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Analysis of the Influence of Customer Satisfaction and Service Quality Towards Brand Trust at the Creative Center Injection in Kupang City

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ARTICLE INFO ABSTRACT

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This study aims to analyze the influence of customer satisfaction and service quality, both simultaneously and partially, on brand trust at Injeksi Creative Center in Kupang City. This study is based on the importance of satisfaction and service quality in building customer trust in a brand, especially in the increasingly competitive creative services sector. This study uses a quantitative approach with a sample of 100 respondents who are customers of Injeksi Creative Center. Data collection was carried out through a questionnaire compiled based on research variable indicators. The data analysis technique used is multiple linear regression analysis to determine the magnitude of the influence between the independent and dependent variables. The results of the analysis show that customer satisfaction and service quality simultaneously have a significant effect on brand trust. Partially, customer satisfaction has a positive effect on brand trust, and service quality is proven to have a significant influence on customer trust in the brand. These findings confirm that increasing satisfaction and service quality are important factors in building and maintaining customer trust.

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Keywords
Brand Trust
Customer Satisfaction
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Service Quality

Introduction

The development of information and communication technology (ICT) over the past five years has become a major driver of global social and economic transformation, including in Indonesia. A 2023 report by We Are Social and the Indonesian Association of Indonesian Consumers (APJII) indicates that internet users in Indonesia have reached 215.6 million, representing a penetration rate of 78.19% of the population. This high figure indicates the increasing use of digital services for education, business, government, and entertainment.

This growth has also fueled an increased need for hardware such as laptops, computers, printers, and projectors to support digital activities. Concurrently, there has been a shift in consumer behavior, increasingly demanding fast service, quality products, and adequate after-sales support. Consumers now judge products not only by price but also by the overall experience of purchasing and using them, including interactions with service providers or sellers [1].

Specifically in the East Nusa Tenggara (NTT) region, the acceleration of technology adoption has been increasingly evident since the COVID-19 pandemic forced many sectors to shift to online systems. Schools and universities implemented online learning, government agencies began optimizing digital-based services, and MSMEs relied on social media and digital platforms to market their products. This situation has increased the demand for affordable yet high-quality ICT devices.

Injeksi Creative Center (ICC) is an ICT retail company and human resource development institution officially established in December 2022, stemming from a business journey that began in Malang in 2019 under the name Printimur. Initially engaged in printing and photocopying, the business evolved into Injeksi.com in Kupang in 2021. This transformation demonstrates adaptability, understanding market opportunities, and expanding its business into the technology device sector.

Its main business unit, Injeksi Laptop Kupang, focuses on selling laptops, computers, printers, projectors, and supporting accessories, as well as providing ICT device repair services. ICC stands out for its vision of being the Cheapest Laptop and Accessories Center in NTT, supported by a competitive pricing strategy, service transparency, and product quality assurance. In addition to commercial activities, ICC carries out a social mission through computer training programs, language and public speaking courses, entrepreneurship training, and the provision of scholarships.

Based on the data presented in Table 1, it can be seen that although sales increased over the course of a year, there was a tendency for fluctuations. On the other hand, sales only increased during times of promotional appeal, social activities, or improving economic conditions.

Table1. Sales Data and driving factors

Month (2024)	Sales Amount (unit)	Promotion Types & Supporting Situations
January	320	-
February	340	Free Laptop Service
March	450	KIP Scholarship Receipt
April	347	Free Computer Course
May	386	Easter Promo, 300k off
June	355	Free Public Speaking Course
July	343	-
August	1,576	Independence Day Promo: Laptops for IDR 900,000
September	490	Freshman Period
October	520	KIP Scholarship Receipt
November	418	-
December	460	Christmas Promo, 400k off

ICC's early performance reflects both its significant market potential and its inherent challenges. In its first year of operation, average monthly sales were in the range of 100–300 laptops, equivalent to 5–30 units per day. This figure demonstrates that its competitive pricing strategy, diverse product availability, and aggressive promotions have captured the attention of consumers in Kupang and the surrounding area. In fact, in August 2024, ICC achieved a remarkable achievement, selling over 1,500 units in a single month, a record rarely achieved by a fledgling ICT retailer in East Nusa Tenggara (Nusa Tenggara Timur or NTT).

However, these spectacular achievements are seasonal and highly dependent on promotions, large-scale discounts, and other attractive activities. Sales data from December 2022 to June 2025 revealed that when promotions were not in effect, sales performance tended to stagnate. There were only nine instances of monthly sales exceeding 40 units without special promotions. This phenomenon indicates a heavy reliance on discount pricing strategies and attractive activities to drive sales. Such reliance risks lowering profit margins and does not guarantee long-term sustainability.

This phenomenon demonstrates that while price promotions are effective in attracting customers, they are not sufficient to foster lasting loyalty. Customers attracted by price promotions do not necessarily develop a strong emotional connection with the brand. Therefore, brand trust is crucial for fostering long-term customer loyalty. Without strong brand trust, ICC risks losing customers after the promotion ends, which in turn will impact the sustainability of business growth.

This situation raises managerial concerns because it indicates that non-price factors, such as the overall quality of the customer experience, have not optimally contributed to repeat purchases and word-of-mouth promotion. Likely, customers who come during promotions do not necessarily develop an emotional attachment or long-term trust in the ICC brand. In relationship marketing theory, this condition indicates a weak brand trust formation, which should be the foundation for customer loyalty.

Furthermore, stagnant sales outside of promotional periods may indicate that customer satisfaction has not yet reached a level sufficient to motivate repeat purchases without price incentives. This could be related to perceptions of service quality—for example, speed and accuracy of service, staff's ability to provide clear information, friendliness, and the quality of after-sales service, among others. If service quality is perceived as inconsistent or falls short of expectations, customer satisfaction will erode, ultimately reducing their level of trust in the brand. For example, after-sales service is crucial, focusing on customer feedback on the quality, usability, and any complaints about the items purchased. This is especially important since Injeksi Laptop also sells used laptops that require significant attention and maintenance. This will build customer trust and a sense of camaraderie with Injeksi as a seller who cares about the items they sell.

Thus, the challenge facing ICC is not simply increasing sales volume, but rather building the foundation of long-term customer relationships by increasing customer satisfaction, providing consistent service, and strengthening brand trust. Without improvements in these areas, ICC's business growth will remain heavily reliant on promotions, which are strategically disadvantageous in the long run.

Given this reality, this research is highly relevant and urgent. Given that ICC is situated in a market that relies heavily on personal recommendations and close social relationships, it is crucial to understand how customer satisfaction and service quality can shape brand trust in a more local market context, such as NTT. While numerous studies in major cities have revealed the relationship between service quality, satisfaction, and brand trust, very few studies have examined the ICT retail sector in developing regions, particularly outside Java.

These three variables are crucial to consider. Customer satisfaction is one of the main pillars of a business's long-term success. Conceptually, customer satisfaction is defined as a consumer's subjective evaluation of their experience purchasing or using a product or service, compared to their initial expectations [2]. If the performance of the products and services received by customers meets or even exceeds expectations, then a sense of satisfaction will arise that encourages positive behavior such as repeat purchases and a willingness to recommend the product to others. Conversely, if the perceived performance is below expectations, then disappointment can reduce customer loyalty. In the ICT retail industry, such as that run by ICC, customer satisfaction is influenced by factors such as timeliness of service, clarity of information regarding product specifications and functions, the quality of the devices sold, and the ease and speed in handling post-purchase complaints.

Service quality is an important benchmark for assessing the extent to which a service provider is able to meet the needs and desires of its customers. The SERVQUAL model has been widely adopted in modern research [1]. Explains that service quality includes physical and

non-physical aspects, starting from the appearance of the facility, reliability in providing promised services, speed and responsiveness in helping customers, to the ability to build trust through knowledge and professional attitude, as well as concern for individual customer needs. In the retail business of technology devices, direct interaction between customers and sales staff plays a crucial role because purchasing decisions are based not only on specifications and prices, but also on the overall perceived service experience.

However, customer satisfaction alone is not enough to build a strong, long-term relationship. While satisfaction plays a crucial role in driving repeat purchases and word of mouth, what's more important is how that satisfaction translates into brand trust. Brand trust is the foundation for customer loyalty and long-term recommendations. Without trust, customers can be satisfied with a product or service, but they may not be sufficiently engaged with the brand to make repeat purchases without incentives or promotions. Brand trust is built through repeated positive experiences, consistent product and service quality, and a brand's commitment to delivering on its promises to customers.

The urgency of brand trust is even more evident given the market in NTT, which relies heavily on social interactions and personal recommendations. Customers in this region tend to talk more about their experiences with brands to friends or family, potentially increasing trust in those brands. Therefore, building strong brand trust will give ICC a significant competitive advantage, not only in increasing sales but also in retaining customers and expanding its customer network through word of mouth.

Brand trust is the customer's belief that a brand can fulfill the promises it has made and provide the expected value consistently [3]. This trust is formed through the accumulation of positive experiences customers gain from interacting with the brand, both in terms of product quality and service quality. In the long term, brand trust becomes the foundation for creating customer loyalty, which not only takes the form of repeat purchases but also the encouragement to recommend the brand to others. These recommendations, or word of mouth, have a significant influence in regions like NTT, which have a tight social network, so that personal opinions and experiences can quickly influence others' decisions.

The relationship between customer satisfaction, service quality, and brand trust is close and mutually reinforcing. Quality service tends to increase customer trust, and high levels of satisfaction ultimately strengthen brand trust. However, this relationship isn't always automatic. It's possible for a customer to be satisfied with one aspect of the service but not fully trust the brand, or vice versa. Therefore, understanding the dynamics of the relationship between these three variables is crucial for ICC to formulate strategies for sustainable performance improvement. This way, the company can reduce its reliance on price promotions alone and build a loyal customer base driven by deep satisfaction and trust in the brand.

Research over the past five years has shown a consistent relationship between service quality, customer satisfaction, and brand trust. Widodo & Susanti found a significant influence of the first two variables on brand trust in the financial services sector [4]. Gilboa et al. demonstrated that good service quality in e-commerce increases customer satisfaction while strengthening brand trust [5]. Research by Putra et al. in the retail sector also supports this finding, showing that a satisfying service experience is a key factor in forming brand trust [6].

However, the majority of these studies focus on the banking, culinary, and e-commerce sectors in large urban areas, while studies on the ICT retail sector in developing regions such as NTT are still very limited. The limited empirical studies on the ICT retail sector in Eastern Indonesia present an important research opportunity. ICC, as a new company, has unique characteristics: a combination of competitive price orientation, ICT device retail services, and a social mission to empower the younger generation. These characteristics have the potential to influence customer perceptions of the brand differently from conventional ICT retail companies. Therefore, this study is relevant to analyze the influence of customer satisfaction and service quality on brand trust in ICC, thereby providing theoretical contributions to the service marketing literature and practical benefits for ICC's business development strategy.

Literature Review

A. Customer Satisfaction

Customer satisfaction is a fundamental concept in marketing management that describes customers' emotional evaluations after comparing the actual performance of a product or service with their preconceived expectations. Customers' expectations can be formed from previous experiences, recommendations from others, or information obtained through advertising and the media. When perceived performance equals or exceeds expectations, customers tend to be satisfied; conversely, when performance falls below expectations, customers tend to be disappointed or dissatisfied [7].

This concept is theoretically explained through Oliver's Expectation-Confirmation Theory (ECT), which continues to be used today. This theory states that satisfaction results from a cognitive process in which customers compare perceived product or service performance with initial expectations. If positive disconfirmation occurs (performance exceeds expectations), satisfaction will result, while negative disconfirmation (performance falls short of expectations) will result in dissatisfaction [8], [9].

B. Service Quality

Service quality is a core concept in service marketing, describing the extent to which a service meets or exceeds customer expectations. These expectations are shaped by previous experiences, recommendations from others, marketing information, and the company's reputation. Parasuraman, Zeithaml, and Berry, through the SERVQUAL model, pioneered the

analysis of service quality into five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Although this model was introduced in the 1980s, recent research continues to adapt and adapt it to the needs of modern industry, considering that these dimensions remain relevant as a framework for measuring service quality [1].

Theoretically, service quality can be understood as the gap between customer expectations before receiving a service and customer perceptions of the actual performance of the service after the experience. This gap theory emphasizes that the smaller the gap, the higher the quality of service perceived by the customer.[9]In other words, services that consistently meet or exceed expectations will create positive perceptions, while services that fail to meet expectations will lower the quality rating in the eyes of customers.

In the context of the information and communications technology (ICT) retail industry, service quality is not only related to face-to-face interactions between customers and staff in physical stores. Other elements that also play a crucial role are the speed and accuracy of technical support, ease of access to after-sales service, transparency of information regarding warranties or repair costs, and the quality of digital communications through social media or e-commerce platforms. Because ICT customers often require accurate and timely technical assistance, the technical competence dimension is a crucial part of perceived service quality [4], [5].

C. Brand Trust

Brand trust is a customer's belief in a brand's ability to fulfill its communicated promises and deliver value consistently over time. This trust is built through a series of satisfying interactions and experiences, so that customers feel confident that the brand is reliable. Delgado-Ballester and Munuera-Alemán (in Pratomo & Santosa) explain that brand trust is a combination of the cognitive dimension, namely the rational perception of brand performance, and the affective dimension, namely the positive feelings formed towards the brand [10]. In the modern marketing framework, brand trust is not only a result of product quality but also of brand consistency in meeting customer expectations.

In the information and communications technology (ICT) retail industry, brand trust has a unique characteristic. ICT products are complex and subject to high levels of risk, ranging from technical errors to the need for software updates. Therefore, customers tend to seek out brands that can provide adequate and responsive technical support. This means that brand trust in this industry is not only based on product quality but also includes reliable after-sales service, speed of complaint handling, and transparency in providing technical information [11].

D. Hypothesis

Based on the proposed conceptual framework and prior empirical findings, this study formulates the following hypotheses.

H1 : It is suspected that customer satisfaction and service quality simultaneously have a positive and significant influence on brand trust among customers of the Injeksi Creative Center (ICC).

H2 : It is suspected that customer satisfaction has a positive and significant partial effect on brand trust among customers of the Injeksi Creative Center (ICC).

H3 : It is suspected that service quality has a positive and significant partial effect on brand trust among customers of the Injeksi Creative Center (ICC).

Materials and Methods

A. Types of research

This research is a quantitative study with an explanatory approach. Quantitative research was chosen because it aims to test the formulated hypotheses through numerical measurement of research variables and statistical analysis. The explanatory approach is used to explain the causal relationship between the independent variables, namely customer satisfaction (X1) and service quality (X2), and the dependent variable, namely brand trust (Y), both simultaneously, partially, and to identify variables that have a dominant influence.

B. Population and Sample

In this study, the population in question is all customers of the Injeksi Creative Center (ICC) in Kupang City who have purchased a product or used a service at least once in the past year. This population was selected because they have direct experience with ICC products, services, and brand interactions, thus being able to assess the variables of customer satisfaction, service quality, and brand trust. Based on ICC's internal data, the number of active customers from January 2024 to August 2025 is estimated to reach approximately 2,500 people, including individual customers, government agencies, and private companies.

To determine the sample size, this study refers to the guidelines of Hair et al., which recommends a minimum number of respondents of 5–10 times the number of variable indicators used in the analysis.[12]. In this study, there are 15 indicators; the minimum sample size is 75 respondents (15 × 5). However, to increase the reliability and validity of the results, the sample size will be 100 respondents. With this number, it is hoped that the research results will have an adequate level of confidence and can represent the population proportionally.

C. Operational Definition of Variables

The operational definitions of the variables explain how each concept in this study is measured through measurable indicators. All indicators will be measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), thus facilitating the quantification of respondents' perceptions of the variables studied [13]. Operational definitions can be seen in the following table.

Table 2. Operational Definition of Variables

No.	Variables	Operational definition	Measuring scale
1.	**Independent Variable** Customer Satisfaction (X1)[7]	1. Conformity of the product or service to the customer's initial expectations, 2. Overall level of satisfaction with the transaction experience, 3. Willingness to make repeat purchases, 4. Willingness to recommend to others, 5. Satisfaction with after-sales service.	Likert Scale 5
2.	**Independent Variable** Service Quality (X2) [1], [14]	The measurement of service quality in this study refers to the five dimensions of SERVQUAL, which have been adapted to the context of information and communication technology retail. 1. Tangibles include the completeness of physical facilities, comfort of the shop space, and employee appearance; 2. Reliability means the ability to provide services as promised consistently. 3. Responsiveness reflects the employee's readiness to help customers and answer questions. 4. Assurance related to employee knowledge, politeness, and the ability to foster a sense of security; 5. Empathy is the personal attention given to customers.	Likert Scale 5
3.	**Dependent Variable** Brand Trust (Y)[3], [5]	1. Confidence that the brand is reliable, 2. The perception that the brand always keeps its promises of service and quality, 3. Confidence that the brand delivers the promised value consistently, 4. Willingness to continue using products and services in the future, and 5. Trust in the security of transactions and the technical support provided.	Likert Scale 5

The data analysis technique uses multiple regression analysis and tests the hypothesis using the F test and t-test.

Results and Discussions

A. Multiple Linear Regression Test Results

Multiple linear regression analysis was conducted to determine the effect of independent variables on the dependent variable simultaneously and partially. Through this test, we can determine the contribution of each X variable to changes in the Y variable, as well as the direction of the relationship between these variables. The regression results obtained were then used as a basis for testing the research hypothesis and explaining the relationship between Customer Satisfaction, Service Quality, and Brand Trust at the Injeksi Creative Center in Kupang City. This approach also enables an objective evaluation of the relative strength and statistical significance of each predictor, thereby providing empirical evidence to support managerial decision-making and theoretical interpretation of the model.

B. Linear Regression Test

Table 3 presents the multiple linear regression results, demonstrating the magnitude, direction, and statistical significance of customer satisfaction and service quality in predicting brand trust.

Table 3. Results of Multiple Linear Regression Test (**Coefficients**[a])

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,619	.879		-1,842	.069
	Customer satisfaction	.727	.095	.677	7,682	.000
	Service quality	.338	.101	.295	3,348	.001

a. Dependent Variable: Brand trust

From Table 3, the values listed are used to describe the following regression equation:

$$Y = -1.619 + 0.727(X1) + 0.338(X2) + e \quad (1)$$

$$\text{Brand Trust} = -1.619 + 0.727(\text{Customer Satisfaction}) + 0.338(\text{Service Quality}) + e \quad (2)$$

Based on the equation above, it can be explained that:

1. The constant -1.619 states that if all independent variables are considered constant, the Brand Trust value will increase by -1.619 units.
2. The coefficient value for Customer Satisfaction (X1) of 0.727 indicates that when the level of Customer Satisfaction increases by one point, the level of trust in the brand also increases by 0.727 points. Conversely, if Customer Satisfaction decreases by one point, then trust in the brand also decreases by the same amount.
3. The regression coefficient for Service Quality (X2) of 0.338 indicates that a one-point increase in Service Quality will lead to a 0.338-point increase in brand trust. Likewise, a one-point decrease in Service Quality will also lead to a 0.338-point decrease in brand trust.

C. Coefficient of Determination Test

The coefficient of determination (R^2) test is conducted to determine the extent to which the independent variables explain the variation in the dependent variable. The R^2 value indicates the proportion of variation in the dependent variable that can be explained by the regression model used. The higher the R^2 value, the greater the contribution of the independent variables in explaining the behavior of the dependent variable. Thus, the coefficient of determination test provides an indication of how well the regression model developed in this research is able to explain the relationship between the observed variables. In this context, the R^2 value also serves as an indicator of the model's explanatory power and overall goodness-of-fit in capturing the underlying relationship between the independent and dependent variables.

Table 4. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate
1	.957a	.916	.913	1.35372

a. Predictors: (Constant), Service quality, Customer satisfaction
b. Dependent Variable: Brand trust

Based on the results of the coefficient of determination test in Table 4, the R-Square value is 0.916. This figure indicates that 91.6% of the variation in the response variable can be explained by the variables in the model. Meanwhile, the remaining 8.4% is influenced by other factors not included in the regression model.

D. F test

The F-statistic test measures the effect of independent variables collectively on the movement of the dependent variable. Thus, the following test applies: Ho is accepted if F-stat < F table.

Table 5. Results of Simultaneous Test of Customer Satisfaction and Service Quality on Brand Trust (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1511,662	2	755,831	412,446	.000b
	Residual	139,274	76	1,833		
	Total	1650,937	78			

a. Dependent Variable: Brand trust
b. Predictors: (Constant), Service quality, Customer satisfaction

The calculation results show that the regression model testing the influence of Customer Satisfaction and Service Quality on Brand Trust has an F-value of 412.446. This value is significantly higher than the F-table of 3.9651 at the 5% confidence level, thus the model is declared significant. This means that both variables simultaneously have a significant influence on Brand Trust at the 0.05 significance level.

E. t-test

A partial significance test is conducted to determine how much influence each independent variable has on the dependent variable separately. This test uses a t-test. The basis for making decisions is as follows: (a) If the calculated t-value is smaller than the t-table, it means that the independent variable does not have a significant influence on the dependent variable. (b) If the calculated t-value is greater than the t-table, it means that the independent variable has a significant influence on the dependent variable. In addition, decisions can also be seen from the p-value: (a) If the Sig value is greater than 0.05, then the hypothesis is declared unproven. (b) If the Sig value is less than 0.05, then the hypothesis is declared proven. Through this procedure, the study can identify which independent variables exert a statistically significant effect on the dependent variable, thereby clarifying the relative importance of each predictor in explaining the research outcomes.

Table 6. Results of Partial Test of Customer Satisfaction and Service Quality on Brand Trust

Variables	Regression Coefficient	t-count	t-table	Conclusion
Customer Satisfaction	0.727	7,682	1.9913	**H0 is rejected**; there is a significant influence of Customer Satisfaction on Brand Trust
Service Quality	0.338	3,348	1.9913	**H0 is rejected**, there is a significant influence of Service Quality on Brand Trust

For the path coefficient X1 to Y = 0.727, the t-count value is 7.682 with a significance level of α of 5%, then the t-table value or t0.05.79 = 1.9913, so because t-count = 7.682 exceeds t-table = 1.9913, then H0 is rejected or in other words Customer Satisfaction affects Brand Trust of 0.727 so that for every increase in Customer Satisfaction, Brand Trust will increase by 0.727 units.

For the path coefficient X2 to Y = 0.338, the t-value is 3.348 with a significance level of α of 5%, then the t-table value or t0.05.79 = 1.9913, so because t-count = 3.348 exceeds t-table = 1.9913, then H0 is rejected or in other words Service Quality has a significant effect on Brand Trust of 0.338 so that every increase in Service Quality will increase Brand Trust by 0.338 units.

Discussion

A. The Influence of Customer Satisfaction on Brand Trust

The regression results show that Customer Satisfaction has a positive and significant influence on Brand Trust, with a coefficient value of 0.727 ($p < 0.001$). This finding explains that the higher the level of customer satisfaction, the greater the customer's trust in the Injeksi Creative Center brand. Conceptually, customer satisfaction reflects the extent to which consumers' experiences meet or exceed their expectations; this condition strengthens the perception of brand reliability and credibility, thus encouraging the formation of trust [15]. The standardized beta value of 0.677 indicates that customer satisfaction is the most dominant determinant in building brand trust compared to other variables. This strong influence indicates that in the context of services such as Injeksi Creative Center, which relies on direct interaction, quality of experience, and the fulfillment of specific needs, customer satisfaction is the main basis for forming customer confidence and willingness to continue to choose and recommend the service. Thus, increasing customer satisfaction through service quality, clarity of information, speed of service, and consistency of results is a critical strategy in strengthening brand trust.

B. The Influence of Service Quality on Brand Trust

The Service Quality variable also has a positive and significant influence on Brand Trust, with a coefficient of 0.338 ($p = 0.001$). These results indicate that good service quality significantly contributes to increasing trust in a brand. Service quality, which includes service

reliability, responsiveness, empathy, and guaranteed professionalism, creates a consistent experience for customers, thereby strengthening confidence in the brand's credibility ([14]. Although its influence is smaller than customer satisfaction, service quality remains an important factor because it provides an objective foundation for customers to assess whether the service provided is able to meet expected quality standards. In the context of the Injection Creative Center, good service quality can be seen through service accuracy, punctuality of work, staff friendliness, ease of process, and clarity of communication. All of these aspects play a role in strengthening customers' perceptions that the service they receive is trustworthy, thus encouraging the formation of a sense of security and long-term confidence in the brand.

C. Contribution of Other Variables in the Model

The coefficient of determination (R Square) of 0.916 indicates that the combination of Customer Satisfaction and Service Quality variables is able to explain 91.6% of the variation in Brand Trust among customers of Injeksi Creative Center in Kupang City. This value is very high for the context of social research, indicating that both independent variables have a substantial contribution in shaping customer trust in the brand. The slightly lower Adjusted R Square, namely 0.913, strengthens the consistency of the model and confirms that the magnitude of the contribution is not merely an artifact of the number of predictor variables, but rather reflects the strength of a stable relationship in the population [16]. Thus, only about 8.4% of the variation in brand trust is influenced by other factors outside the model, such as brand image, previous service experience, price, or interpersonal recommendations, variables that are also theoretically known to contribute to the formation of brand trust but were not included in this study [15]. These findings confirm that customer experience quality and service quality are the main components that explain most of the formation of customer trust in brands in the context of creative services.

D. Policy and Practical Implications

The research findings show that Customer Satisfaction and Service Quality have a significant influence on Brand Trust, with a very high explanatory contribution to the model ($R^2 = 0.916$). This finding provides an empirical basis for the Injeksi Creative Center to design service policies oriented towards improving the quality of the customer experience. In terms of customer satisfaction, the findings indicate the need for consistency in meeting customer expectations through timely, accurate, and tailored services. Strengthening this aspect can be realized through improving workflows, increasing staff competencies, and refining operational standards for service implementation so that the customer experience remains stable and predictable.

Regarding service quality, the research findings confirm that the dimensions of reliability, responsiveness, empathy, and service assurance need to be the focus of strategic policy.

Improving service quality can be achieved by providing ongoing training for employees, building a more responsive service system, improving service communication, and ensuring that every interaction reflects professionalism and reliability. These two variables have been shown to play a critical role in strengthening customer trust; therefore, internal policy development should be directed at creating a holistic, consistent, and relationship-oriented service experience with customers. Implementing continuous improvements in these two aspects not only strengthens brand trust but also has strategic implications for customer loyalty and overall business sustainability.

This study examines the influence of customer satisfaction and service quality on brand trust at the Injeksi Creative Center in Kupang City using multiple linear regression (OLS). The classical assumption test indicates no heteroscedasticity based on the Glejser test because the predictor coefficient on the unstandardized residual is zero with a significance level of 1.000 for both variables. The model therefore meets the requirement of equality of error variances (homoscedasticity) so that the OLS estimator remains efficient in the class of unbiased linear estimators. The multicollinearity test shows a VIF = 7.00 and Tolerance = 0.143 for both predictors. These values are below the conservative threshold of 10, although exceeding the moderate benchmark of 5, indicating that the correlation between predictors is quite high and has the potential to increase the standard error, but not yet at a level that distorts the direction and significance of the coefficients. Interpretation of the coefficients is carried out with caution and is accompanied by mitigation recommendations in the limitations section. The methodological basis refers to the econometric standards (the Glejser test for heteroscedasticity; VIF/Tolerance for multicollinearity). Methodological reference: Abadie et al [17], Gujarati & Porter [18], and Field [19] suggest benchmarks that are in line with that interpretation.

Customer satisfaction increases brand trust substantively and significantly. The standardized effect size ($\beta = 0.677$) indicates a dominant contribution. Each one-unit increase in customer satisfaction is associated with a 0.727-unit increase in brand trust on the same scale, all other things being equal. This finding aligns with the theory of consumer experience-based trust, where consistent fulfillment of expectations strengthens belief in a brand's reliability and benevolence [20], [21].

Service quality increases brand trust significantly, although with lower intensity than satisfaction. The β value of 0.295 indicates a significant positive effect, but approximately 44% of the strength of the effect on customer satisfaction (β ratio = 0.44). The findings are consistent with the service quality–loyalty–trust model, where the dimensions of reliability, assurance, responsiveness, empathy, and tangibles shape the perception of brand credibility [14], [22].

Both predictors simultaneously explain the majority of the variation in brand trust. The Adjusted R^2 value of 0.913 confirms the model's goodness-of-fit and managerial relevance. The remaining 8.7% of the variation is attributed to other unmodeled factors, such as brand reputation, perceived value, brand experience, digital communication intensity, and word-of-mouth [23].

Conclusion

This study concludes that customer satisfaction and service quality play a crucial role in shaping brand trust at the Injeksi Creative Center in Kupang City. The regression model satisfies key econometric assumptions, indicating that the estimated relationships are statistically reliable and efficient. Customer satisfaction emerges as the dominant determinant of brand trust, demonstrating a strong and substantive effect that reflects the central role of fulfilled expectations in building consumer trust. Service quality also contributes positively and significantly, although its influence is comparatively weaker, suggesting that service attributes primarily reinforce trust through their impact on satisfaction. Together, both variables explain a substantial proportion of the variance in brand trust, underscoring the managerial relevance of focusing on experiential and service-related strategies. While multicollinearity is present at a moderate level, it does not undermine the direction or significance of the findings. Overall, the results highlight that sustained customer satisfaction, supported by consistent service quality, is essential for strengthening brand trust, while acknowledging that additional factors beyond the model may also influence trust formation.

Limitations and Suggestions

Likewise, this study faces several methodological and contextual limitations that must be considered in understanding the overall analysis. The limitations identified in this study are:

1. Potential for moderate multicollinearity. A VIF value of 7 indicates a fairly high correlation between predictors. Coefficient estimates remain stable and significant, but standard errors have the potential to increase. Satisfaction and quality measures that have overlapping conceptual areas could strengthen the phenomenon.
2. Cross-sectional design. Cross-sectional designs limit causal inference and do not capture the dynamics of brand trust over time. Single context coverage. Collecting data from a single organization and a single region reduces generalizability to the broader creative industry context.
3. Omitted variables. Important factors such as brand reputation, switching costs, perceived risk, and marketing communications exposure were not included, as implied by the 8.7% residual variation.

Recommendations

Based on the limitations identified in this study, several recommendations can be used as a reference for future researchers. These recommendations are expected to help broaden the scope of research, deepen analysis, and improve the quality of future research on topics related to customer satisfaction, service quality, and brand trust. Construct refinement and multicollinearity mitigation. Use confirmatory factor analysis and indicator parceling, or operationalizations that clearly separate service process attributes and post-consumption affect. Consider creating a composite index or second-order factors to reduce measurement redundancy. Longitudinal or panel designs. Track changes in brand trust following a service quality improvement intervention or satisfaction recovery program to strengthen causal claims. Model extensions. Add brand experience, reputation, perceived value, and service recovery justice as covariates or mediator-moderators to examine richer pathways of influence. Cross-context validation. Replication in other creative centers or different service subsectors to assess the consistency of the influence strength and the balance between satisfaction and service quality.

Conflict of Interest

The author confirms that this research was prepared without any conflict of interest with any party.

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