

ABSTRACT

The rapid advancement of technology has led to an increasing dependence of society on electronic devices such as smartphones. With a substantial number of users, Indonesia represents a strategic market for global smartphone brands. Several smartphone brands are widely marketed in Indonesia, one of which is Samsung. However, from 2021 to 2025, Samsung's index on the Top Brand Index platform exhibited a relatively consistent decline compared to competing brands. In addition to this declining trend, prior studies have demonstrated inconsistencies regarding the relationship between customer satisfaction and repurchase intention. Therefore, based on the observed phenomenon and the identified research gap, this study aims to address the inconsistency in the relationship between customer satisfaction and repurchase intention for Samsung smartphones in the city of Semarang, with brand trust serving as a mediating variable.

The conceptual framework developed in this study encompassing brand image, customer satisfaction, perceived value, after-sales service, brand trust, and repurchase intention is grounded in established theories and prior empirical research. Data were collected through the distribution of an online questionnaire consisting of closed-ended questions, yielding 259 respondents. The respondents were Samsung smartphone users residing in Semarang who had used the device for a minimum of three months. The collected data were subsequently analyzed using quantitative and structural approaches through Structural Equation Modelling (SEM) with the assistance of AMOS 24 software.

The findings indicate that brand image, customer satisfaction, perceived value, and after-sales service significantly and positively influence brand trust. Furthermore, after-sales service and brand trust were found to have a positive and significant effect on repurchase intention. However, one hypothesis was rejected, as customer satisfaction demonstrated a negative and insignificant effect on repurchase intention. The managerial implications suggest that Samsung may utilize the findings of this study as a reference in formulating future brand management strategies and policies in the Semarang market.

Keyword: *Brand Image, Customer Satisfaction, Perceived Value, After-sales Service, Brand Trust, Repurchase Intention*