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## The Influence of Perceived Value on Repurchase Intention with the Mediation of Trust and Brand Image in the Whoosh Transportation Mode

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**Abstract:** This study aims to analyze the influence of perceived value on repurchase intention toward Whoosh transportation services, with trust and brand image acting as mediating variables. A quantitative approach was employed using explanatory research design. Data were collected from 261 respondents consisting of active users, former users, and potential users of Whoosh services in the Jakarta–Bandung area. The sampling technique used was purposive sampling, while data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that perceived value has a positive and significant effect on repurchase intention, trust, and brand image. Trust and brand image also positively influence repurchase intention. Furthermore, trust and brand image significantly mediate the relationship between perceived value and repurchase intention. These findings suggest that improving customer-perceived value through service quality, operational reliability, and strengthening the modern image of Whoosh can enhance public trust and encourage sustainable repurchase intention toward the service.

**Keyword:** Perceived Value, Repurchase Intention, Trust, Brand Image.

### INTRODUCTION

The rapid development of transportation infrastructure has encouraged the emergence of modern transportation systems that emphasize efficiency, reliability, and sustainability. One of the most significant transportation innovations in Indonesia is the operation of the Whoosh high-speed rail service connecting Jakarta and Bandung. As the first high-speed rail system in Southeast Asia, Whoosh represents a major advancement in transportation modernization and is expected to improve intercity mobility through shorter travel times, greater comfort, and advanced technology-based services.

Despite these advantages, the long-term success of transportation services is not determined solely by infrastructure quality or technological superiority, but also by consumers' willingness to continue using the service. Passenger data released by KCIC

indicate that the number of Whoosh passengers fluctuated during the operational period from 2023 to 2025. Although passenger volume increased significantly during the initial launch period, several months experienced declines before increasing again in subsequent periods. This condition suggests that initial consumer enthusiasm has not yet been fully transformed into sustainable repurchase intention. Therefore, understanding the factors that encourage consumers to repeatedly use Whoosh services becomes an important issue for both transportation management and consumer behavior studies.

Repurchase intention is commonly regarded as an important predictor of future consumer behavior because it reflects consumers' willingness to continue purchasing or using a product or service after previous experience (Oliver, 1999). In transportation services, repurchase intention is essential because long-term operational sustainability depends on repeated usage rather than initial trial behavior. Previous studies have identified perceived value as one of the most influential determinants of repurchase intention. According to Zeithaml (1988), perceived value refers to consumers' overall assessment of the utility of a service based on perceptions of benefits received and sacrifices incurred. Consumers who perceive greater value from a service are more likely to develop favorable behavioral intentions toward that service.

Several empirical studies have demonstrated the positive effect of perceived value on consumer behavioral intention. Wicaksono and Darpito (2023) found that perceived value significantly influences purchase intention through trust. Angky and Wahyudi (2024) also reported that perceived value positively affects purchase intention in the automotive sector. Similarly, Lan Huong et al. (2025) showed that perceived value significantly influences transportation service intention in the context of green freight transportation. However, other studies have produced different findings. Lianto (2018) reported that perceived value did not significantly influence repurchase intention among Batik Air consumers. These inconsistent findings indicate that the relationship between perceived value and repurchase intention may not always occur directly and may involve additional psychological mechanisms.

In service industries characterized by uncertainty and perceived risk, consumers often require psychological assurance before deciding to continue using a service. One important mechanism is trust. Morgan and Hunt (1994) explain that trust reflects consumers' confidence in the reliability, integrity, and competence of a service provider. In the context of high-speed rail transportation, trust becomes particularly important because consumers evaluate not only functional benefits but also operational safety, service consistency, and technological reliability. Previous studies by Zulfikar and Mayvita (2018) and Luckyta and Raharjo (2024) found that perceived value significantly contributes to trust formation, which subsequently affects behavioral intention.

Another important factor is brand image. Kotler and Keller (2016) define brand image as the set of perceptions and associations held by consumers regarding a particular brand. A positive brand image can reduce uncertainty, strengthen perceptions of quality, and increase consumers' confidence in choosing a service. Research conducted by Wardani and Rahardjo (2022) and Lady and Angelino (2024) demonstrated that brand image positively influences purchase intention and customer loyalty. In the context of Whoosh, a strong image as a modern, innovative, and reliable transportation service may strengthen consumers' willingness to continue using the service.

Although previous studies have examined perceived value, trust, brand image, and behavioral intention, several research gaps remain. First, prior studies have generally investigated trust and brand image as independent variables rather than as mediating mechanisms that explain how perceived value influences repurchase intention. Second, empirical evidence regarding consumer behavioral intention in the context of high-speed rail transportation remains limited, particularly in Indonesia. Third, previous findings regarding

the effect of perceived value on repurchase intention remain inconsistent across different service sectors.

Therefore, this study aims to analyze the influence of perceived value on repurchase intention toward Whoosh transportation services, with trust and brand image acting as mediating variables. This study contributes to the literature by explaining the psychological mechanisms through which perceived value is translated into repurchase intention in the context of high-speed rail transportation. The findings are expected to provide both theoretical contributions to consumer behavior research and practical implications for transportation service providers in strengthening customer trust, improving brand image, and encouraging sustainable service usage.

## **Theoretical Review**

### **1. Theory of Planned Behavior (TPB)**

This study is grounded in the Theory of Planned Behavior (TPB) developed by Ajzen (1991). TPB explains that an individual's behavior is preceded by behavioral intention, which is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. Behavioral intention is considered the most immediate predictor of actual behavior. Repurchase intention toward Whoosh reflects consumers' behavioral intention to continue using the service in the future. Consumers who perceive greater value from the service tend to develop positive attitudes, stronger trust, and favorable brand perceptions, which subsequently enhance their repurchase intention. Therefore, TPB provides an appropriate theoretical foundation for explaining how perceived value, trust, and brand image influence repurchase intention toward Whoosh services.

### **2. Perceived Value**

Perceived value refers to consumers' overall assessment of the benefits received compared to the costs incurred when using a product or service (Zeithaml, 1988). Consumers evaluate value through functional, emotional, and social benefits obtained from the service. According to Konuk (2021), perceived value is an important determinant of consumers' behavioral intentions because higher perceived value encourages stronger loyalty and repurchase intention. In the context of Whoosh, perceived value reflects consumers' perceptions regarding travel efficiency, comfort, safety, and service quality.

### **3. Repurchase Intention**

Repurchase intention refers to the consumer's tendency or willingness to reuse or repurchase a product or service in the future based on previous experiences (Oliver, 1999). Repurchase intention represents an important indicator of behavioral loyalty because it reflects consumers' psychological readiness to maintain a relationship with a service provider. In the transportation sector, repurchase intention can be identified through consumers' willingness to reuse the service, preference for the service compared with alternative transportation modes, and willingness to recommend the service to others. In the context of Whoosh, repurchase intention represents consumers' intention to continue using the high-speed rail service for future intercity travel.

### **4. Trust**

Trust is defined as consumers' confidence in the reliability, integrity, and competence of a service provider in fulfilling its promises (Morgan & Hunt, 1994). In service industries, trust plays a significant role because consumers often cannot fully evaluate service quality before experiencing the service directly. Therefore, trust reduces perceived risk and uncertainty in decision-making processes. In transportation services, trust is closely associated with operational safety, service consistency, reliability, and professionalism. In the context of Whoosh, trust reflects consumers' confidence that the service is safe, reliable,

technologically advanced, and professionally managed. A higher level of trust is expected to encourage stronger repurchase intention toward the service.

### **5. Brand Image**

Brand image refers to the set of perceptions, beliefs, and associations held in consumers' minds regarding a particular brand (Kotler & Keller, 2016). Brand image is formed through consumers' experiences, marketing communications, and social interactions related to the brand. A positive brand image can strengthen consumers' perceptions of quality, reduce uncertainty, and increase confidence in choosing a service. In the transportation industry, brand image functions as a signal of credibility and service excellence. In the context of Whoosh, brand image reflects how consumers perceive the service as a modern, innovative, efficient, and high-quality transportation mode. A strong brand image is expected to positively influence consumers' willingness to continue using the service.

### **6. Relationship between Perceived Value and Repurchase Intention**

Perceived value is considered one of the most important factors influencing consumers' behavioral intentions toward a product or service. According to Zeithaml (1988), consumers evaluate a service by comparing the benefits they receive with the sacrifices they make, including monetary costs, time, and effort. When consumers perceive that a service provides superior value, they are more likely to develop positive behavioral intentions, including the intention to reuse the service in the future. In transportation services, perceived value may arise from efficiency, convenience, safety, comfort, and travel experience.

In the context of Whoosh, consumers who perceive that the high-speed rail service offers greater benefits compared to alternative transportation modes are expected to demonstrate stronger repurchase intention. The ability of Whoosh to provide fast travel time, modern facilities, operational convenience, and comfort may increase consumers' perceptions of value, which subsequently encourages their willingness to continue using the service. Therefore, perceived value is expected to positively influence repurchase intention toward Whoosh services.

### **7. Relationship between Perceived Value and Trust**

Perceived value not only influences consumers' behavioral intentions directly but also contributes to the formation of trust. According to consumer behavior theory, consumers tend to trust service providers that consistently deliver valuable experiences and meet customer expectations. A positive evaluation of service value signals that the provider is competent, reliable, and capable of fulfilling its promises.

In the context of Whoosh, consumers who experience efficient service, reliable operations, and satisfactory travel experiences are likely to develop trust toward the service provider. The perception that Whoosh delivers benefits that justify the costs involved may strengthen consumers' confidence regarding operational safety, service consistency, and management professionalism. Therefore, perceived value is expected to positively influence trust toward Whoosh services.

### **8. Relationship between Perceived Value and Brand Image**

Brand image is formed through consumers' accumulated experiences and perceptions regarding a service or product. Perceived value plays an important role in shaping brand image because consumers tend to associate positive value experiences with favorable brand perceptions. When consumers consistently perceive high value from a service, they are more likely to develop a positive image of the brand.

In the case of Whoosh, perceptions regarding travel efficiency, service quality, comfort, and technological innovation may contribute to the development of a strong and positive brand image. Consumers who perceive that Whoosh provides superior value are expected to

associate the brand with modernity, reliability, and high-quality transportation services. Therefore, perceived value is expected to positively influence the brand image of Whoosh.

### **9. Relationship between Trust and Repurchase Intention**

Trust is a crucial determinant of consumer behavior, particularly in service industries characterized by uncertainty and perceived risk. Morgan and Hunt (1994) explained that consumers are more likely to maintain long-term relationships with service providers they trust. In transportation services, trust reduces concerns regarding operational reliability, safety, and service consistency, thereby increasing consumers' confidence in reusing the service.

In the context of Whoosh, consumers who trust the operational safety, technological reliability, and professionalism of the service provider are expected to have stronger repurchase intention. Trust creates a sense of security and confidence, encouraging consumers to continue choosing Whoosh for future travel needs. Therefore, trust is expected to positively influence repurchase intention toward Whoosh services.

### **10. Relationship between Brand Image and Repurchase Intention**

Brand image functions as a signal of quality and credibility that influences consumers' attitudes and behavioral intentions. A strong and positive brand image can increase consumer confidence, reduce perceived uncertainty, and strengthen emotional attachment toward a service. Consumers are generally more willing to reuse services associated with positive brand perceptions.

In the context of Whoosh, a positive brand image as a modern, innovative, and efficient transportation service is expected to encourage consumers to continue using the service. Consumers who perceive Whoosh as a reputable and high-quality transportation brand may prefer the service over alternative transportation modes. Therefore, brand image is expected to positively influence repurchase intention toward Whoosh services.

### **11. The Mediating Role of Trust**

Trust plays an important mediating role in explaining how perceived value influences repurchase intention. Consumers who perceive high value from a service are likely to develop stronger trust toward the service provider, and this trust subsequently encourages repurchase intention. In service industries, consumers often require psychological assurance before making repeated usage decisions, especially when the service involves uncertainty and operational risks. In the context of Whoosh, positive perceptions regarding service quality, comfort, and operational efficiency may strengthen consumers' trust in the safety and professionalism of the service. This trust then increases consumers' willingness to continue using Whoosh services in the future. Therefore, trust is expected to mediate the relationship between perceived value and repurchase intention.

### **12. The Mediating Role of Brand Image**

Brand image also functions as a mediating mechanism through which perceived value affects repurchase intention. Positive value experiences contribute to the development of favorable brand perceptions, which subsequently influence consumers' behavioral intentions. Consumers who perceive high value from a service are more likely to associate the brand with quality, reliability, and prestige. In the context of Whoosh, perceived value related to travel efficiency, comfort, and technological innovation may strengthen the brand image of the service as a modern and high-quality transportation mode. A stronger brand image may then encourage consumers to reuse the service in the future. Therefore, brand image is expected to mediate the relationship between perceived value and repurchase intention toward Whoosh services.

### 13. Research Framework and Hypotheses

The research framework in this study illustrates the direct and indirect relationships between perceived value, trust, brand image, and repurchase intention toward the Whoosh transportation service. Perceived value is positioned as the independent variable that influences repurchase intention both directly and indirectly through trust and brand image as mediating variables. The framework is developed based on the Theory of Planned Behavior (Ajzen, 1991), which explains that consumers' behavioral intentions are formed through evaluations, beliefs, and perceptions regarding a service.

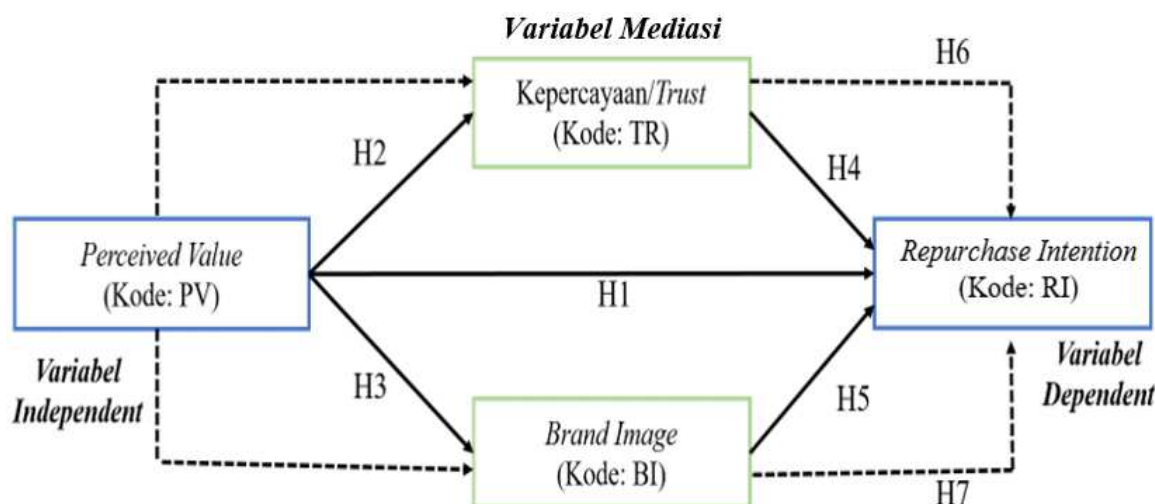


Figure 1. Research Framework

In the context of Whoosh, consumers who perceive higher value from the service are expected to develop stronger trust and a more positive brand image, which subsequently encourage repurchase intention. Trust reflects consumers' confidence in the reliability, safety, and professionalism of the service provider, while brand image represents consumers' perceptions of Whoosh as a modern, innovative, and high-quality transportation service. Therefore, this research framework explains both the direct effect of perceived value on repurchase intention and the mediating mechanisms through trust and brand image.

Based on the theoretical review, the following hypotheses are formulated:

- Hypothesis 1:** Perceived value has a positive and significant influence on repurchase intention toward Whoosh services.
- Hypothesis 2:** Perceived value has a positive and significant influence on trust toward Whoosh services.
- Hypothesis 3:** Perceived value has a positive and significant influence on brand image toward Whoosh services.
- Hypothesis 4:** Trust has a positive and significant influence on repurchase intention toward Whoosh services.
- Hypothesis 5:** Brand image has a positive and significant influence on repurchase intention toward Whoosh services.
- Hypothesis 6:** Trust significantly mediates the relationship between perceived value and repurchase intention toward Whoosh services.
- Hypothesis 7:** Brand image significantly mediates the relationship between perceived value and repurchase intention toward Whoosh services.

**Table 1. Summary of Variable Indicators**

Variable	Indicators
Perceived Value	Emotional Value, Social Value, Quality/Performance Value, Price/Value of Money
Trust	Credibility, Reliability, Fairness, Honesty
Brand Image	Easy to Recognize, Reliable Service Perception, Good Reputation, Brand Attractiveness
Repurchase Intention	Intention to Reuse, Willingness to Repurchase, Preference over Other Transportation Modes, Recommendation Intention

Table 1 presents the indicators used to measure each research variable, ensuring that the theoretical constructs are operationalized appropriately for quantitative analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

**METHOD**

This study employed a quantitative approach with an explanatory research design to examine the influence of perceived value on repurchase intention, with trust and brand image acting as mediating variables. The population consisted of consumers who had used, previously used, or were familiar with the Whoosh high-speed rail service operating in the Jakarta–Bandung corridor. Since the exact population size could not be determined, the population was classified as infinite.

A total of 261 respondents were selected using purposive sampling. The sampling criteria included individuals who had experience using, had previously used, or were interested in using Whoosh services. Data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Perceived value was measured using emotional value, social value, quality/performance value, and price/value of money indicators. Trust was measured through credibility, reliability, fairness, and honesty. Brand image was measured through ease of recognition, reliability perception, reputation, and brand attractiveness. Repurchase intention was measured through intention to reuse, willingness to repurchase, preference over alternative transportation modes, and recommendation intention.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis consisted of outer model evaluation through outer loading, Average Variance Extracted (AVE), Composite Reliability, and Cronbach’s Alpha, followed by inner model evaluation through path coefficient analysis, coefficient of determination (R<sup>2</sup>), and bootstrapping procedures to test direct and indirect effects. The mediating roles of trust and brand image were assessed through indirect effect analysis using the bootstrapping method.

Furthermore, Harman's single-factor test was conducted to assess the potential for common method bias. The results indicated that no single factor accounted for the majority of the total variance, suggesting that common method bias was not a serious concern in this study.

**RESULT AND DISCUSSION**

**Respondent Profile**

The study involved 261 respondents who had experience using, previously used, or were familiar with Whoosh services. The respondents were relatively balanced in terms of gender, consisting of 133 males (50.96%) and 128 females (49.04%). The majority of respondents were aged between 20 and 29 years (47.89%), indicating that the sample was dominated by individuals in the productive age group.

Most respondents held a bachelor's degree (47.13%) and worked as private-sector

employees (34.87%). In terms of domicile, the largest proportion of respondents resided in the Greater Jakarta area (Jabodetabek) (32.95%). Regarding service usage, most respondents had used Whoosh two to three times (41.76%), while the primary purpose of using the service was tourism and leisure activities (34.87%), followed by business-related travel (31.03%).

**Table 2. Respondent Profile**

Characteristics	Category	Frequency	Percentage
Gender	Male	133	50.96%
	Female	128	49.04%
Age	< 20 years	16	6.13%
	20–29 years	125	47.89%
	30–39 years	70	26.82%
	40–49 years	39	14.94%
	≥ 50 years	11	4.21%
Education	Senior High School	44	16.86%
	Diploma (D1–D3)	38	14.56%
	Bachelor’s Degree (S1)	123	47.13%
	Master’s Degree (S2)	41	15.71%
	Doctoral Degree (S3)	15	5.75%
Occupation	Private Employee	91	34.87%
	Government Employee	47	18.01%
	Student	44	16.86%
	Professional	34	13.03%
	Entrepreneur	25	9.58%
	Housewife	16	6.13%
	Retired	3	1.15%
	Laborer	1	0.38%
Domicile	Jabodetabek	86	32.95%
	West Java (outside Jabodetabek)	53	20.31%
	Central Java	34	13.03%
	East Java	33	12.64%
	DI Yogyakarta	28	10.73%
	Outside Java	27	10.34%
Frequency of Use	1 time	81	31.03%
	2–3 times	109	41.76%
	4–5 times	39	14.94%
	> 5 times	32	12.26%
Purpose of Use	Tourism/Leisure	91	34.87%
	Business/Work	81	31.03%
	Family Visit	67	25.67%
	Education	16	6.13%
	Medical Treatment	6	2.30%
	Business/Work	81	31.03%

Source: Processed Data (2026)

**Measurement Model Evaluation**

Convergent validity was assessed using Average Variance Extracted (AVE) and outer loading values. According to Hair et al. (2022), a construct is considered valid when the AVE exceeds 0.50 and the outer loading values are above 0.70. The results indicate that all constructs achieved AVE values ranging from 0.699 to 0.927, exceeding the recommended threshold. Therefore, all constructs demonstrated satisfactory convergent validity

**Table 3. Convergent Validity Result**

Variable	AVE
Perceived Value	0,699
Trust	0,762
Brand Image	0,927
Repurchase Intention	0,812

Source: Processed Data (2026)

In addition, all indicators exhibited outer loading values above 0.70, ranging from 0.741 to 0.971, indicating that the indicators adequately represented their respective constructs.

**Table 4. Outer Loading Results**

Variable	Indicator	Loading
Perceived Value	PV1	0,876
	PV2	0,892
	PV3	0,827
	PV4	0,741
Trust	TR1	0,891
	TR2	0,862
	TR3	0,873
	TR4	0,866
Brand Image	BI1	0,952
	BI2	0,961
	BI3	0,971
	BI4	0,967
Repurchase Intention	RI1	0,893
	RI2	0,907
	RI3	0,871
	RI4	0,931

Source: Processed Data (2026)

Reliability was evaluated using Cronbach’s Alpha and Composite Reliability. Following Hair et al. (2022), reliability is considered acceptable when both values exceed 0.70. The results show that all constructs met the recommended criteria, indicating satisfactory internal consistency and reliability.

**Table 4. Outer Loading Results**

Variable	Cronbach’s Alpha	Composite Reliability
Perceived Value	0,855	0,867
Trust	0,897	0,901
Brand Image	0,974	0,974
Repurchase Intention	0,922	0,923

Source: Processed Data (2026)

Overall, the measurement model satisfied the requirements for validity and reliability, indicating that all constructs were appropriate for subsequent structural model analysis.

### Structural Model Evaluation

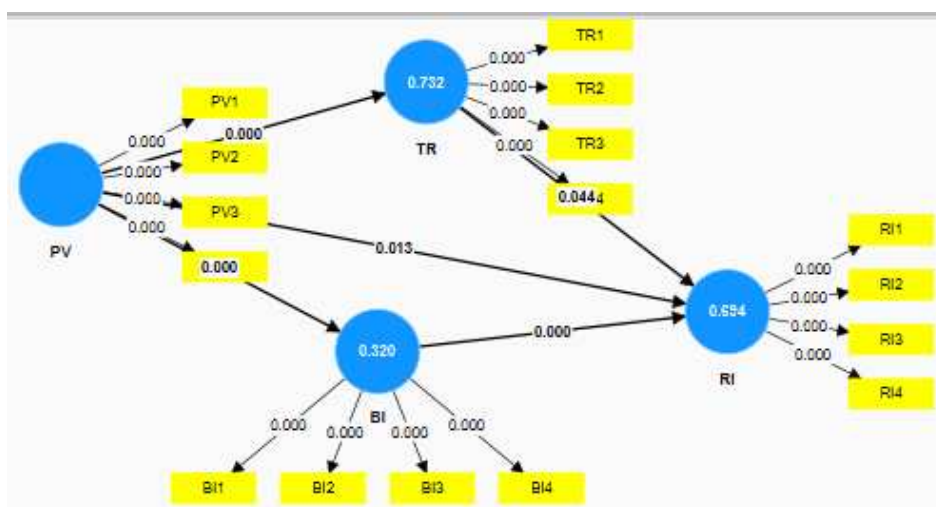


Figure 2. Inner Model

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) was used to evaluate the explanatory power of the structural model. According to Hair et al. (2022), higher R<sup>2</sup> values indicate better predictive accuracy of the model. The results show that Trust achieved an R<sup>2</sup> value of 0.732, Brand Image 0.320, and Repurchase Intention 0.694, indicating that the model has moderate to strong explanatory power.

Table 5. Coefficient of Determination (R<sup>2</sup>)

Variable	R <sup>2</sup>	R <sup>2</sup> Adjusted
Trust	0,732	0,731
Brand Image	0,320	0,318
Repurchase Intention	0,694	0,690

Source: Processed Data (2026)

### Predictive Relevance (Q<sup>2</sup>)

Predictive relevance was assessed using the Q<sup>2</sup> statistic. A Q<sup>2</sup> value greater than zero indicates that the model has predictive relevance. The results show that Trust (0.549), Brand Image (0.294), and Repurchase Intention (0.554) all exceeded the threshold value, indicating that the model possesses satisfactory predictive relevance.

Table 6. Predictive Relevance (Q<sup>2</sup>)

Variable	Q <sup>2</sup>
Perceived Value	0,000
Trust	0,549
Brand Image	0,294
Repurchase Intention	0,544

Source: Processed Data (2026)

### Effect Size (f<sup>2</sup>)

Effect size (f<sup>2</sup>) was used to evaluate the contribution of each exogenous construct to the endogenous constructs. The results indicate that Perceived Value had a large effect on Trust (f<sup>2</sup> = 2.734) and Brand Image (f<sup>2</sup> = 0.471), while Brand Image showed a large effect on Repurchase Intention (f<sup>2</sup> = 0.659). In contrast, the effects of Perceived Value and Trust on Repurchase Intention were relatively small.

**Table 6. Effect Size (f<sup>2</sup>)**

Relationship	f <sup>2</sup>	Effect Size
Perceived Value → Trust	2,734	Large
Perceived Value → Brand Image	0,471	Large
Perceived Value → Repurchase Intention	0,044	Small
Trust → Repurchase Intention	0,024	Small
Brand Image → Repurchase Intention	0,659	Large

Source: Processed Data (2026)

### Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. Following Hair et al. (2022), a hypothesis is considered supported when the t-statistic exceeds 1.96 and the p-value is below 0.05. The results of the direct and indirect effect testing are presented in Table X.

**Table 6. Effect Size (f<sup>2</sup>)**

Hypothesis	Relationship	β	T-Statistic	P-Value	Result
H1	PV → RI	0.231	7.789	0.000	Supported
H2	PV → TR	0.856	40.884	0.000	Supported
H3	PV → BI	0.566	7.789	0.000	Supported
H4	TR → RI	0.168	2.018	0.044	Supported
H5	BI → RI	0.550	6.971	0.000	Supported
H6	PV → TR → RI	0.144	2.016	0.044	Supported
H7	PV → BI → RI	0.311	9.639	0.000	Supported

Source: Processed Data (2026)

The results indicate that all proposed hypotheses were supported. Perceived value significantly influenced repurchase intention, trust, and brand image. Furthermore, trust and brand image significantly affected repurchase intention. The mediation analysis also confirmed that trust and brand image significantly mediated the relationship between perceived value and repurchase intention toward Whoosh services.

### Discussion

The results of this study demonstrate that perceived value has a positive and significant influence on repurchase intention toward Whoosh services. This finding indicates that consumers are more likely to reuse the Whoosh high-speed rail service when they perceive that the benefits obtained from the service exceed the monetary and non-monetary sacrifices involved. The efficiency of travel time, comfort, operational convenience, and modern facilities provided by Whoosh contribute to consumers’ positive evaluations of value, which subsequently encourage their intention to continue using the service. This finding is consistent with the Theory of Planned Behavior (Ajzen, 1991), which suggests that positive evaluations toward a service can strengthen behavioral intention. The result also supports previous studies conducted by Wicaksono and Darpito (2023), as well as Angky and Wahyudi (2024), which found that perceived value positively affects purchase and repurchase intention.

The study also reveals that perceived value has a positive and significant effect on trust toward Whoosh services. This finding suggests that consumers who perceive higher value from the service tend to develop stronger confidence in the reliability, safety, and professionalism of the service provider. Positive travel experiences, service consistency, and operational quality contribute to building consumers’ trust toward Whoosh. This finding is consistent with the Theory of Planned Behavior (Ajzen, 1991), which explains that positive beliefs and evaluations regarding a service contribute to favorable psychological responses and stronger confidence toward the service provider. The finding is also in line with previous

research conducted by Zulfikar and Mayvita (2018), who concluded that perceived value significantly influences consumer trust.

Furthermore, the findings indicate that perceived value positively influences brand image. This result demonstrates that consumers who perceive Whoosh as efficient, modern, and comfortable tend to develop favorable perceptions regarding the brand. Positive service value contributes to the formation of a strong image of Whoosh as an innovative and high-quality transportation mode. This finding supports the perspective of Kotler and Keller (2016), who explained that consumers' value perceptions play an important role in shaping brand associations and brand image. The result is also consistent with the study conducted by Wardani and Rahardjo (2022), which found that perceived value contributes significantly to the formation of a positive brand image.

The analysis additionally confirms that trust has a positive and significant influence on repurchase intention. Consumers who trust the operational reliability, safety standards, and professionalism of Whoosh are more willing to continue using the service in the future. Trust reduces consumers' perceived risk and uncertainty, thereby strengthening their behavioral intention to reuse the service. This finding is aligned with the Commitment-Trust Theory proposed by Morgan and Hunt (1994), which emphasizes that trust is a fundamental determinant of long-term customer relationships. However, although the effect is statistically significant ( $\beta = 0.168$ ;  $p = 0.044$ ), its magnitude is relatively smaller than the effect of brand image on repurchase intention. This suggests that consumers may place greater emphasis on brand perception than trust alone when deciding to reuse Whoosh services.

In addition, brand image is found to have a positive and significant effect on repurchase intention toward Whoosh services. Consumers who perceive Whoosh as a modern, innovative, and reliable transportation brand are more likely to reuse the service and recommend it to others. A strong brand image strengthens consumers' confidence and emotional attachment toward the service. This finding supports the theory proposed by Keller (2016), which explains that positive brand image enhances consumers' behavioral intentions. The finding is also consistent with research conducted by Lady and Angelino (2024), which concluded that brand image positively influences purchase intention and consumer loyalty. Among all antecedents of repurchase intention, brand image demonstrates the strongest direct effect ( $\beta = 0.550$ ;  $p < 0.001$ ), indicating that consumers' perceptions of Whoosh as a modern and innovative transportation service are a key driver of repeated usage intentions.

The mediation analysis further demonstrates that trust and brand image significantly mediate the relationship between perceived value and repurchase intention. However, the indirect effect of perceived value through brand image ( $\beta = 0.311$ ;  $p < 0.001$ ) is stronger than the indirect effect through trust ( $\beta = 0.144$ ;  $p = 0.044$ ). This finding suggests that consumers who perceive high value from Whoosh services tend to develop a stronger brand image, which subsequently plays a more important role in encouraging repurchase intention. In other words, consumers are more likely to continue using Whoosh when they perceive the service as a modern, innovative, and high-quality transportation brand.

These findings extend the application of the Theory of Planned Behavior (Ajzen, 1991) by demonstrating that trust and brand image serve as important psychological mechanisms linking perceived value and repurchase intention in the context of high-speed rail transportation. From a practical perspective, transportation service providers should focus not only on delivering superior value but also on building a strong brand image and maintaining consumer trust in order to enhance long-term customer retention and service sustainability.

## CONCLUSION

The conclusion of this research reveals that perceived value plays a significant role in determining consumers' repurchase intention toward the Whoosh high-speed rail service. The findings indicate that consumers are more likely to continue using Whoosh when they perceive that the service provides superior benefits in terms of travel efficiency, comfort, operational convenience, and overall service quality. In addition, the study confirms that trust and brand image function as important psychological mechanisms that strengthen the influence of perceived value on repurchase intention. Consumers who perceive high value from Whoosh services tend to develop stronger trust in the reliability and professionalism of the service provider, as well as a more positive perception of the Whoosh brand as a modern and innovative transportation mode. These factors subsequently encourage stronger behavioral intentions to reuse the service in the future.

Furthermore, the study concludes that trust and brand image significantly mediate the relationship between perceived value and repurchase intention. This finding demonstrates that consumers' intentions are not solely shaped by functional evaluations of service value, but also by emotional and psychological factors related to confidence and brand perception. Therefore, improving operational reliability, strengthening public trust, and enhancing the modern image of Whoosh are considered essential strategies for encouraging sustainable consumer loyalty and repeated service usage.

Based on these findings, several recommendations are proposed for future research. Future studies are encouraged to expand the research scope by involving respondents from broader geographical areas and different transportation sectors to improve the generalizability of the findings. Researchers may also consider incorporating additional variables such as service quality, customer satisfaction, perceived risk, or technology acceptance to provide a more comprehensive explanation of consumer behavioral intentions. Moreover, future research is recommended to apply longitudinal approaches in order to observe changes in consumer perceptions and repurchase intention over time as the Whoosh transportation service continues to develop and expand in Indonesia.

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