

**ROLE OF BRAND TRUST IN MEDIATING THE EFFECT OF PRODUCT
DIFFERENTIATION AND PRICE ON REPURCHASE DECISION OF
KOPI KENANGAN CUSTOMERS IN SURABAYA**

THESIS

**To Fulfil a part of the Requirements
To Obtain a Master's Degree**



Completed By:

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Hereby declare that this thesis is my original scholarly work and has not been submitted, either in whole or in part, to obtain any academic degree at any higher education institution. I also declare that all ideas, opinions, and findings of other authors incorporated in this thesis have been appropriately cited and acknowledged in the reference list.

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This declaration is made truthfully, voluntarily, and without any pressure from any party to fulfill the requirements of completing this thesis.

Surabaya, 23 June 2026



Laurent Regina Anjani
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PREFACE

The author expresses sincere gratitude to Allah Subhanahu Wa Ta'ala for the abundant grace and guidance bestowed, through which this thesis has been successfully completed. Through these blessings, the author was able to conduct and finalize this research entitled "Role of Brand Trust in Mediating the Effect of Product Differentiation and Price on Repurchase Decision of Kopi Kenangan Customers in Surabaya". This thesis was prepared as part of the academic process undertaken to fulfill one of the requirements for obtaining a Master's degree in Agribusiness at the Master of Agribusiness Study Program, Faculty of Agriculture, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, and is intended to contribute to the further development of knowledge in the fields of marketing and agribusiness, particularly in consumer behavior studies extensively.

The author fully acknowledges that the completion of this thesis would not have been possible without the assistance, support, and contributions of various parties. Therefore, on this occasion, the author would like to express sincere appreciation to all those who have provided guidance, direction, valuable input, and continuous support throughout the entire process of preparing this thesis. First and foremost, the author extends heartfelt gratitude to Dr. Ir. Taufik Setyadi, M.P. as the main academic supervisor, for generously dedicating time, effort, and expertise in providing constructive criticism, suggestions, motivation, and invaluable guidance from the planning stage, through the implementation of the research, to the writing and finalization of this thesis. Such guidance, attention to detail, and academic dedication not only facilitated the successful completion of this thesis but also broadened the author's scholarly insight and fostered a systematic and critical scientific mindset in the field of agribusiness.

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The author acknowledges that this thesis has certain limitations and welcomes constructive feedback and suggestions for further improvement. It is hoped that this study will contribute to the development of knowledge in agribusiness and serve as a reference for future research.

Surabaya, 23 June 2026

The Author

ABSTRACT

This study examines role of brand trust in mediating the effect of product differentiation and price on the repurchase decision of Kopi Kenangan customers in Surabaya. The research was conducted at Kopi Kenangan Merr, BP Margorejo, Ahmad Yani, and The Square using a quantitative approach involving 200 respondents selected through purposive sampling and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The structural model explained 47% of the variance in Brand Trust ($R^2 = 0.47$) and 71% of the variance in Repurchase Decision ($R^2 = 0.71$). The results showed that product differentiation and price significantly influenced brand trust, whereas their direct effects on repurchase decision were not significant. Brand trust had the strongest effect on repurchase decision ($\beta = 0.79$, $p < 0.01$) and mediated the relationships between product differentiation, price, and repurchase decision. These findings highlight brand trust as the key mechanism linking product differentiation and price with repurchase decision among Kopi Kenangan customers in Surabaya.

Keywords: Product Differentiation; Price; Brand Trust; Repurchase Decision; SEM-PLS

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