



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

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ABSTRACT

This study aims to determine the effect of product innovation and lifestyle on brand trust, customer satisfaction and repurchase intentions at Pizza Hut Restaurants in the West Jakarta area. The population in this study were all customers of Pizza Hut Restaurants in the West Jakarta area. This study involved 230 respondents who were collected using questionnaire distribution with purposive sampling technique. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of Smart-PLS software. The results of this study indicate that product innovation has a positive and significant effect on brand trust, customer satisfaction and repurchase intentions. In addition, lifestyle also has a positive and significant effect on brand trust, customer satisfaction and repurchase intentions. Brand trust has a positive and significant influence on customer satisfaction. Customer satisfaction has a positive and significant influence on repurchase intentions. Thus, product innovation and lifestyle play an important role in efforts to create brand trust, increase customer satisfaction and encourage customer repurchase intentions.

INTRODUCTION

In the era of globalization and intensifying business competition, management plays a crucial role in meeting challenges and capitalising on opportunities. One integral aspect of successful management is effective marketing, which is critical to business success and growth. One sector that continues to experience dynamic growth and change is the restaurant business. Effective marketing strategies are key to winning the hearts and minds of consumers. Management must strategise in order to compete competitively in the restaurant industry that sells similar products. Given that competitors offer similar products, companies need to find differentiating elements through product innovation. In addition, companies also need to follow the development of consumer lifestyles as part of the marketing strategy. Companies that are able to attract and retain customers will excel in the competition. Brand trust, customer satisfaction, and repurchase intention are key factors that need to be considered to ensure business continuity. 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 customers. Therefore,

companies need to understand customer needs and wants 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 customers 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 the 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, companies must pay attention to three important elements, namely product innovation, lifestyle, and brand trust. These three elements are considered by customers in choosing a place to eat that can provide satisfaction and encourage repurchase intentions.

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). This has been proven by Tuti & Sulistia (2022) which states that brand trust has a positive and significant impact on customer satisfaction. Furthermore, other research conducted by Subawa et al., (2020) shows that brand trust has a positive and significant influence on repurchase intentions.

In the culinary industry, product innovation is a key factor in winning business competition. Companies must innovate to create brand trust, increase customer satisfaction and encourage repeat purchase intentions. Therefore, Pizza Hut always makes new breakthroughs by looking at 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 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, lifestyle is also a factor that can affect customer trust in a brand, customer satisfaction and repurchase intentions. Lifestyle is the way a person shows his status in a group. This status is obtained through actions that are considered symbols of the group (Scheys, 2013). Brand trust and lifestyle have a very close relationship. The values, preferences and needs of customers in their daily lives are reflected in their lifestyle. Customer trust in the brand 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 positive and significant effect on customer satisfaction. Other research also shows that lifestyle has a positive and significant influence on repurchase intentions (Tang & Maro, 2022). Therefore, the purpose of this study is to investigate the effect of product innovation and lifestyle on brand trust, customer satisfaction and repurchase intention.

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 and significant effect on brand trust (Adiwijaya et al., 2021). Furthermore, other studies indicate that product innovation has a positive and significant impact on customer satisfaction and repurchase intention (Chukwunwem & Ndubueze, 2021; Setiobudi & Audrey, 2021; Sindarto et al., 2023). So, the hypothesis that can be proposed is as follows:

- H_1 : There is an effect of product innovation on brand trust
- H_2 : There is an effect of product innovation on customer satisfaction
- H_3 : There is an effect 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 reveals that lifestyle shows a positive and significant impact on the level of customer trust in a brand. The positive image of a brand is built on its ability to understand and fulfil customer habits and preferences in terms of food choices and culinary experiences. A successful brand must be able to adapt to diverse tastes, innovate in the presentation of dishes, and provide a satisfying culinary experience. Thus, the brand not only exists as a restaurant business, but also builds an emotional bond with its customers by adapting to their lifestyle. Trust in the brand is built because customers feel that the company understands and supports their lifestyle, so they are more confident to rely on the brand, and make this brand their first choice. Other research also shows that lifestyle has a positive and significant impact on customer satisfaction (Pamuji & Suttedjo, 2023; Tarigan et al., 2020). There are other studies that show that lifestyle has a positive and significant impact on repurchase intention (Amelia & Bintarti, 2023; Hapsari et al., 2020; Katubi, 2020; Ketut et al., 2022; Nugraheni et al., 2020; Priyanto, 2023; Samuel & Anita, 2022; Tae & Bessie, 2021; Tang & Maro, 2022). So, the hypothesis that can be proposed is as follows:

- H₄ : There is an effect of lifestyle on brand trust
- H₅ : There is an effect of lifestyle on customer satisfaction
- H₆ : There is an effect of lifestyle on 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 has a positive and significant effect on customer satisfaction (Diputra & Yasa, 2021; Djamaludin & Fahira, 2023; Wardani et al., 2023; Wulur et al., 2020). 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.

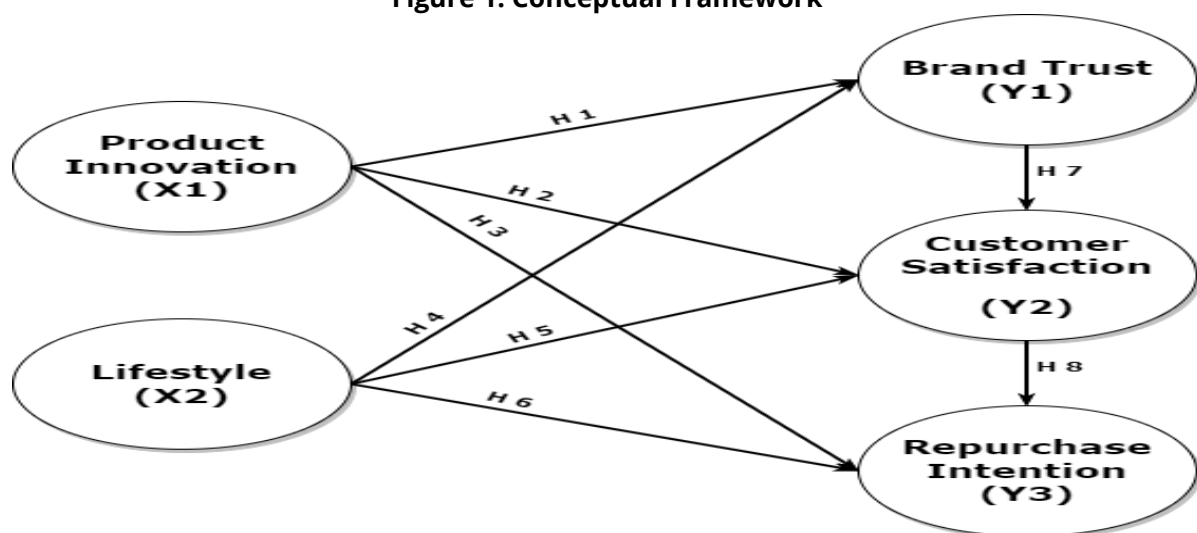
According to Tjiptono (2014), there are 3 indicators of customer satisfaction, namely: Expectation conformity, Interest in visiting again, Willingness to recommend. The results of previous research state that customer satisfaction affects repurchase interest (Ellitan et al., 2022; Faisal et al., 2022; 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). Hellier et al., (2003) state that there are eight factors that influence repurchase interest: repurchase intention, brand preference, expected switching cost, customer loyalty, customer satisfaction, perceived value, perceived equity, and perceived quality.

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

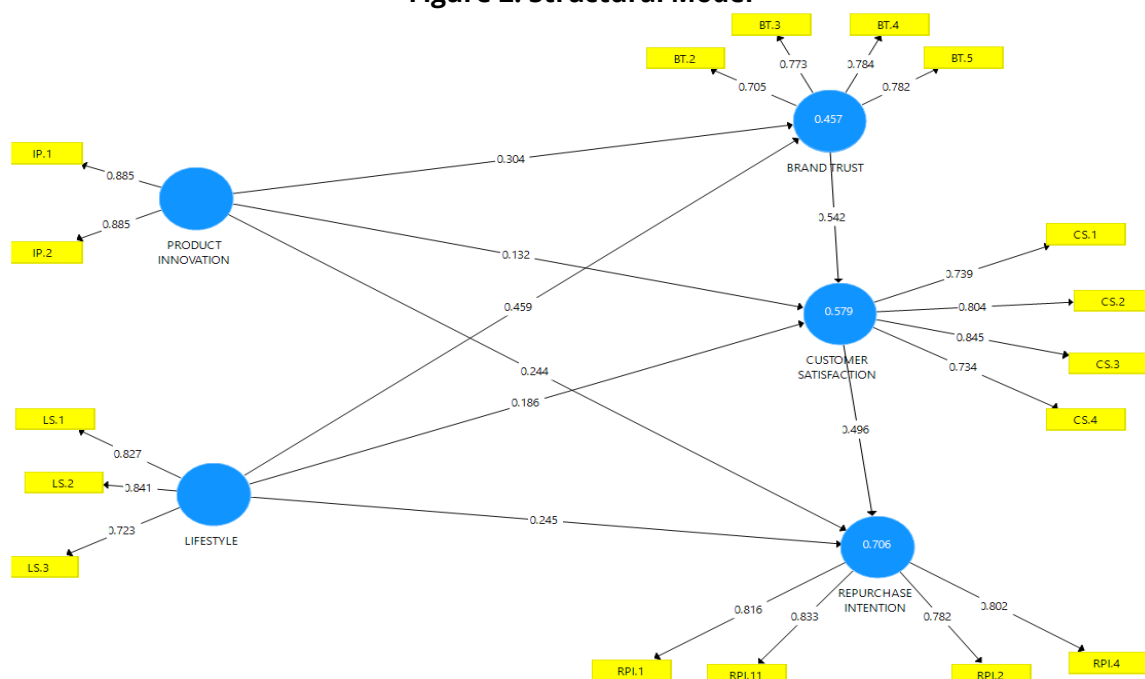


Table 1 Convergent Validity Test

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		
		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	RPI11	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. Therefore, it can be concluded that the data used is valid and applicable in this study, and can be used for further analysis. In addition, discriminant validity can also be assessed through other methods, such as looking at the Average Variance Extract (AVE) value for each indicator. 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 (R^2) value. Based on the results (R^2), 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	F Square	Result
Product Innovation (X1) - Brand Trust (Y1)	0.118	Small
Product Innovation (X1) - Customer Satisfaction (Y2)	0.026	Small
Product Innovation (X1) - Repurchase Intention (Y3)	0.127	Small
Lifestyle (X2) - Brand Trust (Y1)	0.269	Medium
Lifestyle (X2) - Customer Satisfaction (Y2)	0.045	Small
Lifestyle (X2) - Repurchase Intention (Y3)	0.116	Small
Brand Trust (Y1) - Customer Satisfaction (Y2)	0.379	Large
Customer Satisfaction (Y2) - Repurchase Intention (Y3)	0.486	Large

Source: Authors, 2024

According to Cohen (1988), 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 small 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 small category with a value of 0.127. In addition, the effect of lifestyle (X2) on brand trust (Y1) falls into the medium 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 small category with a value of 0.116. Then, the brand trust

variable (Y1) on customer satisfaction (Y2) falls into the large category with a value of 0.379. And finally, the impact of customer satisfaction (Y2) on repurchase intentions (Y3) has a value of 0.486 which is in the large category.

Tabel 6 Prediction Accuracy Test (Q^2)

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 the accuracy of prediction can be observed by looking at the Q^2 value. A model is considered to have high predictive accuracy if $Q^2 > 0$, while a model is considered to have low predictive accuracy if $Q^2 < 0$. Based on the data presented in table 6, it shows that the Q^2 value on the brand trust variable is 0.256, customer satisfaction is 0.344 and repurchase intention is 0.449. Based on these results, it can be concluded that this study has a good observation value, because the Q^2 value > 0 .

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	Accepted
Product Innovation -> Customer Satisfaction	0.132	0.132	0.051	2.607	0.009	Accepted
Product Innovation -> Repurchase Intention	0.244	0.242	0.057	4.295	0.000	Accepted
Lifestyle -> Brand Trust	0.459	0.452	0.061	7.517	0.000	Accepted
Lifestyle -> Customer Satisfaction	0.186	0.191	0.076	2.460	0.014	Accepted
Lifestyle -> Repurchase Intention	0.245	0.242	0.053	4.663	0.000	Accepted
Brand Trust -> Customer Satisfaction	0.542	0.535	0.060	8.968	0.000	Accepted
Customer Satisfaction -> Repurchase Intention	0.496	0.499	0.047	10.609	0.000	Accepted

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 analysis results in table 7, it shows that the hypothesis of 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

Based on the results of the analysis in hypothesis 1, it shows that product innovation has a positive and significant effect on brand trust. This result means that the higher the product innovation carried out by Pizza Hut, the higher the customer trust in the brand. Continuous product innovation shows that Pizza Hut is always trying to improve the quality of its products and services. Successful product innovation can build an emotional connection between customers and the brand. When customers feel that Pizza Hut understands and fulfils their needs, they feel connected to the brand. This emotional connection can increase customer satisfaction because they feel that Pizza Hut is not just selling a product, but also adding value to their lives. Customer trust in Pizza Hut is based on the belief that the brand is reliable and always strives to deliver the best. Product innovation not only improves quality, but also competitiveness, making it difficult for customers to turn to other brands. Innovation provides new value for a product and encourages consumers to be interested in and continue to stay with the product brand. The results of this study are in line with research conducted by Adiwijaya et al., (2021) which states that lifestyle has a positive and significant effect on customer satisfaction.

The test results on hypothesis 2 show that product innovation has a positive and significant effect on customer satisfaction. This result means that the higher the product innovation carried out by Pizza Hut, the higher the satisfaction felt by customers. Product innovation is one way to increase customer satisfaction because product innovation is related to product development for the better. Pizza Hut continues to innovate by presenting unique and interesting new products. Various menu variations and special flavours make their products not boring and provide new experiences for customers. In addition, product innovation is also related to improving the quality of the product itself which makes the product have more value and makes consumers feel benefited and satisfied with what they get. When Pizza Hut's product innovation successfully fulfils customer needs and wants, customers will feel satisfied with the products and services offered. The results of this study are in line with research conducted by Gani et al., (2022) which states that product innovation has a positive and significant effect on customer satisfaction. Sindarto et al., (2023) also strengthens the results of this study by stating that product innovation has a positive and significant effect on customer satisfaction.

Based on the results of testing hypothesis 3, it proves that product innovation has a positive and significant effect on repurchase intentions. This is because Pizza Hut actively creates new menus, unique toppings, and flavour variations to meet evolving customer tastes, providing a more interesting and satisfying culinary experience. Product innovation carried out by Pizza Hut triggers customer curiosity to try new menus and enjoy unique culinary experiences, this encourages customers to make repeat purchases to experience the latest product innovations from Pizza Hut. The results of this study mean that the higher the product innovation, the higher the customer's intention to make a repeat purchase. The results of this study are consistent with research conducted by Chukwunwem & Ndubueze (2021) which states that product innovation has a positive and significant effect on repurchase intentions. Manuhutu et al., (2021) also strengthen the results of this study by stating that product innovation has a positive and significant influence on repurchase intentions.

The results of research on hypothesis 4 provide evidence that lifestyle has a positive and significant effect on brand trust. This result means that the higher the lifestyle, the higher the level of brand trust. A positive image of a brand is built on its ability to understand and fulfil customer habits and preferences in terms of food choices and culinary experiences. A successful brand must be able to adapt to diverse tastes, innovate in the presentation of dishes, and provide a satisfying culinary experience. In doing so, the brand not only exists as a restaurant business, but also builds an emotional bond with its customers through fine-tuning to their lifestyles. Pizza Hut offers products and services that align with customers' lifestyles, so they feel valued and have an emotional bond with the brand. Trust in the brand is built because customers feel that Pizza Hut understands and supports their lifestyle, so they are more

confident in relying on the brand, and making this brand their first choice. The results of research on hypothesis 5 show that lifestyle has a positive and significant effect on customer satisfaction. This result means that the higher the lifestyle, the higher the level of customer satisfaction. This is because Pizza Hut is able to provide an experience that suits the needs and desires of customers in living and supporting their lifestyle, so that customers feel satisfied with the product or service provided. The results of this study are in line with research conducted by Pamudji & Sutedjo (2023) which states that lifestyle has a positive and significant effect on customer satisfaction.

Based on the results of the analysis of hypothesis 6, it proves that lifestyle has a positive and significant effect on repurchase intentions. This result means that the higher the lifestyle, the higher the customer's intention to repurchase. This research is in line with previous research conducted by Tang & Maro (2022) which states that lifestyle has a positive and significant effect on repurchase intention. Lifestyle affects repurchase interest because customers take advantage of their free time to visit Pizza Hut Restaurants by carrying out activities or activities such as meeting with clients, gathering with friends or family, doing assignments or work, enjoying a comfortable and modern restaurant atmosphere, and tasting a delicious and varied menu. This makes Pizza Hut an ideal place to support their lifestyle, thus encouraging customer intention to make repeat purchases. The products and services provided are also very satisfying, making consumers happy and intend to make repeat purchases.

Based on the results of the analysis in hypothesis 7, it proves that brand trust has a positive and significant effect on customer satisfaction. Before customers buy a product, companies need to build customer trust in the products offered. This is important to attract customer attention and interest, and build trust in the products being marketed. If customers have trusted the products offered by the company, then customers will rely on products from that brand to meet their needs and expectations, thus creating customer satisfaction. Based on the results of this study, it shows that the higher the customer's trust in a brand, the higher the satisfaction felt by the customer. The results of this study are in line with research conducted by Diputra & Yasa (2021) which states that brand trust has a positive and significant effect on customer satisfaction. As well as research by Djamaludin & Fahira (2023) which states that brand trust affects customer satisfaction. The test results on hypothesis 8 show that customer satisfaction has a positive and significant effect on repurchase intentions. This result means that the higher the satisfaction felt by the customer, the higher the customer's intention to make a repeat purchase. The satisfaction felt by customers arises because the Pizza Hut Restaurant in the West Jakarta area creates good product innovation, makes good product quality, provides good service quality so that customers feel satisfied. This satisfaction encourages customers to make repeat purchases because they feel that Pizza Hut always tries to provide the best for them. It can be concluded that customers agree that they feel satisfied and happy when visiting the Pizza Hut Restaurant in the West Jakarta area and will even make repurchases in the future. The results of this study are in line with research conducted by Ellitan et al., (2022) which states that customer satisfaction has a positive and significant effect on repurchase intentions. Jasin et al., (2023) also strengthens the results of this study by stating that customer satisfaction has a positive and significant effect on repurchase intentions.

CONCLUSION

The findings of this study provide evidence that product innovation has a positive and significant impact on brand trust, customer satisfaction and repurchase intentions. Lifestyle has a positive and significant impact on brand trust, customer satisfaction and repurchase intentions. Brand trust has a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on repurchase intentions. The findings of this study indicate that product innovation and lifestyle 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 optimise their marketing strategies to achieve business goals and strengthen good relationships with customers, this is done to prevent customers from switching to other restaurants.

SUGGESTION

In this study, there are still some limitations that need to be considered. Firstly, in terms of sampling, the respondents taken only include customers who order Pizza Hut for dine-in and takeaway services, while many customers also use delivery services. Therefore, further analysis is needed to understand the behaviour of customers who use these services. Secondly, due to time constraints, data collection was only conducted in the West Jakarta area, making the results less representative for generalisation. Therefore, it is important to collect a larger and more diverse sample, including customers who use delivery services, so that the research results are more representative and can be well generalised. Future research is also recommended to explore other variables that have the potential to influence brand trust, customer satisfaction, and repurchase intentions. Thus, there is an opportunity for future research to explore this topic further and produce more comprehensive findings.

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