critical Ratio of -2.478 and a probability value of 0.013, with a Standardized Regression Weight of -0.341. Although H4 is accepted, the direction of the relationship is opposite to what was initially hypothesized. This is explained by the nature of property purchases, which involve high financial risk and low transaction frequency, meaning consumers prioritize long-term benefits such as investment value, location, and building quality over service experience during the transaction process.

Trust was found to have a positive and significant effect on Brand Image, supported by a Critical Ratio of 5.045 and an SRW of 0.663, making it one of the dominant factors in shaping brand perception. This indicates that consumers who believe in Metland Cikarang's credibility, transparency, and commitment to fulfilling promises are more likely to form a positive perception of the brand. However, Trust does not directly and significantly influence Repurchase Intention, as evidenced by a Critical Ratio of -1.624 and a probability value of 0.104. In the property industry, repurchase decisions are more driven by financial readiness, investment goals, and long-term

considerations rather than trust alone, suggesting that trust operates more indirectly through the formation of a positive brand image.

Finally, Brand Image was proven to have the strongest positive and significant effect on Repurchase Intention, with a Critical Ratio of 3.427 and a remarkably high SRW of 0.947. This confirms that consumers who hold a positive perception of Metland Cikarang's reputation, product quality, and developer credibility are far more likely to make repeat purchases. Therefore, sustaining and strengthening brand image through consistent product quality, transparent communication, and reliable service remains the most critical strategic priority for driving long-term repurchase intentions.

Brand Image Mediation Test

In addition to examining the direct influence between variables, this study also examines the role of Brand Image as a mediating variable in the relationship between Perceived Value, Service Quality, and Trust on Repurchase Intention. The mediation test was carried out by comparing the values of direct effects and indirect effects produced from the SEM AMOS model.

Table 2. Brand Image Mediation Test Results

Mediation Pathway	Direct Effect	Indirect Effect	Types of Mediation
Perceived Value → Brand Image → Repurchase Intention	0,699	0,214	Partial Mediation
Service Quality → Brand Image → Repurchase Intention	-0,341	0,105	Not Mediating
Trust → Brand Image → Repurchase Intention	-0,428	0,628	Full Mediation

Source: Primary Data Processed (2026)

Based on Table 2, the relationship between Perceived Value and Repurchase Intention shows a direct influence of 0.699 and an indirect influence through Brand Image of 0.214. These results show that Brand Image is able to partially mediate the relationship between Perceived Value and Repurchase Intention. In other words, the value felt by consumers not only directly affects repurchase intentions, but also through the formation of a positive brand image.

Based on the results of the mediation test, Brand Image was proven to partially mediate the relationship between Perceived Value and Repurchase Intention, did not mediate the relationship between Service Quality and Repurchase Intention, and fully mediated the relationship between Trust and Repurchase Intention.

In the relationship between Perceived Value and Repurchase Intention, a direct influence of 0.699 and an indirect influence through Brand Image of 0.214 was obtained. These results show that Perceived Value is able to influence Repurchase Intention both directly and through the formation of Brand Image. These findings show that consumers who feel the high benefits of Metland Cikarang residences are not only encouraged to make a repurchase because of the value received, but also because the value forms a positive image of the Metland Cikarang brand.

The results of this study are in line with the research of García-Salirrosas et al. which found that Perceived Value has a positive effect on Brand Image as well as the research of Amadea and Herdinata, Aurelia and Nawawi, and Surya et al. which proved that Perceived Value is an important factor in increasing Repurchase Intention. The findings show that consumers tend to develop a positive perception of brands when they feel the high benefits of the products used. Thus, Brand Image functions as a mechanism that strengthens the influence of Perceived Value on Repurchase Intention (Amadea & Herdinata, 2022; Aurelia & Nawawi, 2021; Surya et al., 2024; Usiña-Báscones et al., 2024).

In contrast to Perceived Value, the relationship between Service Quality and Repurchase Intention shows that Brand Image does not play the role of a mediator. The results of the study show that Service Quality does not have a significant effect on Brand Image so that mediation channels are not formed statistically. These findings are not entirely in line with previous research that states that service quality can improve brand image and consumer behavior. However, the results of this study indicate that in the property industry, consumers do not make service quality the main basis in shaping brand image. Consumers tend to consider the developer's reputation, building quality, location of the area, and investment value more than the service experience during the purchase process.

The most interesting finding was found in the relationship between Trust and Repurchase Intention. The results showed that Trust did not have a significant effect directly on Repurchase Intention, but had a strong indirect influence through Brand Image with a value of 0.628. These results show that Brand Image plays a role as a full mediation in the relationship between Trust and Repurchase Intention. In other words, consumer trust in Metland Cikarang has not been able to directly encourage repurchase intentions, but first forms a positive brand image before finally increasing Repurchase Intention.

This finding has similarities with the research of Pramesti and Andharani, Yosepha, and Sutanto and Kussudyarsana which shows that Trust and Brand Image have a close relationship in shaping consumer behavior. The study explains that consumers who have high trust in the company will form a more positive perception of the brand, and these positive perceptions then become the basis for future purchasing decisions (Pramesti & Andharani, 2024; Sutanto & Kussudyarsana, 2024; Yosepha, 2025).

If analyzed more deeply, the results of this study show that trust in the property industry has different characteristics compared to daily consumption products. Consumers can trust developers because of the company's reputation, credibility, and track record. However, this trust does not necessarily automatically result in repurchase intent because property purchase decisions involve large investments, complex financial considerations, and non-routine needs. Therefore, trust needs to first be translated into a strong brand image in order to be able to influence consumers' repurchase intentions.

These findings are in line with the Theory of Reasoned Action which explains that beliefs do not directly affect behavior, but first form attitudes that then affect behavioral intentions. In the context of this research, Trust and Perceived Value can be seen as a form of consumer confidence

in the company and the products offered. Meanwhile, Brand Image represents a positive attitude or evaluation formed in the minds of consumers towards brands. When the brand image is formed positively, there will be a tendency to behavior in the form of Repurchase Intention. Thus, the results of this study provide empirical support for the Theory of Reasoned Action which is used as the theoretical basis for the research.

Overall, the results of the mediation test showed that Brand Image was a strategic variable in the research model. Brand Image not only plays a role as a consequence of Perceived Value and Trust, but also becomes a mechanism that bridges the influence of these two variables on Repurchase Intention. The strategic implication of these findings is that Metland Cikarang is not enough to just improve product quality, perceived value by consumers, or build trust alone. The company must also be able to transform all these positive perceptions into a strong brand image through consistency of product quality, transparency of information, effective marketing communication, and strengthening the company's reputation. Thus, Brand Image can function as a strategic asset that is able to increase consumer Repurchase Intention in a sustainable manner.

CONCLUSION

This study aims to analyze the influence of Perceived Value, Service Quality, and Trust on Repurchase Intention with Brand Image as a mediating variable in Metland Cikarang residential consumers. Based on the results of data analysis using Structural Equation Modeling (SEM) with the help of AMOS software, several important findings were obtained that can be concluded. The results of the study show that Perceived Value has a positive and significant effect on Repurchase Intention. This finding indicates that the higher the value felt by consumers for Metland Cikarang housing, the higher the consumer's intention to make a repurchase. In addition, Perceived Value has also been proven to have a positive and significant effect on Brand Image. This shows that consumer perception of the benefits, quality, and price compatibility with the value obtained is able to form a more positive brand image. In the Service Quality variable, the results of the study show that service quality does not have a significant effect on Brand Image. These findings indicate that Metland Cikarang's brand image is more influenced by other factors such as product quality, investment value, and company reputation than the quality of service received by consumers. On the other hand, Service Quality has been shown to have a significant effect on Repurchase Intention, but with a negative relationship direction. These results show that there is a significant relationship between service quality and repurchase intention, although the direction of the relationship formed is not in accordance with theoretical assumptions. Furthermore, Trust has proven to have a positive and significant effect on Brand Image. These findings show that consumer trust in Metland Cikarang is an important factor in building a positive brand image. However, the Trust has not been shown to have a direct effect on Repurchase Intention. These results indicate that consumer trust is not yet able to directly drive repurchase intentions, but rather plays a role in shaping brand image which ultimately influences consumer behavior. The results of the study also show that Brand Image has a positive and significant effect on Repurchase Intention. These findings confirm that brand image is the most dominant factor in increasing

consumer repurchase intent. The more positive the Metland Cikarang brand image in the eyes of consumers, the higher the tendency of consumers to make repurchases in the future. Overall, this study proves that Perceived Value and Trust are factors that play an important role in shaping Brand Image, while Perceived Value and Brand Image are the main factors that affect the Repurchase Intention of Metland Cikarang residential consumers. These findings suggest that the company's efforts to improve consumer value perception and strengthen brand image will have a significant impact on increasing consumer repurchase intent.

REFERENCES

- Amadea, A., & Herdinata, C. (2022). Pengaruh e-Trust dan Perceived Value terhadap Repurchase Intention pada e-commerce shopee. *BIP's JURNAL BISNIS PERSPEKTIF*, 14(2), 123–132.
- Asrulla, R., Jailani, M. S., & Jeka, F. (2023). Populasi dan sampling (kuantitatif), serta pemilihan informan kunci (kualitatif) dalam pendekatan praktis. In *Jurnal Pendidikan Tambusai*. researchgate.net.
- Aurelia, F., & Nawawi, M. T. (2021). Pengaruh customer satisfaction, perceived value, dan trust terhadap online repurchase intention pada fashion di Instagram di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 3(1), 117–126.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*.
- Hair, J. F., Hult, G. T. M., Ringle, Christian M Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- He, Q., Zhao, H., Shen, L., Dong, L., Cheng, Y., & Xu, K. (2019). Factors influencing residents' intention toward green retrofitting of existing residential buildings. *Sustainability*, 11(15), 4246.
- Hutami, W. F. (2024). Populasi dan Sampel dalam Penelitian. In *Jurnal Public Relations Mercu Buana, Query date*. researchgate.net.
- Kline, R. B. (2023). *Principles and practice of structural equation modeling*. Guilford publications.
- Maruli, S., Pandiangan, T., Resmawa, I. N., & Simanjuntak, O. D. P. (n.d.). *Effect of E-Satisfaction on Repurchase Intention in Shopee User Students*. 7785–7791.
- Pramesti, G. C., & Andharani, S. N. (2024). The Influence of Brand Image on Brand Trust and Its Impact on Brand Loyalty (Study of MS Glow Consumers in Malang City). *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(01), 81–90.
- Ramadani, U. P., Muthmainnah, R., & ... (2025). Strategi Penentuan Populasi dan Sampel dalam Penelitian Pendidikan: Antara Validitas dan Representativitas. *QOSIM: Jurnal*
- Renggo, Y. R., & Kom, S. (2022). Populasi Dan Sampel Kuantitatif. In *Metodologi Penelitian Kuantitatif, Kualitatif* researchgate.net.
- Suriani, N., & Jailani, M. S. (2023). Konsep populasi dan sampling serta pemilihan partisipan ditinjau dari penelitian ilmiah pendidikan. *IHSAN: Jurnal*
- Surya, E., Muftiadi, A., & Chan, A. (2024). Pengaruh customer perceived value terhadap repurchase intention dalam game genshin impact. *Jurnal Lentera Bisnis*, 13(2), 866–886.
- Sutanto, W. D. R., & Kussudyarsana, K. (2024). The role of brand trust, brand image, brand equity on repurchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119–128.
- Swarjana, I. K., & Skm, M. P. H. (2022). *Populasi-sampel, teknik sampling & bias dalam*

- penelitian*. books.google.com.
- Syahbana, J. S. A., Setyawati, Y., & Yasin, M. (2024). Menganalisis Dampak Krisis Ekonomi Terhadap Tingkat Ekonomi Makro. *JURNAL MANAJEMEN DAN BISNIS EKONOMI*.
- Usiña-Báscones, G., García-Umaña, A., Veas-González, I., Celi-Pinza, D., Llamoburga, M., López-Pastén, I., Ortiz-Regalado, O., & Carrión-Bósquez, N. (2024). Analysis of the Factors Influencing the Intention to Share Information: Word-of-Mouth About Fast-Food Restaurants. *Foods*, 13(22), 3559.
- Wantara, P., & Suryanto, T. (2023). Examining Factors Influencing the Online Repurchase Intention. *Transnational Marketing Journal*, 11(2), 21–39.
- Yang, Z., Fan, Y., & Zhao, L. (2018). A reexamination of housing price and household consumption in China: the dual role of housing consumption and housing investment. *The Journal of Real Estate Finance and Economics*, 56(3), 472–499.
- Yosepha, S. Y. (2025). Determination of Promotion and Brand Image on Purchasing Decisions Through Trust. *Dinasti International Journal of Economics, Finance & Accounting (DIJEFA)*, 5(6).