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Influence of Brand Trust and Service Quality on B2B Repurchase Intention at CV Amira Fresh

Tiara Galuh Sekar Arum[1], Budi Prasetiyo[2*]
Universitas Telkom, Bandung, Indonesia [1,2]
tiaragaluhsa@student.telkomuniversity.ac.id[1*], *budiprasetiyo@telkomuniversity.ac.id*[2]

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Abstract

Purpose: This study analyzes the influence of brand trust and service quality on the repurchase intention of CV Amira Fresh partners. It further examines how logistical reliability and brand integrity function as key predictors in supermarket procurement decisions for sustaining long-term Business-to-Business (B2B) cooperation within the fresh produce industry.

Research Methodology: A quantitative approach with descriptive and causal design was applied. The study employed a saturated sampling (census) technique involving 42 procurement managers from active supermarkets. Data were analyzed using multiple linear regression to test the relationships among variables.

Results: The findings show that Brand Trust has a positive and significant effect on Repurchase Intention ($\beta = 0.474$; Sig. = 0.001). Service Quality also has a positive and significant effect ($\beta = 0.286$; Sig. = 0.037). Simultaneously, both variables explain 40.3% of the variation in repurchase intention, with brand trust emerging as the most dominant factor influencing customer commitment.

Conclusions: In the high-risk fresh produce industry, institutional trust and operational excellence are essential to reduce supplier-switching behavior and strengthen long-term partnerships.

Limitations: The study is limited by a small sample size, a single distributor context, a cross-sectional design, and the inclusion of only two predictor variables.

Contributions: The study contributes to B2B marketing literature by demonstrating that psychological brand reliability outweighs operational performance, and provides practical implications for strengthening logistics-based partnership strategies.

Keywords: *Business-to-Business* **(***B2B) Marketing, Brand Trust, Brand Integrity,Fresh Produce Industry, Repurchase Intention, Service Quality*

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1. Introduction

The development of the business world in the current era of globalization and digitalization demands that companies adapt to increasingly dynamic customer behaviors. In the Business-to-Business (B2B) sector, maintaining long-term relationships through high-quality service and brand integrity is a primary strategy for ensuring business sustainability (Adinda, Swandewi, Adyatma, & Wikan, 2025; Sullivan & Kim, 2018). For companies in the fresh produce industry, such as CV Amira Fresh, the challenge is intensified by the perishable nature of the products, which necessitates high logistical reliability and mutual trust between suppliers and corporate partners. CV Amira Fresh is a fruit distributor serving 42 major supermarket chains across Java and Bali. However, internal data indicate a significant decline in operational performance over the last few years. As shown in the company's internal distribution reports for 2024, the distribution volume dropped sharply from 851,577 kg in 2020 to 516,506 kg in 2024. This decline contributed to a reduction in the total turnover, which fell to IDR 14.4 billion by the end of the

2024 fiscal period. This trend suggests diminishing repurchase intentions among B2B partners. To identify the root causes of this decline, a pre-survey was conducted with 12 procurement managers (Merchandiser Displays) from partner supermarkets. The results are summarized in table 1 below:

Table 1. Pre-survey result of partner satisfaction and repurchase intention

No	Observation Aspects	Finding/Result
1	Loyalty	83,3% of partners began splitting orders with competitors.
2	Service Quality	66,7% of the respondents reported frequent logistical delays.
3	Brand Trust	In total, 58.3% complained about inconsistent fruit grading and quality.
4	Recommendation	Only 25% of the respondents would recommend CV Amira Fresh to other branches.

This phenomenon highlights a critical gap between the operational reality and theoretical pillars of B2B relationship sustainability. Theoretically, the sharp decline in distribution volume and the order splitting behavior (83.3%) can be traced back to failures in brand trust and service quality issues. Brand trust in B2B is not merely about emotional connection but is rooted in the supplier's capability to deliver products that meet strict industrial standards (Yang, Liu, & Kholaif, 2022). When 58.3% of partners complain about inconsistent fruit grading, the integrity of the brand is compromised, directly weakening the partner's commitment. Meanwhile, service quality, particularly in the distribution of fresh goods, is the most visible indicator of a supplier's professionalism (S. Siregar, 2024).

A total of 66.7% of the participants reported logistical delays at CV Amira Fresh, which represents a failure in reliability and disrupts the partner's supply chain. Consequently, these issues explain why only 25% of partners are willing to recommend the company, reflecting a significant decline in cumulative trust in the company. Previous research on these variables has shown inconsistent results (research gap). While many studies suggest that service quality is the strongest predictor of repurchase intention Wardhani, Sugianto, and Hermana (2020), other studies indicate that in technical or high-risk industries, brand trust plays a more dominant role (Walean, Rantung, & Mandagi, 2025). This study aims to address these inconsistencies by analyzing the influence of brand trust and service quality on the repurchase intentions of B2B partners at CV Amira Fresh.

2. Literature Review and Hypotheses Development

2.1 Relationship Marketing and Commitment-Trust Theory

In a Business-to-Business (B2B) ecosystem, marketing management focuses on strategic efforts to create, communicate, and deliver value between corporate entities (Bamberger, Reinartz, & Ulaga, 2025; Rosdiana, Indradewa, Hamdi, & Sunaryanto, 2025). This study is grounded in the Commitment-Trust Theory, which posits that trust and commitment are the central pillars of relationship marketing success. In the fresh produce industry, where high product perishability poses a significant risk, managing long-term relationships is far more effective than focusing on short-term transactions (Duarte, Rodrigues, & Costa, 2025). This theoretical foundation directly explains the phenomenon at CV Amira Fresh, where the sharp decline in distribution volume indicates a breakdown in the central pillars of trust and commitment. This is supported by Mutambik (2024), who stated that B2B purchasing behavior in the post-pandemic food industry prioritizes supply chain stability and strategic partnerships to mitigate operational risks.

2.2 Brand Trust

Brand trust is defined as a customer's sense of security that a brand will perform according to its promises or expectations (Muhammad, Salleh, & Yusr, 2020; Salsasanti & Rubiyanti, 2025). In B2B relationships, this trust is built on the perception of the supplier's reliability and integrity. According to Kumalasari, Silvianita, Zaliika, and Prabowo (2024), high levels of trust in a company significantly increase a partner's confidence in making purchasing decisions. Furthermore, Rungsithong and Meyer (2024) emphasize that brand integrity in long-term B2B relationships acts as a glue that reduces a partner's intention to switch to competitors, even when they offer lower prices. In the context of CV Amira Fresh, the 58.3% complaint rate regarding inconsistent fruit grading reflects a failure in this brand's integrity, effectively dissolving the "glue" that holds the partnership together.

2.3 Service Quality

Service quality refers to a company's efforts to meet customer needs and desires (I. N. L. Siregar, Ravenska, Fitriani, & Tindaon, 2025; Sugiarto & Octaviana, 2021). Wang, Tang, Chau, and Zheng (2024) explain that the service quality dimensions in fresh food logistics require stricter standards than manufactured products, particularly regarding temperature control and timing. In the context of CV Amira Fresh, the five Service Quality (SERVQUAL) dimensions are operationalized as follows.

1. Reliability: Consistency in delivering the exact fruit tonnage and varieties as ordered by supermarkets. Delivery reliability is the strongest predictor of B2B customer loyalty (Raddats, Roper, & Ashman, 2024).
2. Responsiveness: The speed of the distributor in handling urgent stock requests or product returns due to spoilage. This dimension is critical for CV Amira Fresh, as pre-survey data indicate that slow return handling (SQ6) is currently a major point of friction for partners.
3. Assurance: Staff expertise in fruit grading standards ensures product safety and quality.
4. Empathy: The supplier's flexibility in adjusting delivery schedules to meet the specific needs of different supermarket branches.
5. Tangibles: The physical condition of the delivery fleet and the quality of the packaging used to prevent fruit damage during transit.

2.4 Repurchase Intention

Repurchase intention is a partner's commitment to continuing collaboration in the future Doanh, Tram, Vu, Linh, and Huong (2025) in their research on the B2B agricultural sector, found that repurchase intention heavily depends on supply chain transparency and cumulative trust. These decisions are made rationally by procurement managers based on evaluations of supplier efficiency and operational risk mitigation. The current hesitation among CV Amira Fresh partners to extend contracts (Indicator RI2) serves as a rational response to the perceived instability in the distributor's supply chain performance.

2.5 Hypotheses Development

2.5.1 The Influence of Brand Trust on Repurchase Intention

The risk perceived by B2B partners is usually negatively related to their level of trust in a supplier's brand. In the context of fresh produce distribution, higher brand trust, which includes predictability, competence, and reputation, reduces the perceived operational risk for supermarkets. High brand trust provides a sense of security for procurement managers, ensuring that suppliers will fulfill their promises regarding product consistency and integrity. Previous research indicates that trust is a primary driver of maintaining long-term cooperation and increasing the probability of repeat orders (Petropoulos et al., 2026). This hypothesis was formulated to test whether restoring brand integrity can stop the "order splitting" behavior practiced by 83.3% of the company's partners.

H_0: Brand trust has no significant influence on repurchase intention

H_1: Brand trust has a significant positive influence on repurchase intention

2.5.2 The Influence of Service Quality on Repurchase Intention

Service quality refers to the supplier's effort to meet customer expectations through dimensions such as reliability and responsiveness (Azzam, Widodo, Silvianita, & Rubiyanti, 2024). In the B2B fresh produce sector, excellent service quality, particularly in accurate tonnage and fast return handling, reduces the partner's logistical burden (Bozzi, Neves, & Mont'Alvão, 2022). Research indicates that consistent service satisfaction enhances a partner's intention to maintain a business relationship. Given that 66.7% of partners reported logistical delays, this hypothesis aims to confirm whether improving service performance can effectively rebuild repurchase intentions. When a distributor, such as CV Amira Fresh, demonstrates high reliability, it strengthens the partner's preference to choose them over competitors.

H_0: Service quality has no significant influence on repurchase intention

H_2: Service quality has a significant positive influence on repurchase intention

2.5.3 The Simultaneous Influence of Brand Trust and Service Quality

Repurchase intention in a B2B relationship is not determined by a single factor but is an accumulation of trust and the quality of service received over time. Simultaneously, brand trust (as an internal perception) and service quality (as an external performance) determine the sustainability of the supply chain cooperation (Pfajfar, Shoham, Małecka, & Zalaznik, 2022). This simultaneous test is vital for identifying the synergy between supplier integrity and operational excellence required to reverse the turnover decline currently faced by CV Amira Fresh. In the food industry, procurement decisions are made based on the synergy between a supplier's integrity and operational excellence. Therefore, a high level of both trust and service quality is believed to significantly drive the overall intention to repurchase (Burgess, Sunmola, & Wertheim-Heck, 2023).

> H_0: β1 = β2 = 0 (Brand trust and service quality do not simultaneously influence repurchase intention)
>
> H_3: At least one β≠0 (Brand trust and service quality simultaneously influence repurchase intention)

3. Methodology

This study employed a quantitative approach with descriptive and causal research designs to examine the relationship between variables. The population of this study consisted of 42 procurement managers (Display Merchandisers) from CV Amira Fresh's active supermarket partners. Considering the highly specialized nature of B2B fresh produce distribution, the total number of active institutional partners is naturally limited, making the entire population accessible for investigation in this study. Owing to the limited population size, this study used a saturated sampling (census) technique, in which the entire population was included as respondents.

Although the sample size (n = 42) was relatively small, it was considered sufficient for multiple linear regression in a specific B2B niche context. However, according to the rule of thumb by Tabachnick and Fidell, the minimum required sample for testing predictors is 50 + 8k (where k is the number of independent variables) (Seabrook, 2025). For this study, the ideal sample size was 66 respondents. The rationale for choosing a saturated sample, despite falling below the general rule of thumb, is to eliminate sampling error and ensure that the findings reflect the exact operational reality of the company's partner network. Since the total population is only 42, a saturated sample was chosen to maintain the highest possible representativeness, although the generalizability of the results is limited to this specific B2B distribution network.

Primary data were collected through an online questionnaire utilizing a 5-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The research instrument was adapted from established studies and modified to specifically fit the context of fresh produce distribution. Brand trust (X_1) was measured using four items: predictability, benevolence, competence, and reputation, while service quality (X_2) was assessed using five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, repurchase intention (Y) was measured through four indicators; transactional, referential, preferential, and explorative intentions (Wulandari, Yulastri, Ernawati, & Rahmiati, 2025).

Prior to the main data collection, a pilot test involving 12 respondents was conducted to ensure instrument reliability, yielding Cronbach's alpha values of 0.824 for brand trust, 0.795 for service quality, and 0.811 for repurchase intention, all exceeding the 0.60 threshold. For data analysis, multiple linear regression was employed to evaluate both the partial and simultaneous effects. To ensure that the results met the Best Linear Unbiased Estimator (BLUE) criteria, several classical assumption tests were performed, including the Kolmogorov-Smirnov normality test, multicollinearity test (VIF < 10), and Glejser heteroscedasticity test. Additionally, a linearity test was conducted to confirm the functional relationship between the independent and dependent variables to ensure the robustness of the regression model.

4. Result and Discussions

Before hypothesis testing, the data were first tested using classical assumption tests, including normality, multicollinearity, and heteroscedasticity, to ensure model feasibility. Next, hypothesis testing is conducted using t-tests and f-tests, and is strengthened by the coefficient of determination to determine the extent of the independent variables' contribution in explaining the dependent variable.

4.1 Descriptive Analysis of Respondent Responses

Table 2. Respondent responses

Indicators	Total Score
BT1	165
BT2	161
BT3	167
BT4	169
BT5	171
BT6	166
BT7	163
BT8	169
SQ1	152
SQ2	160
SQ3	165
SQ4	154
SQ5	157
SQ6	149
SQ7	154
SQ8	160
SQ9	157
SQ10	159
RI1	133
RI2	124
RI3	131
RI4	137
RI5	126
RI6	129
RI7	131
RI8	138

Based on the results of the descriptive analysis in Table 2, the Brand Trust (BT) variable showed the strongest performance with the highest score on indicator BT5 (171), which underscores Amira Fresh’s superiority in logistics capacity and expertise, while the lowest score was on BT2 (161), related to customer confidence in delivery consistency during market price fluctuations. For the Service Quality (SQ) variable, the best Service Quality was demonstrated by indicator SQ3 (165) regarding the accuracy of shipment tonnage and quantity. However, the company has a weakness in indicator SQ6 (149) regarding the speed and ease of the return process, which customers rated the lowest. Meanwhile, in the Repurchase Intention (RI) variable, which generally has the lowest score, indicator MB8 (138) is the highest due to customer activity in seeking stock information, but indicator MB2 (124) records the lowest score, indicating customer hesitation to make a firm commitment to extending the cooperation contract in the future.

4.2 Assumption Test Classic

Table 3. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		42
Normal Parameters[a,b]	Mean	.0000000
	Standard Deviation	4.02255063
Most Extreme Differences	Absolute	.148
	Positive	.090
	Negative	-.148
Kolmogorov-Smirnov Z		.959
Asymp. Sig. (2-tailed)		.316
a. The test distribution was normal.		
b. Calculated from data.		

Based on the results of the tests presented in Table 3, the obtained mark was significantly larger than alpha (0.316 > 0.05). Thus, it can be concluded that all data variables in the study are normally distributed. Next Heteroscedasticity Test was performed to test whether there was an inequality in the residual variance between observations in the regression model. In the heteroscedasticity test, it can be seen through a chart scatterplot to identify whether there is a certain pattern, and certain No happen heteroscedasticity. The heteroscedasticity test results are shown below:

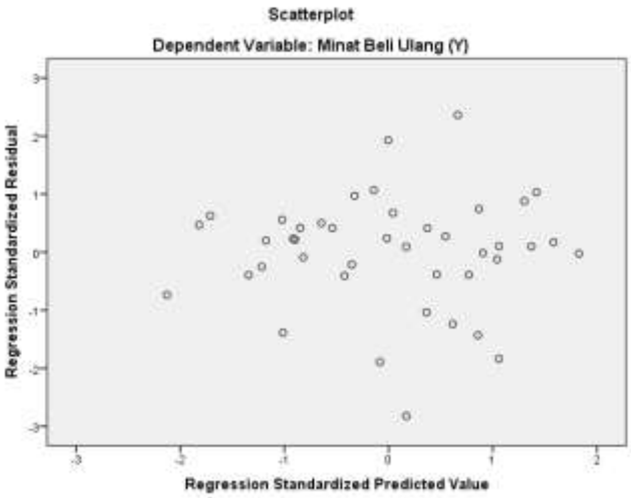

Figure 1. Heteroscedasticity Test Results

Figure 1 shows that the distribution dot, dot, dot No form pattern specific and distributed in a way random on and below the zero line on the Y-axis. Therefore, it can be concluded that there is no symptom heteroscedasticity.

Table 4. Multicollinearity test results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3,725	5,654		-.659	.514		
	Brand Trust (X_1)	.608	.170	.474	3,576	.001	.873	1,146
	Service Quality (X_2)	.256	.119	.286	2,157	.037	.873	1,146
a. Dependent Variable: Repurchase Intention (*Y*)								

Based on Table 4 regarding Multicollinearity Test results, criteria for making decisions based on values tolerance and Variance Inflation Factor (VIF) with detailed results as follows:

a. Variables Brand Trust (X_1)
   The obtained mark tolerance was 0.873 and the VIF value was 1.146. Therefore, because the tolerance is greater than 0.10 (0.873 > 0.10) and the VIF value is smaller than 10 (1.146 < 10), there is no multicollinearity in the brand trust variables.
b. Variables Service Quality (X_2)
   The obtained mark tolerance was 0.873 and the VIF value was 1.146. Therefore, because the tolerance is greater than 0.10 (0.873 > 0.10) and the VIF value is less than 10 (1.146 < 10), there is no multicollinearity in the service quality variables.

From the results of the statistical data processing above, all independent variables used in the research, this own mark tolerance > 0.10 and VIF < 10. Therefore, it can be concluded that no multicollinearity exists between brand trust and service quality. This prove that second the independent variable No overlapping tumpeng in a way strong, so that the multiple linear regression model this is valid and worthy used for predict intention buy repeat (Y).

4.3 Analysis Test Multiple Linear Regression

Table 5. Multiple linear regression test results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,725	5,654		-.659	.514
	Brand Trust (X_1)	.608	.170	.474	3,576	.001
	Service Quality (X_2)	.256	.119	.286	2,157	.037
a. Dependent Variable: Repurchase Intention (Y)						

Based on the coefficient test results of the multiple linear regression, the equality can be formulated as follows:

$$Y = -3.725 + 0.608\,X_1 + 0.256\,X_2 + e \qquad (1)$$

The equality coefficient multiple linear regression can be interpreted as follows:

1. The constant value of -3.725 means that if the variables brand trust (X_1) and service quality (X_2) are assumed to be constant or worth zero (0), then the size variable interest in buying repeat (Y) is -3,725.
2. coefficient value (X_1) is positive of 0.608, meaning variable (X_1) has a one-way connection with Y and every increase of one unit in brand trust (X_1) will increase interest in buying repeat (Y) of 0.608.
3. The coefficient value (X_2) is positive at 0.256, meaning that variable (X_2) has a one-way connection with Y, and every increase of one unit in service quality (X_2) will increase intention to buy repeat (Y) by 0.256.

4.4 Hypotheses Testing

Table 6. Simultaneous test results (F Test)

ANOVA [a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	447,368	2	223,684	13,150	.000 [b]
	Residual	663,417	39	17,011		
	Total	1110,786	41			
a. Dependent Variable: Repurchase Intention (Y)						
b. Predictors: (Constant), Service Quality (X_2), Brand Trust (X_1)						

Based on Table 6, simultaneous test results (F-test), value significance (Sig.) obtained is of 0.000. Therefore, the decision was made based on the significance value of 0.000 ≤ 0.05. This shows that H_0 is rejected and H_1 is accepted. In conclusion, the variables brand trust (X_1) and service quality (X_2) are generally simultaneously or together significantly influential to the bound variable, that is, intention to buy repeat (Y). With Thus, the research model regression tested This stated worthy and capable explain phenomenon interest buy repeat CV Amira Fresh partner.

Table 7. Partial test results (T-Test)

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,725	5,654		-.659	.514
	Brand Trust (X_1)	.608	.170	.474	3,576	.001
	Service Quality (X_2)	.256	.119	.286	2,157	.037
a. Dependent Variable: Repurchase Intention (Y)						

Table 7 shows that,

1. Influence of brand trust (X_1) on intention to buy repeat (Y). Based on the results testing, the obtained mark t_{count} was 3,576, and the value significance was 0.001. Because the value of $t_{count} > t_{table}$ (3.576 > 2.02439) and the value of significance < 0.05 (0.001 < 0.05), then H_0 is rejected and H_1 is not rejected. Therefore, it can be concluded that there is a positive and significant influence of brand trust (X_1) on the intention to buy again (Y) for CV Amira Fresh partners.
2. Influence of service quality (X_2) on intention to buy again (Y). Based on the results of the testing, the obtained t_{count} was 2.157 and the significance value was 0.037. Because the value $t_{count} > t_{table}$ (2.157 > 2.02439) and the value significance < 0.05 (0.037 < 0.05), then H_0 is rejected and H_2 is not rejected. Therefore, it can be concluded that there is a positive and significant influence of service quality (X_2) in terms of partial intention to buy repeat (Y) for CV Amira Fresh partners.

Table 8. Coefficient test results determination

Model Summary				
Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	.635 [a]	.403	.372	4.124
a. Predictors: (Constant), Service Quality (X_2), Brand Trust (X_1)				

Based on Table 8, the obtained mark coefficient correlation determination (R-Square or R^2) is 0.403. The coefficient value Determination (KD) is calculated use formula $\mathrm{KD} = \mathrm{R}^2 \mathrm{x}\ 100\%$. The results were obtained by calculation as follows:

$$\mathrm{KD} = 0{,}403 \text{ x } 100\% = 40{,}3\% \quad (2)$$

Coefficient value determination (KD) of 40.3 % signifies that variation variables bound, that is, intention buy repeat (Y), can explained by modelling regression This by 40.3%. This means that the variables brand trust (X_1) and service quality (X_2) together contribute to the influence of 40.3% against intention to buy again (Y) on CV Amira Fresh partners. The determination coefficient (R^2) of 40.3% highlights a critical strategic insight while Brand Trust and Service Quality are foundational, they constitute less than half of the total variance in a partner's decision to repurchase. This underscores that for B2B distributors like CV Amira Fresh, operational excellence alone is a threshold requirement rather than a guarantee of exclusive customer loyalty. To bridge the remaining 59.7% gap, management must look beyond basic service delivery and integrate pragmatic economic incentives, such as price stability and competitive credit terms, to solidify long-term contractual commitments.

Meanwhile, the remaining 59.7 % is explained or influenced by factors and other variables outside the research model, which is not followed. Given that Amira Fresh operates as a distributor of fresh fruit, several external factors likely account for the remaining percentage, including price, where fluctuations in the highly competitive fruit market often serve as a primary consideration for partners when switching to another supplier if there is a significant price difference. Additionally, the physical Product

Quality, such as freshness, sweetness, and shelf life, plays a crucial role distinct from mere service quality. Location and Accessibility also play a role, particularly regarding the speed of emergency deliveries if a partner suddenly runs out of stock. Finally, the presence of Loyalty Programs or Incentives (promotions/incentives), such as special discounts for bulk purchases or flexible payment terms (credit terms), often becomes the primary factor in why a partner decides to renew a contract or make repeat purchases rather than simply trusting the brand.

4.5 Discussion

4.5.1 Brand Trust Influential Significant on Repurchase Intention CV Amira Fresh Products

Based on results statistical testing partial (t-test), obtained mark T_{count} by 3,576 which is bigger from T_{table} (2.02439) and level significance 0.001 < 0.05. This result proves that H_0 is rejected and H_1 is not rejected, which means in a way partial there is positive and significant influence from brand trust towards repurchase intention CV Amira Fresh products. In a descriptive manner, the variable brand trust gained a very good rating (79.22%). Supermarket partners have great trust in the operational capacity and logistics fleet expertise of CV Amira Fresh (the highest score on the BT5 indicator). Trust this rational act as a guarantee of security operations for supermarkets. When the manager procurement feels Certain that party suppliers own good faith and apparent competence, their perception of Risk will decrease, so that encouragement for do booking repurchase intention will increased. This trust stems from the BT5 indicator, which shows that supermarket partners place great trust in the operational capacity and expertise of the logistics fleet of CV Amira Fresh. In a business-to-business (B2B) context, this trust is not merely emotional but serves as a guarantee of operational security and reliability. This aligns with Morgan and Hunt (1994) Trust-Commitment Theory, which states that trust is key to building long-term relationships because it minimizes perceived risk. When procurement managers are confident in a supplier's competence and good intentions, perceptions of operational risks, such as delivery delays or stockouts, decrease drastically, thereby encouraging the intention to place repeat orders on an ongoing basis (Badrinarayanan & Ramachandran, 2024).

Furthermore, these findings confirm the research Handoyo (2024) in B2B studies, which emphasizes that institutional trust, particularly regarding supply reliability, is a crucial foundation that fosters loyalty and sustained purchase intent among corporate customers. In the perishable goods industry, such as fresh fruit, logistics reliability is the most tangible form of brand integrity for consumers. CV Amira Fresh's success in maintaining the quality of its logistics services creates transactional efficiency for partners, as they no longer need to allocate resources to search for or evaluate alternative suppliers, which automatically strengthens their commitment to continue working together.

4.5.2 Service Quality has an Effect Significant on Repurchase Intention CV Amira Fresh Products

Testing partial (t-test) on variables *service quality* shows mark T_{count} of 2.157 > T_{table} (2.02439) with mark significance 0.037 < 0.05. This shows that H_0 is rejected and H_2 is not rejected, so that concluded there is positive and significant influence in a way partial from service quality towards repurchase intention CV Amira Fresh products. In the fresh horticultural product distribution ecosystem, the service quality has a highly technical dimension. Based on descriptive analysis, the primary strength of CV Amira Fresh's service lies in the accuracy of shipment tonnage and quantity with no shrinkage (the highest score on the SQ3 indicator). In the fruit industry, product shrinkage during delivery is a major issue that can erode retail profit margins. This consistency in delivery quality maintains a smooth stock turnover on retail partners' shelves, ensuring that store operations are not disrupted by discrepancies between physical inventory and order documents.

This excellent operational reliability in logistics creates technical satisfaction, which is the primary determinant for store management to conduct repeat transactions. Theoretically, this phenomenon can be explained through the SERVQUAL model developed by Parasuraman, particularly in the reliability dimension, the company's ability to deliver promised services accurately and on time (Ayyıldız, Koc, Ayyildiz, & Hatipoglu, 2026). This finding aligns with the studies by Celik, Nowicki, Uvet, Adana, and Cevikparmak (2023) which demonstrate that logistics service quality holds full sway over future contract renewal commitments within the supply chain business model. Satisfaction derived from delivery accuracy (SQ3) creates a switching barrier for partners. Once a supermarket finds a supplier capable of guaranteeing accurate quantities without shrinkage, it tends to avoid the risk of switching to another supplier that may not have similar operational standards, thereby automatically increasing the frequency of repeat purchases.

4.5.3 Brand Trust and Service Quality have an Influence Significant in a way Simultan on Repurchase Intention CV Amira Fresh Products

The Simultaneous Test (F Test) shows a significance level of 0.000 < 0.005, which means that H0 is rejected. In conclusion brand trust and service quality are together (simultaneously) provide influence significant to repurchase intention. Coefficient test determination (R^2) shows that second variables the give contribution influence by 40.3% against formation repurchase intention partners. These findings are particularly interesting when correlated with the results of the descriptive analysis, which reveal a gap between partners' cognitive perceptions and their actual behavior. Although perceptions of brand trust (79.22%) and service quality (74.61%) fall into the "Good" category, the variable for repurchase intention remains stuck in the "Neutral" category (62.44%).

This phenomenon indicates that in the B2B fresh produce business, excellent service and brand trust alone are not strong enough to secure partners' long-term commitment. The low score on the MB2 indicator (intention to renew the contract) suggests that supermarket partners are currently in a wait-and-see phase. They rely on CV Amira Fresh as their primary procurement source (main source) but refrain from rigid contractual commitments to maintain flexibility in their procurement strategies amid dynamic market price fluctuations. This aligns with the theory of Adaptive Governance in the supply chain, where companies tend to avoid strict formal contracts and prefer flexible relational contracts when facing high market uncertainty. The 59.7% contribution of external factors underscores that there are other critical variables not captured in this model, but which serve as pragmatic considerations for partners. The first is the Price Factor, where fluctuations in the highly competitive fruit market are a primary consideration; partners will tend to switch if there is a significant price difference from other suppliers (Harianto, Asaad, Sibuea, Sibuea, & Mukhlis, 2024). Second, Product Quality, such as freshness, sweetness, and shelf life, plays a vital role distinct from mere service quality (Michel et al., 2024). Additionally, Location and Accessibility also play a role, particularly regarding the speed of emergency deliveries when partners suddenly run out of stock (Diehlmann et al., 2021).

Finally, the presence of Loyalty Programs or Incentives, such as special discounts for bulk purchases or flexible payment terms (credit terms), often serves as the final deciding factor in why partners choose to renew their contracts (Kartomo, 2024). Thus, brand trust and service quality in this study function as relationship maintenance instruments but have not yet become absolute loyalty lockers. Partners remain economically pragmatic; they remain satisfied and trusting, but their long-term loyalty depends heavily on how CV Amira Fresh can balance these trust factors with price stability and the physical quality of products in the market.

4.6 Implication

This study contributes to the development of B2B marketing literature, particularly in the fresh produce industry, through several important aspects. These findings reinforce the Commitment-Trust Theory proposed by Morgan and Hunt (1994), which positions trust as a central pillar of successful marketing relationships. In the context of perishable products, trust in brand integrity is the primary foundation for building long-term commitment. Empirically, the results indicate that brand trust ($\beta = 0.474$) exerts a more dominant influence than service quality ($\beta = 0.286$) on repurchase intention, offering a new perspective that in industries characterized by high logistical risks, the psychological perception of brand reliability plays a more critical role than operational performance. Furthermore, this study addresses a research gap by demonstrating that in technical and high-risk industries, brand trust is the strongest predictor of repurchase intention. From a practical standpoint, these findings provide strategic guidance for the management of CV Amira Fresh and similar companies, emphasizing the need to prioritize the enhancement of brand trust through consistent fruit quality (grading) and the fulfillment of operational commitments to reduce perceived risk, particularly for supermarket procurement management.

Simultaneously, optimizing service quality remains essential, especially by improving responsiveness in handling urgent requests and managing the return of damaged products, thereby increasing the efficiency of the partner supply chain. To apply these findings toward strengthening customer loyalty, CV Amira Fresh must transition from a transactional supplier to a strategic partner. This can be achieved by implementing a tiered loyalty program that rewards long-term contract renewals with exclusive benefits, such as priority stock allocation or volume-based rebates, effectively addressing the "Neutral" repurchase intent (62.44%) identified in this study. Furthermore, industry practices should evolve to include Joint Business Planning (JBP), where distributors and supermarket procurement managers co-create logistics schedules, thereby turning Brand Trust from a psychological perception into a structural switching barrier. Considering that the repurchase intention level remains in the neutral category (62.44%), companies are encouraged to transform their partnership approaches by developing more targeted loyalty programs, ensuring that partners move beyond viewing the company as merely an alternative supplier to establishing exclusive long-term contractual relationships.

At the policy level, this study highlights the importance of stakeholders in the horticultural distribution industry implementing strategic policies that support sustainable business relationships. Investments in building brand trust, encompassing reputation, integrity, and competence, provide greater returns in terms of contract sustainability than investments focused solely on physical or technical service aspects. In addition, industry standardization through operational policies that emphasize supply chain transparency and the accuracy of shipment tonnage is essential as a minimum requirement for maintaining competitiveness in an increasingly dynamic and competitive B2B market. Finally, at the industry level, the 40.3% contribution suggests that standardization in fruit grading and supply chain transparency should be treated as an essential infrastructure. Stakeholders should prioritize digital tracking systems that provide real-time tonnage accuracy to minimize shrinkage, as technical reliability ultimately fosters the institutional trust necessary for sustainable B2B relationships in the horticultural sector.

5. Conclusions

5.1 Conclusion

This study successfully achieved its research objectives by analyzing the influence of brand trust and service quality on the repurchase intentions of CV Amira Fresh partners. The empirical results demonstrate that both brand trust and service quality, both partially and simultaneously, have a significant positive impact on repurchase intention. Specifically, brand trust was found to be a more dominant predictor ($\beta = 0.474$) than service quality ($\beta = 0.286$). This finding underscores that in the B2B fresh produce industry, where product perishability and logistical risks are high, a partner's psychological trust in the supplier's integrity and competence is more critical than operational performance. These results indicate that long-term cooperation in this sector is heavily anchored in brand reliability, which acts as a strategic foundation for procurement managers to mitigate operational uncertainty.

5.2 Research Limitations

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample size was relatively small (n=42) and consisted only of partners within the CV Amira Fresh distribution network, which limits the generalizability of the findings to the broader fresh produce industry. Second, this study employed a cross-sectional design, capturing data at a single point in time, which may not fully reflect the dynamic nature of the evolution of B2B relationships. Third, the model only examined two independent variables (brand trust and service quality), leaving 59.7% of the variance in repurchase intention unexplained. Finally, the scope of this research is restricted to a single-company context, which may not account for the different organizational cultures of other distribution firms.

5.3 Suggestions and Directions for Future Research

Based on the findings and limitations, several recommendations are proposed for future research. To enhance generalizability, future research should expand the sample size by involving partners from multiple fresh-produce suppliers across various regions. Incorporating additional variables, such as price competitiveness, customer satisfaction, or switching costs, is also recommended to provide a more comprehensive understanding of B2B purchasing behavior. Methodologically, future studies could utilize Structural Equation Modeling (SEM) for a more robust analysis of complex relationships and adopt a longitudinal approach to observe how trust and loyalty evolve over time. For CV Amira Fresh, management should focus on maintaining brand integrity while improving the responsiveness of their service quality to ensure long-term partner retention. Specifically, to strengthen Brand Trust, the company should implement a standardized "Quality Assurance Certification" for its fruit-grading process to provide transparent and objective proof of product integrity to procurement managers. Regarding Service Quality, the company is urged to develop a digitalized reverse logistics system that streamlines the return process (addressing indicator SQ6), ensuring that any product spoilage is handled with immediate responsiveness to minimize retail partner losses. By integrating these technical improvements with a long-term loyalty program, CV Amira Fresh can effectively shift its partners from a "wait-and-see" phase to exclusive contractual renewals.

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Author Contributions

TGSA contributed to conceptualization, data acquisition, data analysis using statistical methods, and preparation of the original draft. BP contributed to supervision, validation of research methodology, and critical review and editing of the manuscript. All authors have approved the submitted version and agree to be accountable for the work.

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