



The Effect Of Product Innovation And Lifestyle On Brand Trust, Customer Satisfaction And Repurchase Intention

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ABSTRACT

This study aims to identify the relationship between product innovation and lifestyle on brand trust, customer satisfaction and repurchase intention at Pizza Hut Restaurants in the West Jakarta area. The population in this study were all Pizza Hut Restaurant customers in the West Jakarta area. This study involved 230 respondents who were collected using questionnaire distribution with purposive sampling technique. The requirement for purposive sampling is that customers have visited Pizza Hut Restaurants in the West Jakarta Area, at least twice. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of Smart-PLS software. The results of this study indicate a significant influence between product innovation on brand trust, customer satisfaction and repurchase intention. In addition, lifestyle also influences and has a significant impact on brand trust, customer satisfaction and repurchase interest. Brand trust has a significant influence on customer satisfaction. Customer satisfaction also has a significant impact on repurchase intention. As a result, it is important to maintain trust in consumers in an effort to improve purchasing decisions. Therefore, it is important to maintain brand trust and satisfaction in an effort to increase repurchase interest. Because the higher the level of customer trust and satisfaction with a brand, the higher their interest in making repeat purchases.

INTRODUCTION

In the era of globalization and intensifying business competition, management plays a crucial role in facing challenges and capitalizing on opportunities in various business sectors. One of the integral aspects of successful management is effective marketing. Marketing is a very important aspect in achieving the success and growth of a business. One sector that continues to experience dynamic growth and change is the restaurant business. Business competition in the restaurant industry is very fierce, effective marketing strategies are key in winning the hearts and minds of consumers. Therefore, management must develop an effective marketing strategy in order to win the competition in the restaurant industry that has similar competitors with similar products. Given that these competitors offer similar products, companies need to find elements of difference so that their products do not look the same as those offered by competitors. In this case, product innovation is key, where companies must continue to develop innovative products as a differentiating element. In addition, companies also need to follow the development of

trending lifestyles in society as part of an effective marketing strategy. Companies that can attract and retain customers will be ahead of the competition in the restaurant industry. To ensure business continuity, customer satisfaction and repurchase intention are very important. Repurchase intention is the desire of consumers to repurchase the same goods or services from the same company. This desire is influenced by consumer assessments of their experiences in making previous transactions (Hellier et al., 2003).

Customer satisfaction is the main goal of every company. Because customer satisfaction will increase company profits and build good relationships with consumers. Therefore, companies need to understand the needs and desires of consumers and focus on customer satisfaction. Because, customer satisfaction is a key factor that can drive product or service performance beyond what is expected by customers. Customer satisfaction is the satisfaction felt by consumers after using a service or product (Buttle & Maklan, 2015). High customer satisfaction can increase customer preference to consume the product or service again. However, due to increasingly fierce competition requires companies to implement the right strategy in order to survive and compete in the market. Among the various strategies in question, restaurant companies must pay attention to three important elements, namely product innovation, lifestyle, and brand trust. These three elements are taken into consideration by consumers in choosing a place to eat that is expected to provide satisfaction for them.

One element that can have an influence on customer satisfaction and repurchase intentions is the emergence of customer trust in the product brands they use. Perceptions of brand trust can also help increase customer confidence, which can encourage customers to repurchase a product or service. Trust arises in response to transactions that have been carried out by customers. The trust given by customers is a valuable value that must be maintained and maintained by the company in order to increase customer satisfaction with the services provided. This indicates that increasing the level of trust is the most appropriate indicator in measuring customer satisfaction with the services received. Brand trust is the level of customer confidence that the brand is reliable and can meet their expectations (Chaudhuri & Holbrook, 2001). It has been proven by Tuti & Sulistia (2022) which states that brand trust has a positive impact on customer satisfaction. Furthermore, another study conducted by Subawa et al., (2020) shows that brand trust has a significantly positive relationship with repurchase intentions.

One important element that must be considered to achieve customer satisfaction and repurchase intentions is product innovation. One of the keys to success in the culinary industry is not to be afraid to innovate. Business actors must continue to innovate to increase customer satisfaction and increase consumer repurchase intentions. Therefore, Pizza Hut always makes a new breakthrough by observing the development of market trends that are developing in society. This restaurant must continue to innovate its products to meet consumer needs and tastes. Innovation is needed to make products different from competitors and to make them superior to others. Product innovation is a procedure for identifying, preparing, and providing new goods or benefits that have not been offered in the market before (Kotler & Keller, 2016). This is proven by previous research conducted by Adiwijaya et al., (2021) which found that product innovation affects brand trust. Furthermore, in another study conducted by Chukwunwem & Ndubueze (2021) found that product innovation has a positive and significant impact on customer satisfaction and repurchase intentions.

Apart from product innovation factors, one of the factors that can influence customer trust in a brand, customer satisfaction and repurchase intentions is lifestyle. Lifestyle is the way a person shows their status in a group. This status is obtained through actions that are considered symbols of the group (Scheys, 2013). The relationship between brand trust and lifestyle is very close. The values, preferences and needs of consumers in their daily lives are reflected in their lifestyles. Consumer trust in brands tends to increase when the brand can adapt itself by offering products or services that match their lifestyle. This is supported by previous research conducted

by Mafea et al., (2023) which states that lifestyle has a significant positive effect on customer satisfaction.

LITERATURE REVIEW

Product Innovation

Innovation is the process of creating new products or services with the aim of differentiating them from others (Francis & Bessant, 2005). Product innovation is the process of creating and providing new goods or services that have never been offered before in the market (Kotler & Keller, 2016). There are also those who state that product innovation is the process of developing new products that aim to meet customer needs and preferences so that they become interested in buying these products (Setiadi, 2003). Lukas & Ferrel (2000) define product innovation as a renewal process used to develop products. According to Tavassoli & Karlsson (2015) product innovation occurs when a new version of an existing product is introduced to meet customer needs. As for other opinions expressed by Abdjul et al., (2018) Product innovation has the potential to provide added value to a product, because developing new products can provide suitable solutions for consumers in making choices.

According to Lukas & Ferrel (2000), there are 3 indicators in measuring product innovation, namely: line extensions, me too products and new to the world products. Previous research shows that product innovation has a positive effect on brand trust (Adiwijaya et al., 2021; Hanaysha & Abdullah, 2015). Furthermore, other research findings show that product innovation has a positive impact on customer satisfaction and the desire to make repeat purchases (Chukwunwem & Ndubueze, 2021; Setiobudi & Audrey, 2021; Sindarto et al., 2023). So, the hypothesis that can be proposed is as follows:

- H₁ : There is an effect of product innovation on brand trust
- H₂ : The effect of product innovation on customer satisfaction
- H₃ : The influence of product innovation on repurchase intention

Lifestyle

Lifestyle is an expression of how living beings or individuals can influence each other's behaviour, such as when they make decisions about the products or services they will use, where they will spend their money and allocate their time, and what activities they want to do (Füller & Matzler, 2008). Lifestyle can also be used to categorize consumers based on their interests and values (Hawkins et al., 2004). Lifestyle is the way a person demonstrates their status within a particular group. This status is obtained through actions that are seen as symbolic within a particular group (Scheys, 2013). Living beings are considered to have a lifestyle if they have choices in carrying out their daily activities. The purpose of a person or group of people's lifestyle is to improve their quality of life (Muckenhuber, 2015). Lifestyle is a consumption pattern that reflects the economic level of society and is an expression of individual concepts (Danzer et al., 2014). A person's lifestyle influences how they choose and consume products or services purchased based on existing motivations (Witzling & Shaw, 2018). Lifestyle can be aimed at consumers who prioritize comfort and pleasure (Duman et al., 2020). People's lifestyles are generally varied and depend on the daily activities they do (Sorrentino et al., 2022).

According to Engel et al., (1994), there are 3 indicators in measuring lifestyle, namely: Activity, Interest and Opinion. Previous research revealed that lifestyle shows a positive and significant impact on the level of customer trust in a brand. Consumer habits and preferences in terms of food choices and culinary experiences contribute significantly to the positive image of the brand. A brand must be able to adapt to the diverse tastes and desires of consumers, create innovations in the presentation of dishes, and provide a satisfying culinary experience for consumers. Thus, a brand not only becomes a brand in the restaurant business, but also creates an emotional bond with its consumers by adapting well to their lifestyles. Consumer lifestyle is a

major factor affecting consumer trust in brands, and the trust built will strengthen the long-term relationship between brands and customers. Other research also indicates that lifestyle has a positive impact on customer satisfaction (Mafea et al., 2023; Pamuji & Sutedjo, 2023; Tarigan et al., 2020). There are other studies that show that lifestyle has a positive impact on the desire to make repeat purchases (Amelia & Bintarti, 2023; Ketut et al., 2022; Mukarommah & Tuti, 2023; Pasaribu et al., 2019; Priyanto, 2023; Samuel & Anita, 2022). So, the hypothesis that can be proposed is as follows:

- H₄ : There is an influence between lifestyle and brand trust
- H₅ : There is an influence between lifestyle and customer satisfaction
- H₆ : There is an influence between lifestyle and repurchase intention

Brand Trust

Trust occurs when one party feels confident in the other party because that party has honesty and credibility (Morgan & Hunt, 1994). Brand trust is a consumer's belief in a brand, namely the belief that the brand can fulfill its expressed value-promises and generate positive intentions towards the brand. It reflects market standards that assert that the brand can be trusted because it prioritizes consumer interests (Delgado, 2004). As for other opinions put forward by Chaudhuri & Holbrook (2001) Brand trust is the level of customer confidence that the brand is reliable and can meet their expectations. Furthermore, according to Lassoued & Hobbs (2015) brand trust is a feeling of security that customers feel when interacting with a brand, because they believe the brand is reliable and responsible for their needs. Brand trust is the customer's belief that the company will meet their needs and expectations. This trust is formed when customers are willing to take risks by relying on the company, even though they cannot be sure that the company will meet their needs and expectations. This trust is based on the expectation that the company will make efforts that can build trust (Mayer et al., 1995). Brand trust involves a well-thought-out and carefully considered process (Zehir et al., 2011). Trust in the brand is also considered as one of the main elements that encourage someone to make a purchase on the brand (Husain et al., 2022). According to Ebrahim (2020) when trust in the brand increases between consumers and companies, this will make it easier for companies to convey the desired marketing message, thus creating a positive perception of the brand in the eyes of customers.

According to Konuk (2021) there are 4 indicators of brand trust, namely: Trust in the brand, Rely on the brand, Brand honest, Brand safe. The trust that consumers have in a brand is very important to increase customer satisfaction. Customer trust in a brand is described as the customer's desire to rely on the brand in the face of risk, because they have expectations that the brand will have a positive impact (Lau & Lee, 1999). The results of previous research state that brand trust affects customer satisfaction (Dayanti et al., 2019; Gummerus et al., 2012; Mosavi & Kenarehfard, 2013; Tuti & Sulistia, 2022). So, the hypothesis that can be proposed is as follows:

- H₇: There is an effect of brand trust on customer satisfaction

Customer Satisfaction

According to Kotler & Keller (2016) consumer satisfaction is a person's emotional response after comparing his expectations with the reality received. If the performance does not match expectations, consumers will feel dissatisfied. If the performance is in line with expectations, consumers will feel satisfied. However, if performance exceeds expectations, consumers will feel very satisfied or even happy. Satisfaction is an assessment based on expectations realized in a service situation (Zboja et al., 2016). According to Lamb et al., (2011) customer satisfaction is a positive evaluation made by consumers of the products or services they use, indicating that these products or services have met their needs and expectations. Customer satisfaction is the customer's overall assessment of the product brand, based on their experience with the brand

(Han et al., 2018). Consumer satisfaction is a feeling of pleasure felt by consumers after using a product or service (Buttle & Maklan, 2015). General satisfaction or overall consumer satisfaction refers to the overall purchase experience (Johnson & Fornell, 1991). Meanwhile, according to Yu & Fang (2009), customer satisfaction reflects the extent to which the benefits felt by consumers match their expectations. High customer satisfaction can increase customer preference to consume the product or service again. According to Tjiptono (2014), there are 3 indicators of customer satisfaction, namely: Expectation conformity, Interest in visiting again, Willingness to recommend. The results of previous research state that customer satisfaction affects repurchase interest (Ellitan et al., 2022; Faisal et al., 2022; Hidayat et al., 2020; Mensah & Mensah, 2018; Nurdiansah & Widyastuti, 2022; Saputra, 2023). So, the hypothesis that can be proposed is as follows:

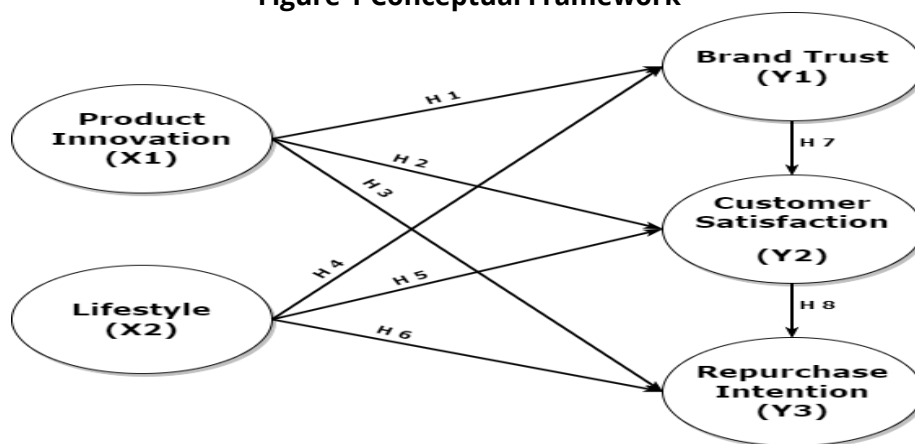
- H₈: There is an effect of customer satisfaction on repurchase intention

Repurchase Intention

Repurchase is a real action that arises from the customer's intention to regain the benefits of the same product or service (Tian et al., 2022). Meanwhile, Hellier et al., (2003) argue that repurchase intention is a customer's interest in obtaining a product or service that they have previously purchased and this action is based on an assessment of the performance of goods or services that are considered to have met customer expectations. Goh et al., (2016) argue that repurchase intentions reflect customer readiness to repurchase the same brand or product based on positive experiences in previous purchases. The suitability between the performance of the product offered will make customers feel satisfied and encourage them to use it again in the future (Hawkins & Mothersbaugh, 2010). Repurchase intentions can be influenced by product performance on the customer's initial purchase and the first experience in the decision-making process, which contributes to customers' positive memories and influences their intention to repurchase the product or service (Um et al., 2006). Consumers who have the desire to repurchase are generally those who plan to reuse the same products and services from the same company (Cronin & Taylor, 1992).

Customers choose to buy the same product because they enjoy the taste or emotion it produces, and they cannot find a similar experience elsewhere. As a result, customers tend to return and have a favorable view of the product (Bigné et al., 2009). Repurchase can be described as the likelihood that someone will continue to buy products from the same company in the future. When companies provide good quality services and in accordance with customer desires, repurchase intentions will increase (Shi et al., 2018). Repurchase intentions are a major focus for companies, because increasing repurchases can reduce the marketing costs required to attract new customers (Hassan et al., 2021).

Figure 1 Conceptual Framework



METHODS

This research uses quantitative methods. The population in this study were consumers of Pizza Hut restaurants in the West Jakarta area. This research was conducted from December 2023 to January 2024. The sampling technique used was purposive sampling, namely, consumers who have made at least two purchases. The questionnaire was distributed using Google Forms to visitors to Pizza Hut restaurants in the West Jakarta area. Pilot tests were conducted in this study involving 30 Pizza Hut restaurant customers to test validity and reliability. To test the hypothesis in this study, the Structural Equation Modeling (SEM) method was used with a variant-based approach known as Partial Least Square (PLS), and the analytical tool used was SmartPLS version 3.0. The use of PLS-SEM in this study allows hypothesis testing without requiring a strong theoretical basis, as well as ignoring some nonparametric assumptions and model accuracy parameters predicted from the coefficient of determination (Ghozali & Latan, 2015). The use of Partial Least Square (PLS) in this study is to analyze the effect of product innovation and lifestyle on brand trust, customer satisfaction and repurchase intentions.

Based on the respondent description data, 41.30% of respondents are male and 58.70% are female, which illustrates the more dominant representation of women. The age distribution is as follows: 48.70% are 15-24 years old, 28.70% are 24-34 years old, 9.57% are 35-44 years old, 10% are 44-54 years old, and 3.03% are above 55 years old. Based on education, the most people who visit Pizza Hut Restaurants are from Senior High School with a percentage of 52.17%, followed by D4/S1 by (37.39%), from other groups consisting of D3 (5.22%), Junior High School (4.35%), and the last one above S2 (0.87%).

Based on their place of residence, the average residence of visitors to Pizza Hut Restaurants in the West Jakarta area is as follows: 55.65% come from Jakarta, 10.43% from other areas outside JABODETABEK, 9.13% from Bogor, from Tangerang 9.13%, from Depok 7.83% and from Bekasi 7.83. Based on status or profession, the majority of visitors are students/college students, with a percentage of 37.83%, followed by 31.74% employees, and 20.87% housewife. Other visitors consist of civil servants (5.22%), entrepreneurs (3.04%), and from other occupations (1.30%). The number of visits to Pizza Hut is as follows: 48.26% for 2 times, 34.35% for 3-5 times, and 17.39% for more than 6 times.

RESULTS

Based on Figure 2. The model used in this study consists of two exogenous variables, namely product innovation and lifestyle. Brand trust, customer satisfaction and repurchase intention as endogenous variables.

Figure 2 Structural Model

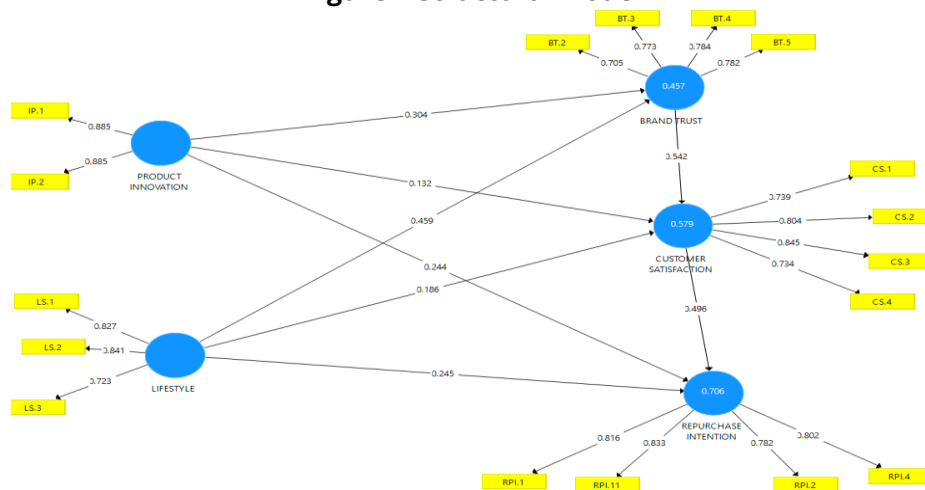


Table 1 Convergent Validity Test

Variable	Indicator	Item	Outer Loading	Reliability	AVE
Product Innovation	1. Line Extensions	PI 1	0.885	0.878	0.783
	2. Me Too Products	PI 2	0.885		
	3. New to The World Products (Lukas & Ferrell, 2000)				
Lifestyle	1. Activity	LS 1	0.827	0.841	0.630
	2. Interest	LS 2	0.841		
	3. Opinion (Engel et al., 1994)	LS 3	0.723		
Brand Trust	1. Trust in The Brand	BT 2	0.705	0.847	0.580
	2. Rely on Brand	BT 3	0.773		
	3. Honest Brand	BT 4	0.784		
	4. Safe Brand (Konuk, 2021)	BT 5	0.782		
Customer Satisfaction	1. Conformity to Expectations	CS 1	0.739	0.862	0.611
	2. Interest in Visiting Again	CS 2	0.804		
	3. Willingness to Recommend (Tjiptono, 2014)	CS 3	0.845		
	4. Willingness to Recommend (Tjiptono, 2014)	CS 4	0.734		
Repurchase Intention	1. Repurchase Intention	RPI 1	0.816	0.883	0.654
	2. Brand Preference	RPI 2	0.782		
	3. Expected Switching Cost	RPI 4	0.802		
	4. Customer Loyalty	RPI1 1	0.833		
	5. Customer Satisfaction				
	6. Perceived Value				
	7. Perceived Equity				
	8. Perceived Quality (Hellier et al., 2003)				

Source: Authors, 2024

Based on the data analysis in the table above, it can be concluded that if the AVE value is greater than 0.5, then the indicators in this study meet the criteria for convergent validity. All data presented shows that the outer loading value is greater than 0.5, without any data showing an outer loading value of less than 0.5. It is clear from the AVE data in Table II that the AVE values for product innovation variables (X1), lifestyle (X2), brand trust (Y1), customer satisfaction (Y2), and repurchase intentions (Y3) have AVE values greater than 0.05. As a result, each variable has strong discriminant validity.

Table 2 Discriminant Validity Test – Fornell Larcker

Variable	Product Innovation	Lifestyle	Brand Trust	Customer Satisfaction	Repurchase Intention
Product Innovation	0.885				
Lifestyle	0.552	0.799			
Brand Trust	0.558	0.627	0.762		
Customer Satisfaction	0.537	0.598	0.732	0.782	
Repurchase Intention	0.645	0.676	0.761	0.773	0.809

Source: Authors, 2024

In this study, discriminant validity was tested by looking at the cross-loading value. The results show that the cross-loading value for each indicator is higher than its cross-loading value with indicators from other constructs. This indicates that each construct has high discriminant validity. Based on the table above, the product innovation variable has the highest score (0.885), followed by repurchase intention (0.809), lifestyle (0.799), customer satisfaction (0.782), and brand trust (0.762). From these results, it can be concluded that each indicator statement has a higher loading value on its latent construct than the indicators on other latent constructs. If this requirement is met, then discriminant validity is declared valid (Fornell & Larcker, 2012).

Table 3 Multicollinearity Result

Variable	Product Innovation	Lifestyle	Brand Trust	Customer Satisfaction	Repurchase Intention
Product Innovation			1.439	1.609	1.590
Lifestyle			1.439	1.827	1.764
Brand Trust				1.842	
Customer Satisfaction					1.721
Repurchase Intention					

Source: Authors, 2024

The VIF value is used as a parameter to test for multicollinearity. Based on the VIF values used in this study (1.439 to 1.842), the VIF value is not more than 5.0. This indicates that multicollinearity is not a problem, allowing for further research.

Table 4 R Square Test

Variable	R Square	R Square Adjusted
Brand Trust	0.457	0.452
Customer Satisfaction	0.579	0.573
Repurchase Intention	0.706	0.702

Source: Authors, 2024

To evaluate how exogenous variables affect endogenous variables, we can use the R Square (R²) value. Based on the results (R²), brand trust has a value of 0.457 or equivalent to 45.7% of product innovation and lifestyle, the remaining 54.3% is influenced by other variables outside this study. Customer satisfaction has a value of 0.579 or equivalent to 57.9% of product innovation and lifestyle, the remaining 42.1% is influenced by other variables outside this study. Meanwhile, repurchase intention has a value of 0.706 or equivalent to 70.6% of product innovation and lifestyle, the remaining 29.4% is influenced by other variables outside this study.

Table 5 F Square Test

Variable	Product Innovation	Lifestyle	Brand Trust	Customer Satisfaction	Repurchase Intention
Product Innovation			0.118	0.026	0.127
Lifestyle			0.269	0.045	0.116
Brand Trust				0.379	
Customer Satisfaction					0.486
Repurchase Intention					

Source: Authors, 2024

According to Furadantin (2018), the f-square measurement criteria categorise the value of 0.02 as small, 0.15 as medium, and 0.35 as large. Values less than 0.02 can be ignored or considered to have no effect. Based on the F square table above, the data shows that the effect of product innovation (X1) on brand trust (Y1) is in the medium category with a value of 0.118. The effect of product innovation (X1) on customer satisfaction (Y2) falls into the small category with a value of 0.026. Furthermore, the effect of product innovation (X1) on repurchase intention (Y3) falls into the medium category with a value of 0.127.

In addition, the effect of lifestyle (X2) on brand trust (Y1) falls into the large category with a value of 0.269. The effect of lifestyle (X2) on customer satisfaction (Y2) falls into the small category with a value of 0.045. The effect of lifestyle (X2) on repurchase intention (Y3) falls into

the medium category with a value of 0.116. The value of 486 indicates that the influence between variables falls into the large category, and specifically the brand trust variable (Y1) has an impact on purchase satisfaction (Y2) with a value of 0.379 which falls into the large category. And finally, the impact of customer satisfaction (Y2) on repurchase intentions (Y3) has a data value of 0.486 which falls into the large category.

Tabel 6 Prediction Accuracy Test (Q²)

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Product Innovation	460.000	460.000	
Lifestyle	690.000	690.000	
Brand Trust	920.000	684.357	0.256
Customer Satisfaction	920.000	603.369	0.344
Repurchase Intention	920.000	506.871	0.449

Source: Authors, 2024

The method of testing predictive accuracy can be observed by looking at the Q-Square value. A model is considered to have high predictive accuracy if Q² is greater than 0, while a model is considered to have low predictive accuracy if Q² is less than 0. Based on table 7 shows that for variables that have Q² greater than 0 are brand trust, customer satisfaction and repurchase intentions. These variables have high prediction accuracy with a value of Q² > 0 (0.256 0.344 and 0.449).

Table 7 Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Product Innovation -> Brand Trust	0.304	0.309	0.072	4.221	0.000	Supported
Product Innovation -> Customer Satisfaction	0.132	0.132	0.051	2.607	0.009	Supported
Product Innovation -> Repurchase Intention	0.244	0.242	0.057	4.295	0.000	Supported
Lifestyle -> Brand Trust	0.459	0.452	0.061	7.517	0.000	Supported
Lifestyle -> Customer Satisfaction	0.186	0.191	0.076	2.460	0.014	Supported
Lifestyle -> Repurchase Intention	0.245	0.242	0.053	4.663	0.000	Supported
Brand Trust -> Customer Satisfaction	0.542	0.535	0.060	8.968	0.000	Supported
Customer Satisfaction -> Repurchase Intention	0.496	0.499	0.047	10.609	0.000	Supported

Source: Authors, 2024

The Smart-PLS test results are used to test the hypotheses used in this study to identify which of each hypothesis variable can be accepted or rejected. The hypothesis can be accepted provided that the t-value must be greater than 1.96 and the p-value is smaller than 0.05. The

results of the analysis that has been carried out in table 8. Shows that the hypothesis product innovation -> brand trust ($t = 4.221$ and $p = 0.000$), product innovation -> customer satisfaction ($t = 2.607$ and $p = 0.009$), product innovation -> repurchase intention ($t = 4.295$ and $p = 0.000$), lifestyle -> brand trust ($t = 7.517$ and $p = 0.000$), lifestyle -> customer satisfaction ($t=2.460$ and $p=0.014$), lifestyle -> repurchase intention ($t=4.663$ and $p=0.000$), brand trust -> customer satisfaction ($t=8.968$ and $p=0.000$), and customer satisfaction -> repurchase intention ($t=10.609$ and $p=0.000$). Based on the results of the explanation above, it can be concluded that the hypothesis contained in this study is accepted because it fulfils the criteria.

DISCUSSION

The research results on hypothesis 1 obtained a t-value of 4.221, this value has met the criteria because the $t\text{-value} > 1.96$. So that the first hypothesis is stated that there is a direct influence between product innovation on brand trust. This is corroborated by previous research which found that product innovation has an influence on brand trust (Adiwijaya et al., 2021). The partial coefficient for product innovation and brand trust has a value of 0.118, meaning that the correlation between these two variables is moderate. This indicates that Pizza Hut Restaurant's product innovation has little significant effect on brand trust. Product innovation still has an influence on brand trust despite the moderate relative value. Therefore, it can be concluded that the more often a product innovation is created, the higher the brand trust obtained from a customer.

The research results on hypothesis 2 show that the t-value obtained is $2.607 > 1.96$. This means that product innovation has an influence on customer satisfaction. Like previous research which states that there is a significant influence between product innovation on customer satisfaction (Chukwunwem & Ndubueze, 2021). The partial correlation coefficient value on product innovation variables and partial customer satisfaction is low (0.026). The weak correlation between the two variables shows that there are other factors that are more dominant. The satisfaction felt by customers is not only influenced by product innovation, but there are other things that make customers feel satisfied in buying or using a product or service.

The research results on hypothesis 3 show that the t-value obtained is 4.295, this value has met the criteria because the $t\text{-value} > 1.96$. So that the third hypothesis is stated that there is a positive influence between product innovation on repurchase intentions. This is supported by previous research which found that product innovation has an influence on repurchase intentions (Sindarto et al., 2023). The partial coefficient for product innovation and repurchase intentions has a value of 0.127, which means that the correlation between these two variables is not low and also not high but moderate. This indicates that Pizza Hut Restaurant's product innovation has a good influence on repurchase intentions. This means that the product innovation carried out by Pizza Hut has succeeded in attracting customers to repurchase the products or services offered. Therefore, this situation indicates that many customers are satisfied with the innovation introduced by Pizza Hut. The reason behind this satisfaction is due to satisfaction with product innovations that have been implemented previously by Pizza Hut.

Based on the data analysis obtained in hypothesis 4, the t-value of $7.517 > 1.96$ shows the results of lifestyle have a positive effect on brand trust. This shows that lifestyle has a direct effect on brand trust. That means the hypothesis of the effect of lifestyle on brand trust is accepted. Previous research revealed that lifestyle shows a positive and significant impact on the level of customer trust in a brand. Consumer habits and preferences in terms of food choices and culinary experiences contribute significantly to the positive image of the brand. A brand must be able to adapt to the diverse tastes and desires of consumers, create innovations in the presentation of dishes, and provide a satisfying culinary experience for consumers. Thus, the presence of a brand not only becomes a brand in the restaurant business, but also creates an emotional bond with its consumers through a good adjustment to their lifestyle. The results of

the partial correlation coefficient value between lifestyle and brand trust get large results (0.269), this indicates that lifestyle variables have a stronger influence than other variables in influencing the level of customer confidence in using or consuming a brand.

For this study, the t-value found based on the calculation results using Smart-PLS software is $2.460 > 1.96$. As a result, the fifth hypothesis can be accepted because it fulfils all the requirements that have been set. Thus, it can be concluded that lifestyle has a positive impact on customer satisfaction. Customers feel satisfied because their expectations are met and in accordance with the lifestyle they have. Customer satisfaction with a brand tends to increase when the brand can adjust to their lifestyle. As previous research states that there is a significant influence between lifestyle on customer satisfaction (Mafea et al., 2023; Pamuji & Sutedjo, 2023). In an effort to fulfil their expectations, customers regularly evaluate whether eating Pizza Hut can support their lifestyle. If consuming Pizza Hut is considered a need that needs to be fulfilled, customers will feel satisfied because this fits their lifestyle. However, in this study, the value of the partial correlation coefficient on this variable is weak (0.045). The weak correlation between the two variables indicates that there are other factors that are more dominant. The satisfaction felt by customers is not only influenced by lifestyle, but there are other things that make customers feel satisfied in buying or using a product or service.

The research results on the sixth hypothesis show that the t-value obtained is 4.663, this value has met the criteria because the t-value > 1.96 . So that the sixth hypothesis states that there is a positive influence between lifestyle on repurchase intentions. This is supported by previous research which states that lifestyle has an influence on repurchase intentions (Amelia & Bintarti, 2023; Mukarommah & Tuti, 2023). The partial coefficient for the lifestyle variable and repurchase intention has a value of 0.116, which means that the correlation between these two variables is not low and also not high but moderate. This indicates that lifestyle has a positive influence on repurchase intentions. This shows that the higher a person's lifestyle, the higher their interest in making repeat purchases or having the intention to repurchase the product.

Brand trust has a strong enough influence on customer satisfaction because it has a t-value of $8.968 > 1.96$. This means that the seventh hypothesis shows that the brand trust variable on customer satisfaction is accepted. As in previous studies which revealed that brand trust has a great influence on customer satisfaction (Tuti & Sulistia, 2022). Customer trust in a brand is described as the customer's desire to rely on the brand in the face of risk, because they have the expectation that the brand will have a positive impact (Lau & Lee, 1999). Customer satisfaction is realised when someone feels satisfied with a product or service, a satisfied customer will develop a level of trust in a brand that he wants to use or consume. The results of the partial correlation coefficient value in this study get large results (0.379), this indicates that the brand trust variable has a more dominant influence than other variables in influencing customer satisfaction.

Customer satisfaction has a strong influence on repurchase intention because it has a t-value of $10.609 > 1.96$. This means that the eighth hypothesis shows that the variable customer satisfaction on repurchase interest is accepted. As in the previous findings which state that customer satisfaction has a great influence on repurchase interest, the eighth hypothesis shows that the variable customer satisfaction on repurchase interest is accepted (Ellitan et al., 2022; Nurdiansah & Widyastuti, 2022; Saputra, 2023). Customer satisfaction is an evaluation factor considered by consumers in deciding to repurchase a product or service. In the context of this study, when customers have a positive experience with the products and services provided by Pizza Hut, this experience becomes a factor that encourages interest in making repeat purchases. Therefore, it can be concluded that the more satisfied customers are with the products and services provided by Pizza Hut, the higher the likelihood that customers will make repeat purchases. The results of the partial correlation coefficient value in this study get high results (0.486), this indicates that the customer satisfaction variable has a more dominant influence than other variables in influencing repurchase interest.

CONCLUSION

The findings of this study provide evidence that brand trust, customer satisfaction and repurchase intentions are significantly influenced by product innovation and lifestyle, customer satisfaction is influenced by brand trust and repurchase intentions are influenced by customer satisfaction. These findings indicate that product and lifestyle innovations play an important role in creating customer trust in a brand, increasing customer satisfaction and encouraging customer intentions to make repeat purchases. The implication of this research is that companies should pay attention to product innovation and adapt to customer lifestyles as criteria for providing services, with the aim of increasing brand trust and customer satisfaction which in turn can influence customer intentions to make repeat purchases. By understanding this, companies can optimize their marketing strategies to achieve business goals and strengthen relationships with customers, this is done to prevent customers from switching to other restaurants.

SUGGESTION

During this research process, there are still some limitations that need to be considered. First, in terms of sampling, the respondents taken are consumers who only order Pizza Hut for dine-in and takeaway, while there are also many customers who order Pizza Hut through Pizza Hut Delivery services and online application-based food delivery services such as GoFood, GrabFood, Shopee Food, and Traveloka Eats. For this reason, the results of this study should be further analyzed to investigate customers who buy Pizza Hut by using the Pizza Hut Delivery service and online application-based food delivery services to draw conclusions from these findings. Secondly, time constraints in this study limited the researchers to only collect data from respondents located in the West Jakarta area. Thus, the sample results used are less representative and the generalization of research findings to existing phenomena still cannot be done fully. Although there are limitations in this study, there are several recommendations for future research. One of them is to collect a larger sample so that the research results can be better generalized. In addition, there are still many other variables that have not been examined by this study that have the potential to affect customer trust in a brand, customer satisfaction, and intention to repurchase. This provides an opportunity for future research to further investigate and develop this research in more depth.

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