ANALYSIS OF CUSTOMER VALUE, CUSTOMER SATISFACTION AND SERVICE QUALITY ON REPURCHASE INTENTION WITH CUSTOMER TRUST AS INTERVENING VARIABLES

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Abstract. This study was conducted to determine the effect of customer value, customer satisfaction and service quality on money purchase intention with customer trust as an intervention variable. This research uses descriptive methods is a type of quantitative research with survey research. Data collection using research instruments, data analysis is quantitative or statistical. The population in this study are all individual users of electric railroad transportation (KRL) in Jabodetabek which reaches 154,591 (in thousands) passengers per year. In this study, the sample is several people among all KCI electric rail transportation customers in Jabodetabek who have made transactions. The analysis method used is the Structural Equation Model (SEM) to analyze the sample. The results of the research that have been described previously regarding the influence of Customer Value, Customer Satisfaction, Service Quality on Customer Trust and its impact on Repurchase Interest (Study on PT. KCI transportation service users during the Covid-19 pandemic) can be concluded as follows: 1) Customer Value, Customer Satisfaction, Service Quality, has a positive and significant effect on Customer Trust. That is, the better the customer value, the more satisfied the customer, the better the service it will increase customer trust.

Keywords: customer value; customer satisfaction; service quality; customer trust.

INTRODUCTION

World developments regarding the trend of increasing positive cases of the Covid-19 pandemic, almost all countries continue to experience an increase in the Covid-19 pandemic. Previously, the first case of the Covid-19 virus was declared in November 2019 in Wuhan, Hubei Province, China. Then the United Nations through its health organization (WHO) officially declared the presence of the virus as a global health emergency on January 30, 2020. Previously, there were 6 pandemics that occurred in the last 1 decade including H1N1 (swine flu) in 2009, (Silitonga, 2020), (Tarisa, 2021) and (Bakarbessy, 2021).

Throughout 2020, these economic problems were reflected by a decrease in gross domestic product (GDP) per capita of Rp. 2.2 million to Rp. 56.9 million or equivalent to USD 3,911.7, compared to the previous year which was recorded at Rp. 59.1 million. Indonesia's economic growth in the fourth quarter of 2020 was still at minus 2.19% year on year (yoy). Nevertheless, this growth continued to experience an improving trend compared to the third quarter which recorded a decline of minus 3.49% and the second quarter of minus 5.32%.

As many as 10 out of 17 economic sectors contributed negative performance as a result of the impact of the Covid-19 pandemic. The sector that experienced the deepest contraction in growth was the transportation and warehousing sector by 15.04 percent. The phenomenon of this decline is a consequence of restrictions on social activities as outlined in the policy for the Enforcement of Community Activity Restrictions (PPKM), which until now continues to become Micro PPKM. The entire transportation sector is affected as a result of these restrictions, including the air, sea and land sectors.

PT. KCI is subsidiary through PT. KAI is engaged in the business of commuter rail transportation services. The route served by KCI in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK) areas and the new Yogya – Solo route which is still in the trial phase during 2021. KCI has modernized on 2011 through simplicationof the existing routes into five core routes, eliminating signification KRL, the operation of trains especially for women, as well as the change in the naming of the economic KRL using AC as KA Commuter Line train. As of December 2019, KCI has 1,100 units and is supported by 80 stations throughout JABODETABEK, Banten and Cikarang with a route range of 418.5 km.

KCI which contributes 80% to PT. KAI also experienced a decline. Throughout 2020, KCI experienced a decrease of 117.38% compared to the previous year. Under normal conditions, KCI is able to carry 1 million passengers and it drops to an average of 162,000 people per day during the pandemic. The decrease was the result of the closure of recreational areas, limited office capacity of 50%, odd-even numbers that were not enforced and restrictions on public transportation operating hours.

Along with the PSBB policy implemented by the government, KCI's internal management also established regulations with a passenger capacity limitation of 50% or 74 people per car. The

derivative implementation of these restrictions is the presence of insulation in a number of queuing zones at stations. In addition, KCI also launched the latest version of the KRL Access application to help passengers monitor in real time the condition of the queue at each station. As a result of this policy, KCI recorded the number of passengers as provided in table 1.4.following.

When compared to the target of reducing passenger capacity by KCI management, which is 50%, passenger data shows a decline that occurred during the period March - December 2020, which was far below the target. The most significant decrease was at the beginning of being declared a pandemic, namely in March of 34.61%, April of 81.69% and May of 82.10%. After that, the average decline was around 60%. On the other hand, KRL transportation is transportation that cannot be substituted if it is seen from the capacity of the passengers it can carry. Based on the above phenomenon, a significant decrease indicates a problem with the role *repurchase intention* to reuse KCI's services.

Based on a review of the journal from previous studies, it is stated that the intention to repurchase is a very essential factor in business success (Al-Ghraibah, 2020), (Al-Ghraibah, 2020), so business actors must be able to ensure that consumers make repeat purchases of the products or services provided. To relate this to public transport services, transport users are seen as customers who need to be satisfied. Customer satisfaction is important for business success, because every organization aims to satisfy customer needs or desires (Wardana et al., 2016). This

is reinforced by (Tan, 2019) Repurchase Intention is significantly influenced by consumer satisfaction.

Based on research from (Pham et al., 2018), consumer satisfaction has a role in Repurchase Intention but consumer satisfaction alone is not enough so it must be supported by other factors. Another factor that supports Repurchase Intention is consumer value. According to (Pardede et al., 2018), consumer numbers have a positive and significant influence on Repurchase Intention. Reinforced by the same results from research (Rafiah, 2019) which states that consumer value plays a role in compiling an understanding of the mechanism for Repurchase Intention which is very important for companies to survive.

In addition, good service also give positive influence and significance to Repurchase Intention (Santoso & Aprianingsih, 2017). Reinforced assessment carried out (Chen et al., 2015) also explain that the relationship between the two variables was influential and significant. Furthermore, the consumer experience factor also provide a positive and significant influence on repurchase intention (Luo et al., 2015), (Nilsson & Wall, 2017). E-WOM was also found which also affects Repurchase Intention (Lăzăroiu et al., 2020), (Liang et al., 2018). Another factor is the brand image factor that affect Repurchase Intention. This has been confirmed have a positive and significant impact from the results of assessment conducted by (Huang et al., 2019) and (Riki Wijaya & Rahayu Tri Astuti, 2018).

By background the problem above, the following phenomena and assessment problems were found: PT. KCI is a mode of

transportation that cannot be substituted by other modes of transportation. Both from the scale of capacity or economic value for its users. Thus, the decrease in users who decreased below the target threshold set by PT KCI of 50% became an interesting topic for research on the problems contained in it. Since the initial declaration of the Covid-19 pandemic in March 2020, PT KCI's passengers have experienced a significant decline below the target threshold of 50%, which indicates a probability of customer repurchase.

According to (Kotler & Armstrong, 2012) consumer value is the result of an assessment of the consumer's perspective regarding the difference between all the benefits obtained by consumers and the costs offered compared to the alternatives. Companies that have special attention to consumer value will give more impetus to consumers to have the Willing to make a repeat purchase the resulting goods or services (Cronin Jr et al., 2000). the results of the assessment carried out (Tan, 2019) show thats consumer values have a positively and significant impact on repurchase intentions.

According to (Philip & Lane, 2013) consumer satisfaction is determined beforehand by how customer expectations are met. Customer satisfaction is directly related to customer needs. Customers have a high repurchase intention on product purchases because they are satisfied with the provider, both in their products and services, this is based on a because customer satisfaction affects the interest in repurchasing, what the company must do is to make product quality and service quality better so that customers feel satisfied and

interest to repurchase appears. The results of research conducted by (Maharani & Saroso, 2020), (Slack et al., 2020), (Soebandhi et al., 2020) show that the role of consumer Satisfaction has a positive and significant influence on the intention to buy again.

According to (Lewis & Booms, 1983), they state that "good service is a measurement of how good the service is meets consumer will. The implementation of service quality means making compromises with customer expectations in a consistent manner. If the quality of service gives satisfaction to consumers, then consumers will remain loyal to using the brand and try to limit the purchase of other products and encourage the the will to purchase goods or service. The resemblance one. The results of previous studies carried out (Bello et al., 2020), (Soebandhi et al., 2020), (Maharani & Saroso, 2020) show thats the role of service quality has a positive and significant effect on the role of Repurchase Intention.

METHODS

Descriptive research method is a type of quantitative research with survey research. Collecting data using an assesment instruments, analyzing data that has a quantitative nature with the aim of testing the hypothesis that has been decided. The population in this study were all individual users of electric train transportation (KRL) in Jabodetabek which reached 154,591 (in thousand) passengers per year. Populations that tend to be large and difficult to study as a result of given the limitatins of money, power and time, the

researchers can use samples obtained from the population. In this study, the sampling is several people among all customers of KCI electric train transportation in Jabodetabek who have made transactions. The analytical technique used is the (SEM) to analyze the sample. In the SEM technique, the required number of samples is at least 5 times the total benchmark variable. The total benchmark in this study is 24 benchmark, so a minimum of 120 samples is needed. The Chi-Square SEM model is very sensitive to the number of samples, so the sample of this study will refer to the criteria proposed by Hair et al. (2010:637), namely the Maximum Likelihood Estimation (MLE) technique which states that a good number of samples ranges from 100-200 samples.

RESULTS AND DISCUSSION

The purpose of this study is to analyze the effect of consumer value, customer satisfaction and service quality on repurchase intention with customer trust as an intervening variable, case study: PT. Indonesian Commuter Train (KCI).

This study aims to analyze and examine the effect of Customer Value, Customer Satisfaction, Service Quality and Customer Trust on Repurchase Intentions of customers of KRL transportation services PT. KCI. In this study, the data obtained by distributing questionnaires to target customers who have used the services of PT. KCI at least 3 times in the last 5 years. A total of 120 questionnaires were used for sample data analysis. The research data that has been collected is then analyzed descriptively and quantitatively. Descriptive analysis was carried out with the help of Microsoft Excel program to describe the variables of Customer Value, Customer Satisfaction, Service Quality, Customer Trust and Repurchase Intention, while quantitative analysis was carried out using the PLS (Partial Least Square) method to determine the influence of Customer Value, Customer Satisfaction, Quality Service, Customer Trust and Customer Repurchase Intention. The following are the characteristics of all respondents.

Characteristics of Respondents

Following is a comprehensive description of the descriptive respondents based on the answers to the questionnaires received. As in Table 1..

Table 1. Customer Origin

No.	Area	Respondents	Percentage
1	Jakarta	68	56.67%
2	Bekasi	10	8.33%
3	Bogor	12	10.00%
4	Depok	5	4.17%
5	Tangerang	6	5.00%
6	Outside JABODETABEK	19	15.83%

Source: Results of data processing (2021).

Based on the data in Table 1 it can be seen that the largest number of customers is from DKI Jakarta, namely 68 people (56.67%), the second is from Outside JABODETABEK as many as 19 people (15,83%), the third came from Bogor as many as 12 people (10.00%), the fourth came from Bekasi as many as 10 people (8.33%), the fifth came from Tangerang as many as 6 people (5.00%), and so on came from from Depok as many as 6 people (4.17%). It can be concluded that the area of origin of the customers who use the transportation services the most is PT. KCI comes from DKI Jakarta.

Table 2. Characteristics of Respondents

Characteristics		Total	Percentage (%)
Gender	Male	53	44.17%
	Female	67	55.83%
	Total	**120**	**100%**
Age	<20 Years	0	0%
	21 – 39 Years	91	75.83%
	40 – 59 Years	29	24 .17%
	>50 Years	0	0%
	Total	**120**	**100%**
Education	/equivalent	41	34.17%
	Diploma/S1	64	53.33%
	Postgraduate (S2)	15	12.50%
	Others	0	0%
	Total	**120**	**100%**

This shows that customers who use the transportation services of PT. KCI is dominated by women aged 21 – 39 years with an average education of Diploma/S1. There is a positive correlation between the programs organized by PT. KCI regarding the program for female passengers who are placed in the first and last carriages, then the provision of additional security officers stationed in each carriage which is intended to prevent sexual harassment for other crimes.

Descriptive Analysis of Variables Descriptive

Data displays a general description of the respondents' answers to the statements contained in the questionnaire. Based on the results of responses from 120 respondents about the research variables, the authors will describe in detail the respondents' answers which are grouped in descriptive statistics. Submission of an empirical description of the data used in statistical descriptive research is to use the average value. Through this description, it

will be known the extent to which respondents' perceptions of the variables that become indicators in the study will be known.

Based on the distribution of questionnaires to respondents, the following results were obtained:

1. Descriptive Analysis of Consumer Value Variables

Table 3. Consumer Value Variable Analysis

No.	Statement	STS	TS	N	S	SS
1	Has consistent quality	0	3	27	81	9
		0.00%	2.50%	22.50%	67.50%	7.50%
2	Is a service that I will use	0	1	41	70	8
		0.00%	0.83%	34.17%	58.33%	6.67%
3	Gives me a sense of pleasure	0	3	40	67	10
		0.00%	2.50%	33.33%	55.83%	8.33%
4	Reasonable price	0	6	50	57	7
		0.00%	5.00%	41.67%	47.50%	5.83%
5	Will make a good impression on others	0	3	33	72	12
		0.00%	2.50%	27, 50%	60.00%	10.00%

Source: Processed primary data (2021)

Based on Table 3 shows that the results of the descriptive test on the consumer value variable of the four indicators and as many as 120 respondents indicate that indicator 1 with the statement "Has good quality". consistent" being the majority of the answers agree and strongly agree with a total of 75.00%. While the lowest agree and strongly agree values are shown in indicator 5 with the statement "The price is reasonable", with a total of 53.33%.

2. Descriptive Analysis of Consumer Satisfaction Variables

Table 4. Analysis of Consumer Satisfaction Variables

No.	Statement	STS	TS	N	S	SS
1	Service PT. KCI has a price match with the benefits	0	2	26	76	16
		0.00%	1.67%	21.67%	63.33%	13.33%

	received					
2	I feel satisfied with the services provided by PT. KCI	0 0.00%	3 2.50%	35 29.17%	69 57.50%	13 10.83%
3	I am satisfied with other services provided by PT. KCI	0 0.00%	5 4.17%	38 31.67%	66 55.00%	11 9.17%
4	I am proud of the quality of service provided by PT. KCI	0 0.00%	4 3.33%	37 30.83%	68 56.67%	11 9.17%
5	I am satisfied with the ease of payment at PT. KCI	0 0.00%	2 1.67%	47 39.17%	62 51.67%	9 7.50%

Source: Processed primary data (2021)

Based on Table 4 shows that the results of descriptive tests on consumer satisfaction variables of the four indicators and as many as 120 respondents indicated that indicator 1 with the statement "Service PT. KCI has a price match with the benefits received" being the majority of the answers agree and strongly agree with a total of 76.66%. While the lowest agree and strongly agree values are shown in indicator 5 with the statement "I am satisfied with the ease of payment at PT. KCI", with a total of 59.17%.

3. Descriptive Analysis of Service Quality Variables

Table 5. Analysis of Service Quality Variables

No.	Statement	STS	TS	N	S	SS
1	PT. KCI is able to provide services provided accurately and reliably	0 0.00%	4 3.33%	36 30.00%	68 56.67%	12 10.00%
2	PT. KCI has a willingness to help customers get the right service	0 0.00%	3 2.50%	32 26.67%	74 61.67%	11 9.17%
3	Service PT. KCI has a polite attitude, respect, attention and friendliness to customers	0 0.00%	3 2.50%	34 28.33%	70 58.33%	13 10.83%
4	Services PT. KCI has a polite attitude, respect, attention and friendliness to customers	0 0.00%	3 2.50%	33 27.50%	68 56.67%	16 13.33%
5	PT. KCI always strives to understand customers and their needs	0 0.00%	7 5.83%	28 23.33%	75 62.50%	10 8.33%

Source: Processed primary data (2021)

Based on Table 5 shows that the results of the descriptive test on the service quality value variable from four indicators and as many as 120 respondents indicated that

indicator 2 with the statement "*PT. KCI has a willingness to help customers get the right service*" being the majority of the answers agree and strongly agree with a total of

70.84%. While the lowest agree and

strongly agree values are shown in indicator 1 with the statement "PT. KCI is able to provide services provided accurately and reliably", with a total of 66.67%.

4.   Descriptive Analysis of Consumer Confidence Variables

Table 6. Analysis of Consumer Confidence Variables

No.	Statement	STS	TS	N	S	SS
1	PT. KCI has good competence	0	1	21	80	18
		0.00%	0.83%	17.50%	66.67%	15.00%
2	PT. KCI has great concern for its customers	0	4	39	61	16
		0.00%	3.33%	32.50%	50.83%	13.33%
3	PT. KCI has willingness to share	0	4	47	58	11
		0.00%	3.33%	39.17%	48.33%	9.17%
4	PT. KCI has the ability to be expected	0	4	33	71	12
		0.00%	3.33%	27.50%	59.17%	10.00%
5	PT. KCI always fulfills service information to customers	0	2	26	78	14
		0.00%	1.67%	21.67%	65.00%	11.67%

Source: Processed primary data (2021)

Based on Table 4.6 shows that the results of the descriptive test on the consumer confidence variable of the four indicators and as many as 120 respondents showed that indicator 1 with the statement "PT. KCI has good competence" being the majority of the answers agree and strongly agree with a

total of 81.67%. While the lowest agree and strongly agree values are shown in indicator 3 with the statement "PT. KCI has the willingness to share", with a total of 57.50%.

5.   Descriptive Analysis of Repurchase Intention Variable

Table 7. Analysis of Repurchase Intention Variable

No.	Statement	STS	TS	N	S	SS
1	I am interested in using the services provided by PT. KCI in	0	3	27	71	19
		0.00%	2.50%	22.50%	59.17%	15.83%

	the short term and long term					
2	I am interested in referring and providing a review about the services of PT. KCI	0 0.00%	1 0.83%	37 30.83%	68 56.67%	14 11.67%
3	I am interested in placing the services provided by PT. KCI as the first choice	0 0.00%	6 5.00%	46 38.33%	55 45.83%	13 10.83%
4	I am interested in seeking information about the services provided by PT. KCI	0 0.00%	4 3.33%	43 35.83%	60 50.00%	13 10.83%

Source: Processed primary data (2021)

Based on Table 7 shows that the results of the descriptive test on the repurchase intention variable of the four indicators and as many as 120 respondents indicated that indicator 1 with the statement "I am interested in using the services provided by PT. KCI in the short term, as well as the long term" became the majority of the answers agree and strongly agree with a total of 85.00%. While the lowest agree and strongly agree is shown in indicator 3 with the statement "I am interested in placing the services provided by PT. KCI as the main choice", with a total of 56.66%.

Results of Data Analysis

This assessmentthe PLS technique using SmartPLS 3.0 to perform data analysis. PLS can be implemented on PLS is not mandatory high. PLS can be used to confirm concepts, PLS can also be used to provide clarity about whether or not there is a correlation between latent variables. (Ulum, 2014). In this study, researchers used 120 respondents. The following are the results of data processing using SmartPLS 3.0.

Outer Model

This model defines how each indicator relates to its latent variable or it can be said that *the outer model* can specify the relationship between the latent variable and its indicators. Tests carried out on *the outer model* using the CFA (*Confimatory Factor Analysis*) technique.

Cause analysis is used to find the validity of each benchmark and perform a constructed reliability test. In this research model, the validity characteristics can be measured through convergent and discriminant validity. Convergent validity if the causal loading number is above 0.7, but for studies in the first stage of development, a loading of 0.5 to 0.6 is considered relative and is proven by an AVE number above 0.50. Constructed reliability was measured on composite reliability and Crobach's alpha. A construct can be called reliable if it has composite reliability and Cronbach's alpha exceeds 0.70 (Irwan & Adam, 2015).

Based on the results of the analysis used, the researchers discussed the

assessmentthe thats had been done. The discussion of this research is as follows:

a. **The Effect of Customer Value on Customer Trust**

By acquisition calculations with hypothesis test process through t-statistics 2.262>1.653 with significant level 0.019 < 0.05. So can be conclusion that consumer values have a positive and significant influence on customer trust to used the serving of PT. KCI during the Covid-19 pandemic.

This research is in line with the assessment carried out (Tiastity, 2015) where several researchers in their study focused on the problem of the influence of consumer value on customer trust.

b. **The Effect of Customer Satisfaction on Customer Trust**

By acquisition calculations with hypothesis test on t-statistic value of 2.701> 1.653 with a significance level of 0.007 <0.05. So it can be conlusion that consumer satisfaction has a positive and significant influence on customer trust..

This research is in line with research conducted by (Leninkumar, 2017), (Setiawan et al., 2020) which shows that customer satisfaction has a significant positive effect on customer trust and is significant for visiting decisions.

c. **The Effect of Service Quality on Consumer Trust**

Based on the results of calculations with hypothesis testing with a t-statistic value of 3.504> 1.653 with a significance level of 0.000 <0.05. So it can be decided that the language of Service Quality has a positive and significant influence on Consumer Confidence during the Covid-19 pandemic.

The results of the study conducted research that, the benchmark for good service and can meet the wishes of consumers or the better the quality service provided, it will increase customer trust.

This research is in line with research conducted (Song et al., 2019), showing that service quality has a significant effect on customer trust.

d. **Effect of Consumer Value on Repurchase Intention**

Based on the results of calculations with hypothesis testing with a t-statistic value of 1.417 <1.653 with a significance level of 0.157> 0.05. So it can be concluded that Consumer Value has a positive and not significant effect on Repurchase Intentions on the services of PT. KCI during the Covid-19 pandemic.

This study is in line with research conducted by (Tan, 2019) showing that consumer values have a positive and significant effect on repurchase intentions.

e. **Effect of Customer Satisfaction on Repurchase Intention**

Based on the results of calculations with hypothesis testing with a t-statistic value of 0.090 < 1.653 with a significance level of 0.929 > 0.05. So it can be concluded that customer satisfaction has a positive and insignificant effect on

repurchase intentions on the services of PT. KCI during the Covid-19 pandemic.

The results of this study identify that, the increasing consumer satisfaction attached to the customer's mind, will not significantly increase repurchase interest.

This study is in line with research conducted by (Maharani & Saroso, 2020), (Slack et al., 2020), (Soebandhi et al., 2020) show that the role of consumer satisfaction has a positive and significant effect on Repurchase Intention.

f. Effect of Service Quality on Repurchase Intention

Based on the results of calculations with hypothesis testing with a t-statistic value of 0.107> 1.653 with a significance level of 0.915 <0.05. So it can be concluded that service quality has a positive and insignificant effect on repurchase intentions on the services of PT. KCI during the Covid-19 pandemic. This can be interpreted that a positive Quality of Service cannot provide a significant increase in Repurchase Intention

This study is in line with research conducted by (Bello et al., 2020), (Soebandhi et al., 2020), (Maharani & Saroso, 2020) showing that the role of service quality has a positive and significant effect on the role of repurchase intention.

g. Effect of Customer Trust on Repurchase Intention

Based on the results of calculations with hypothesis testing

with a t-statistic value of 5.277 > 1.653 with a significan level of 0.000 <0.05. So it can be determined that consumer beliefs have a positive and significant influence on repurchase intentions on the services of PT. KCI during the Covid-19 pandemic.

This review process is in line with the review process carried out (Riorini & Widayati, 2015), (Zhu et al., 2019) which decides that service quality has a significant effect on customer trust.

h. Effect of Customer Value through Customer Trust on Repurchase Intention

According to earnings calculations with hypothesis testing with a t-statistic value of 2.429 > 1.653 with a significance level of 0.015 < 0.05. then it can be determined that the number of consumers with consumer confidence has a positive and significant influence on Repurchase Intentions on the services of PT. KCI during the Covid-19 pandemic.

The results of the study identify that, high customer value will also place high trust in the services provided, and then form a repeat purchase intention.

i. The Effect of Customer Satisfaction through Customer Trust on Repurchase Intentions

According to earnings calculations with hypothesis testing with a t-statistic value of 2.270 > 1.653 with a significance level of 0.024 > 0.05. So it can be determined that consumer satisfaction with

consumer confidence has a positive and significant influence on Repurchase Intentions on the services of PT. KCI during the Covid-19 pandemic.

j. Effect of Service Quality through Customer Trust on Repurchase Intention

According to earnings calculations with hypothesis testing with a t-statistic value of 2.864 > 1.653 with a significance level of 0.004 < 0.05. it can be determined thats the quality of services through customer trust provide a positive and significant influence on the repurchase intention of the services of PT. KCI during the Covid-19 pandemic.

The The results of this assessment provide an identification that good service quality can be increase high trust so as to increase repurchase intention. The the better the quality of service so that it then provides an increase in the determination to visit so as to provide an impetus for the desire to carry out visiting again.

CONCLUSIONS

According to the results of the assessment and research in the previous chapter regarding the impact Customer Value, Customer Satisfaction, Service Quality on Customer Trust and its impact on Repurchase Intention (Study on PT. KCI transportation service users during the Covid-19 pandemic), this study can be concluded as follows: 1) Customer Value,

Customer Satisfaction, Service Quality, have a positive and significant effect on Customer Trust. That is, the better the customer value, the more satisfied the customer, the better the service it will increase customer trust.

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