

REVEALING GEN Z'S E-COMMERCE SECRETS: HOW INCREASE REPURCHASE INTENTION

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Abstract: Study This researching connection between e-satisfaction, e-word of mouth (e-WOM), and repurchase intention among consumers user Generation Z (Gen Z) in e-commerce sector , especially on the Shopee platform. As a digital generation, Gen Z shopping behavior is highly influenced by their experiences in the online world. This study focuses on understanding how e-satisfaction affects e-WOM and repurchase intention, and how e-WOM mediates the relationship. A sample of 112 Gen Z respondents who had made at least two transactions on Shopee were analyzed using the SEM-PLS method. The results showed that e-satisfaction had a significant positive effect on repurchase intention and e-WOM, and e-WOM also influenced repurchase intention. This study highlights the importance of increasing customer satisfaction to build loyalty and positive recommendations online, which ultimately drives repurchase intention. These findings provide valuable insights for e-commerce platforms looking to strengthen relationships with Gen Z consumers.

Keywords: E-Commerce, E-Satisfaction, E- Wom , Repurchase Intention, Gen Z

1. Introduction

The development of the digital economy in Indonesia has had a very significant impact on various industrial sectors, especially the e-commerce industry. Advances in information and communication technology have accelerated the adoption of digital platforms in daily activities, especially in terms of consumption behavior. E-commerce, which was initially considered an alternative in shopping, has now become an integral part of the lifestyle of the Indonesian people, including in Riau Province. Based on the latest report in September 2024, Shopee dominates the Indonesian e-commerce market with 134.3 million monthly visits, followed by Tokopedia with 76.6 million visits, and Lazada with 45.2 million visits. These figures reflect the increasing enthusiasm of the public for online shopping, especially among Generation Z, known as digital natives.



Figure 1: Number Indonesian E-Commerce Site Visitors (September 2024)

Sources: <https://databoks.katadata.co.id/>

Generation Z, which covers the age group of 9 to 24 years in 2024, grew up amidst the rapid development of digital technology. They have unique characteristics, namely a preference for accessibility, speed, and ease of transactions offered by e-commerce platforms. This generation is very familiar with technology, and almost all of their activities related to daily life are carried out through digital devices, including online shopping. Based on a survey by We Are Social and Hootsuite (2024), 72% of the Gen Z population in Indonesia make at least one online transaction every month, showing the important role of e-commerce in their lives.

In the e-commerce ecosystem, customer satisfaction (e-satisfaction) is the key to long-term success for industry players. E-satisfaction is a measure of how consumer expectations of the online shopping experience can be met or even exceeded. Factors such as user-friendly interface, access speed, payment security, and after-sales service quality are important elements that influence the level of consumer satisfaction. Based on research by Kim, Xu, and Gupta (2022), e-satisfaction has a significant influence on consumer decisions to make repeat purchases (repurchase intention), where satisfied consumers tend to return to use the same platform for subsequent transactions. Not only that, high satisfaction also encourages consumers to engage in e-word of mouth (e-WOM) behavior. E-WOM is a form of recommendation or review made online by consumers, and plays an important role in shaping the perceptions of other potential buyers. Research shows that positive reviews from satisfied consumers can strengthen brand image, increase consumer trust, and ultimately, encourage repeat purchase intentions (Cheung & Thadani, 2021). This phenomenon is especially relevant among Generation Z, who often leverage online reviews before making purchasing decisions.

In Riau Province, the development of digitalization and internet penetration continues to increase from year to year. Based on a report from the Indonesian Internet Service Providers Association (APJII) in 2023, internet penetration in Riau has reached 78%, with Gen Z as one of the largest internet users for various purposes, including online shopping. This data shows that Gen Z's consumption behavior in Riau is greatly influenced by the shopping experience they get through e-commerce platforms. This phenomenon opens up opportunities as well as challenges for e-commerce players in maintaining and increasing the level of e-satisfaction in order to be able to create customer loyalty in the form of repurchase intention.

However, there are still some problems that are often faced by consumers on e-commerce platforms, such as late delivery, unclear product information, and difficulties in return services. These problems can negatively affect e-satisfaction and reduce consumer intentions to make repeat purchases. In addition, negative reviews or bad e-WOM can also affect potential consumers' perceptions of the platform. Therefore, it is important for e-commerce companies to understand how e-satisfaction plays a role in building repurchase intention, as well as how e-WOM can be a mediating factor that influences repeat purchase decisions among Gen Z in Riau Province. Referring to the latest data and developing phenomena, this study aims to explore the relationship between e-satisfaction, e-WOM, and repurchase intention among Gen Z in Riau Province. By identifying the mediating role of e-WOM, it is hoped that the results of this study can provide a significant contribution in developing more effective marketing strategies for the Gen Z market segment in the digital era.

Based on the background explained above, the formulation of the research problem can be drawn as follows: 1) Does *e-satisfaction* have a positive and significant effect on *repurchase*

intention on Shopee e-commerce in generation Z, 2) Does e-satisfaction have a positive and significant effect on e-word of mouth Shopee e-commerce on generation Z, 3) Does e-word of mouth have a positive and significant effect on repurchase intention of Shopee e-commerce? in generation Z, 4) Does e-satisfaction have a positive and significant effect on repurchase intention of Shopee e-commerce? in generation Z through e-word of mouth.

2. Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1985), provides framework For understand How attitudes, subjective norms, and perceptions control behavior influence intention and action somebody. In the context of e-commerce, attitude to online shopping, such as experience positive with certain platforms, will to form intention customer For do purchase repeat. Subjective norms, or pressure social, including recommendation through e-word of mouth (e-WOM), can also push intention In addition, the perception control behavior — such as convenience usage and feeling own control to online transactions— will strengthen possibility customer For do purchase repeat. TPB is often used in consumer behavior studies to explain the decision-making process, especially in the digital environment where social influence and user experience are very important in shaping repeat purchase behavior. Research by Ajzen (1985) and other related studies have demonstrated the power of this model in predicting intentions and behavior in various contexts, including e-commerce.

Repurchase Intention

According to Hellier et al. (2003) *repurchase intention* is defined as an individual's assessment of repurchasing services or services from the same company by considering the current situation and the good mood of the individual. *Repurchase intention* is customer satisfaction measured behaviorally by asking whether customers will shop or use the company's services again (Tjiptono, 2016). Kotler (2012) argues that after consumers buy the product, consumers can be satisfied or dissatisfied and engage in post-purchase behavior. Satisfied customers will buy the product again, praise the product they bought in front of others, pay little attention to competing brands and advertisements and buy other products from the same company. According to Ferdinand (2014) *Repurchase intention* or repurchase interest can be identified through the following indicators: (a) transactional interest, (b) referential interest, (c) preferential interest and (d) explorative interest.

E-Word of Mouth (E-WOM)

According to Hennig et al. (2004) *e-word of mouth* defined as statement positive and negative obtained from consumer current and also consumer potential that has been own knowledge or experience about a products on an electronic media. Information from *e-word of mouth* usually provided For many people through the internet. Harrison-Walker (2001) define *e-word of mouth* as informal communication from person to person where the communicator is a person (non- commercial) who has feel performance from A brand, product, organization, or service. According to Lin, CL, & Chang, (2013) *e-word of mouth* is statement positive and also negative about product or customer - built company potential, customer moment This and also ex- customers, which are available for many people and institutions via the internet. Cheung & Lee, (2012) state that the most significant factors in push the occurrence *e- wom* is a sense of belonging, reputation, and willingness For help. Kagermann, (2014) state that factor booster the emergence *e-word of mouth* is : (a) *platform assistance*, (b) *venting negative*

feelings, (c) concern for other consumers, (d) extraversion/positive self-enhancement, (e) social benefits and (f) economic incentives

E-Satisfaction

According to Ahmad et al. (2017) *E-satisfaction* can be defined as a holistic evaluation of the relationship between a website user and an *e-retailer*. *E-satisfaction* occurs when products and services exceed the customer's perceptions of expectations. This is the level of buyer satisfaction after comparing the perceived purchase experience and expectations with the post-purchase experience. *E-satisfaction* according to Oliver in Hidayah and Utami (2017) is a psychological state that results when a customer is satisfied where he no longer looks for alternatives other than *the website* he is using at that time. When customers are not satisfied, they will look for other alternatives and it will be an opportunity for competitors to take advantage of the situation. According to Ranjbarian et al. (2012) There are 5 (five) dimensions main influencing factors *e-satisfaction* : (a) *convenience*, (b) *merchandising*, (c) *site design*, (d) *security* and (e) *serviceability*

Table 1 . Questionnaire items address the OP variables and indicators.

Variables	Indicator	Questionnaire
E-SATISFACTION	ES1	There is Convenience in find What just what I need on the Shopee site (eg: search product offer promotion, help information and others)
	ES2	Many quantities offers (promotions) on the Shopee site
	ES3	The information on Shopee is enough to help you with your shopping.
	ES4	Shopee protects security transact
	ES5	Policy returns on the Shopee site (eg: buyer Can request a refund/ return / exchange goods If No appropriate and others) already in accordance with what I want
E-WORD OF MOUTH	E-WOM1	Choosing Shopee over with other <i>e-commerce</i>
	E-WOM2	Prevent others from experiencing my dissatisfaction by sharing my dissatisfaction experience.
	E-WOM3	Providing comments on products that I have purchased, as additional information for other consumers.
	E-WOM4	Shop at Shopee to improve your self-image as a smart consumer.
	E-WOM5	Have you ever written a comment in the column provided, as a form of virtual participation?
	E-WOM6	Want to get incentives from Shopee
REPURCHASE INTENTION	RI1	Buy repeat products that have been I buy on app Shopee <i>e-commerce</i> .
	RI2	Provide positive information to others about the advantages and shopping experience on the Shopee <i>e-commerce application</i> .
	RI3	When I want to buy a product in a way <i>online</i> again, i will prioritize application Shopee <i>ecommerce</i> for shopping.
	RI4	Looking for the latest information about the Shopee <i>e-commerce application</i> .
	RI5	Looking for information for support positive programs on the application Shopee <i>e-commerce</i> .

Source : Processed Data 2024

E-satisfaction and repurchase intention

Chamchuntra and Fongsuwan (2014) stated that satisfaction increases future purchase intentions. Made and Rani (2014) showed that customer satisfaction has a positive and significant effect on repurchase intentions at *Circle K* in Denpasar City. Likewise, research conducted by Hasman et. Al. (2019) , Yaqin (2020) , (Wen et. Al. 2011) who also conducted research on *e-commerce* , showed that *e-satisfaction* has a positive and significant effect on *repurchase intentions*. Yaqin (2020) who said that *e- satisfaction* proven to have a positive effect on *e- words of mouth* whose research examines *OLX e- commerce customers* . These results also support the research results of Yu et. Al (2017) with title study *internet entrepreneurship and “the sharing of information” in an internet of things context* which states that significant *e-satisfaction* to *word of mouth* . Kemény et. Al (2016) in his research also shows If *satisfaction* significant to *word of mouth*. However results study This No support study Saodin et. Al. (2019) who stated that *e-satisfaction* no own effect significant on *e-word of mouth* . Saodin et. Al. (2019) and Luthfi and Farida (2019) who formulated that *e-word of mouth* has effect significant on *repurchase intention*. Research conducted by Arif (2019) which examined about Citilink Indonesia and find that if the more positive *e-word of mouth* from Customer Citilink Indonesia then will the more tall intention buy return .

Hypothesis 1 : *E-satisfaction influential to repurchase intention*

Hypothesis 2 : *E-satisfaction influential to e-word of mouth*

Hypothesis 3 : *E-word of mouth influential to repurchase intention*

The Role of Mediation E-Word of Mouth

Fachruddin, (2018) with title study influence satisfaction consumers and perception mark to interest buy repeat with *intervening word of mouth* with the results show that satisfaction influential to interest buy again through *word of mouth* as variable *intervening* . The results of research conducted by Sofia Gudono (2016) with object study agent journey basic in Indonesia found different things that No there is influence satisfaction to interest buy repeat through positive word of mouth to agents online travel in Indonesia.

Hypothesis 4 : *E-satisfaction influential to repurchase intention through e-word of mouth*

Research Model

The research model is shown in figure 2 below :

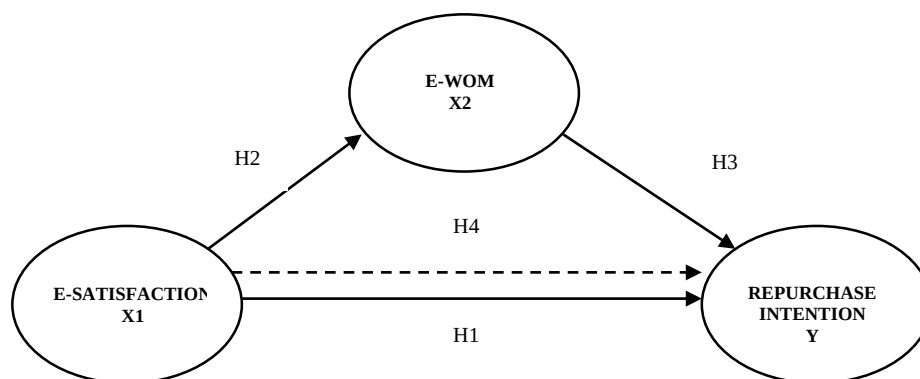


Figure 2: Research Model

3. Method

Population and Sample

Population in study This is Generation Z that has do transactions on Shopee *e-commerce* on his *smartphone* with a minimum of two purchases on the Application Shopee *e-commerce* . Gen Z or Generation Z is also known as as iGen or Centennials, generally defined as individual born between 1997 to 2012. The sample in this study uses heir theory where the number of indicators is multiplied by 5 to 10, the researcher took a sample of $16 \times 7 = 112$ people.

Method of collecting data

The data collection method used in this study is by using a questionnaire. Closed questions can be measured using the *Likert scale method* (range 1 to 7) , where this scale produces answers strongly disagree, disagree, doubtful, agree and strongly agree.

Data Analysis Methods

Descriptive Analysis

Data obtained from the results of distributing questionnaires in the form of tables then connecting them with theories relevant to this study. Furthermore, the author draws conclusions. To analyze data quantitatively, the author will use statistical data analysis techniques using SEM-PLS. In making decisions on the interpretation of the descriptive mean of each variable studied, the author uses guidelines from Ghozali (2008). This study uses the SEM-PLS analysis method with SmartPls 32.9. Hypothesis testing uses the Partial Least Square (PLS) analysis technique.

Outer Model Analysis

This Outer Model analysis specifies the relationship between latent variables and their indicators. or it can be said that the outer model defines how each indicator relates to its latent variables. Tests performed on the outer model:

- a. *Convergent Validity.*
- b. *Discriminant Validity.*
- c. *Composite Reliability.*
- d. *Cronbach Alpha.*

Analysis Inner Model

Inner Model Analysis or what is commonly called the Structural Model is used to predict causal relationships between variables tested in the model. In this research This will explained about results of *path coefficient test* , *goodness of fit test* and hypothesis test :

- a. *Path Coefficient Test*
- b. *Goodness of Fit Test*
- c. *Hypothesis Testing*

4. Results and Discussion

Analysis Descriptive

Following is description in a way complete about results dissemination questionnaire to indicator variables used.

Table 2. Characteristics Respondents

Variables		Amount sample (n)=112	
		Number (n)	Amount (%)
Gender	Man	57	51%
	Woman	55	49%
Age	12-17 Years	14	13%
	18-23 Years	62	55%
	24-27 Years	36	32%
Education	≤ High School	14	12%
	3-year diploma	0	0%
	Bachelor degree	98	88%
	Strata 2	0	0%
Shopping on E- Commerce	1-2 times	23	21%
	2-4 times	-	0%
	4-6 times	-	0%
	Above 6 times	89	79%

Source : Processed Data , 2024

Based on the characteristics of 112 respondents, the majority of participants are in the age range of 18-23 years (55%), indicating that Gen Z is the dominant group. In addition, 88% of respondents have a Bachelor's degree, and most are frequent e-commerce users, with 79% reporting shopping online more than 6 times. This high frequency of shopping reflects the potential of e-commerce platforms to capitalize on Gen Z shopping patterns. Understanding this data, the title emphasizes how e-commerce platforms can use this insight to build strategies that increase repurchase intention among Gen Z, who are already highly engaged in online shopping activities. The gender distribution is also quite balanced, with 51% male and 49% female, indicating that both genders actively participate in e-commerce. This presents an opportunity for more targeted marketing strategies that are in line with the preferences of this age group.

Outer Model Analysis

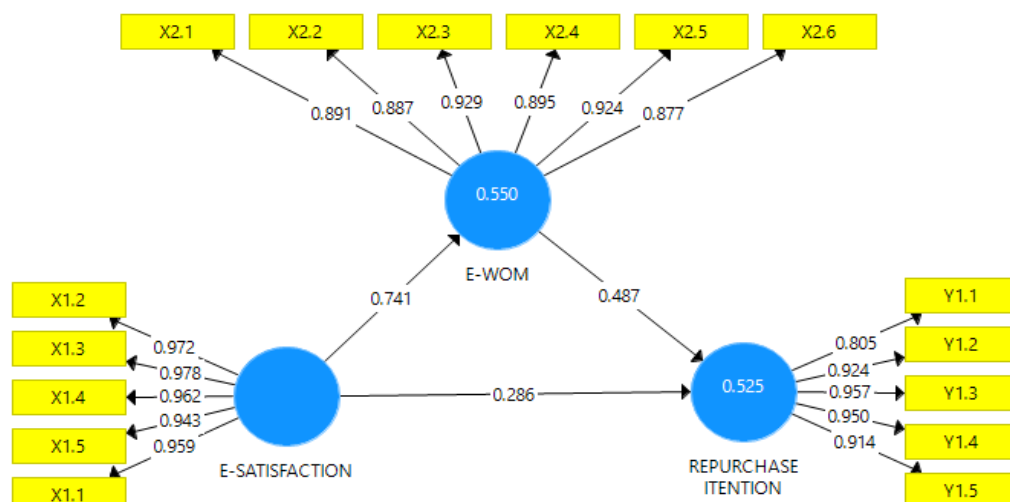


Figure 3. SmartPLS 32.9
Source: Processed Data, 2024

Convergent Validity

The results of data processing show that there are no variable indicators whose *outer loading values* are below 0.5, so that all indicators are declared suitable or valid for use in research and can be used for further analysis.

Table 3 . Outer Loading Factor Value Variables Study

Variables	Indicator	X1	X2	Y	Information
<i>E-Satisfaction</i>	X1.1	0.959			<i>Valid</i>
	X1.2	0.972			<i>Valid</i>
	X1.3	0.978			<i>Valid</i>
	X1.4	0.962			<i>Valid</i>
	X1.5	0.943			<i>Valid</i>
<i>E- Wom</i>	X2.1		0.891		<i>Valid</i>
	X2.2		0.887		<i>Valid</i>
	X2.3		0.929		<i>Valid</i>
	X2.4		0.895		<i>Valid</i>
	X2.5		0.924		<i>Valid</i>
	X2.6		0.877		<i>Valid</i>
<i>Repurchase Intention</i>	Y1.1			0.805	<i>Valid</i>
	Y1.2			0.924	<i>Valid</i>
	Y1.3			0.957	<i>Valid</i>
	Y1.4			0.950	<i>Valid</i>
	Y1.5			0.914	<i>Valid</i>

Source : Processed Data, 2024

All research variable indicators have many *outer loading values* above 0.7, as shown by the data processing results in table 3 above. As stated by Chin in Imam Ghozali, namely stating that the *outer loading value* between 0.5 and 0.6 is sufficient to meet the requirements of convergent validity.

Table 4. Cross Loading Value Variables Study

Variables	Indicator	X1	X2	Y	Information
<i>E-Satisfaction</i>	X1.1	0.959	0.696	0.636	<i>Valid</i>
	X1.2	0.972	0.709	0.630	<i>Valid</i>
	X1.3	0.978	0.703	0.624	<i>Valid</i>
	X1.4	0.962	0.737	0.648	<i>Valid</i>
	X1.5	0.943	0.724	0.575	<i>Valid</i>
<i>E- Wom</i>	X2.1	0.574	0.891	0.575	<i>Valid</i>
	X2.2	0.583	0.887	0.598	<i>Valid</i>
	X2.3	0.801	0.929	0.708	<i>Valid</i>
	X2.4	0.690	0.895	0.655	<i>Valid</i>
	X2.5	0.686	0.924	0.634	<i>Valid</i>
	X2.6	0.635	0.877	0.586	<i>Valid</i>
<i>Repurchase Intention</i>	Y1.1	0.454	0.626	0.805	<i>Valid</i>
	Y1.2	0.604	0.625	0.924	<i>Valid</i>
	Y1.3	0.581	0.610	0.957	<i>Valid</i>
	Y1.4	0.581	0.605	0.950	<i>Valid</i>
	Y1.5	0.701	0.706	0.914	<i>Valid</i>

Source : Processed Data, 2024

Based on data presentation in table 4 above can every indicators on variables study there is mark the largest *cross loading* on the variables it forms compared to with mark *cross loading*

on variables others. Based on results obtained said, can stated that indicators used in study This has own good *discriminant* validity in compile their respective variables

Discriminant Validity

From the results processing of the data obtained said , can stated that indicators used in study This has own good *discriminant* validity in compile their respective variables . In addition to observing mark *cross loading* , *discriminant validity* can also be known through method other that is with see mark *average variant extracted* (AVE) for each indicator required its value must be > 0.5 for a good model

Table 5. Construct Validity and Reliability

Variables	Cronbach's Alpha	Reliability Composite	Average Variance Extracted (AVE)
E-satisfaction	0.980	0.985	0.927
E- wom	0.953	0.963	0.811
Repurchase intention	0.948	0.961	0.831

Source: Processed data 2024

Based on the data presentation above in table 5, it can be seen that the *cronbach alpha* value of each research variable is > 0.7 . Thus, these results can indicate that each research variable has met the *cronbach alpha* value requirements, so it can be concluded that all variables have a high level of reliability. Based on data presentation in table 4 above, it is known that AVE value of variable *e-satisfaction*, *e-word of mouth* and *repurchase intention* > 0.5 . Thus it can be stated that each variable has good *discriminant validity*. Based on the data presentation in table 4 above, it can be seen that the composite reliability value of all research variables is > 0.7 . These results indicate that each variable has met the *composite reliability* so that it can be concluded that all variables have a high level of reliability.

Analysis Outer Model

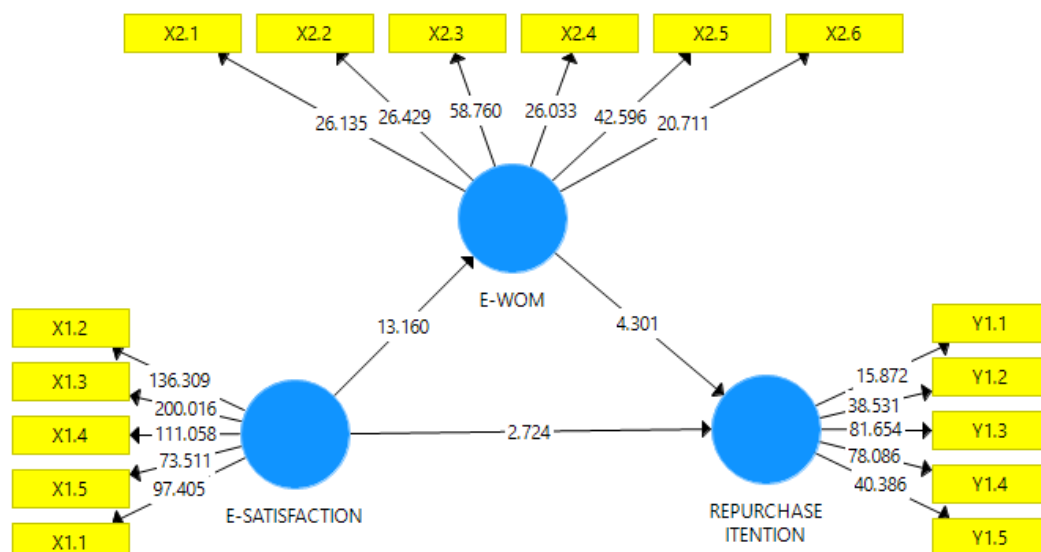


Figure 4 SmartPLS 32.9

Source : Processed Data , 2024

Path Coefficient Test

Based on scheme *inner model* that has been shown in figure 4 above can explained that mark largest *path coefficient* shown with influence *e-trust* to *e-word of mouth* of 9,844. The smallest influence shown by the influence *e-trust* to *repurchase intention* of 3,068. Based on description results said, shows that overall variable in this model own *path coefficient* with positive numbers.

Goodness of Fit Test

Based on the data processing that has been carried out using the smart PLS 3.2.9 program, the *R-Square value* is obtained as follows:

Table 6. R-Square Value

	R Square
E- wom	0.550
Repurchase intention	0.525

Source: Processed Data, 2024

Based on the data presentation in table 5 above, it shows that *e-satisfaction* and *e-word of mouth* are able to explain the variability of the *repurchase intention contract* by 52.2% and the remaining 47.8% is explained by other constructs outside those studied in this study. While *e-satisfaction* is able to explain the variability of the *e-word of mouth* construct by 55% and the remaining 45% is explained by other contracts outside those studied in this study.

Evaluation *goodness of fit* is known from mark *Q-Square*. The *Q-Square value* has the same meaning with *coefficient determination (R-Square)* in the analysis regression, where the more tall *Q-Square* , then the model can it is said the more Good or the more *fit* with the data. The results calculation mark *Q-Square* is as following :

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.550) \times (1 - 0.525)] \\
 &= 1 - (0.450 \times 0.475) \\
 &= 1 - 0.21375 \\
 &= 0.78625
 \end{aligned}$$

Based on the calculation results above, the *Q-Square value obtained* is 0.78625. This shows the magnitude of the diversity of research data that can be explained by the research model is 78.62%. While the remaining 21.38% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated to have good *goodness of fit* .

Hypothesis Testing

The value of testing the research hypothesis can be shown in Table 4.15

Table 7 Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 → X2	0.741	0.743	0.056	13,160	0,000
X1 → Y	0.286	0.285	0.105	2,724	0.007
X2 → Y	0.487	0.483	0.113	4,301	0,000
X1 → X2 → Y	0.361	0.359	0.090	4,015	0,000

Source: Processed Data

The rule of thumb applied in this study is as follows: $t\text{-statistic} > 1.96$ with a significance level of $p\text{-value} < 0.05$ (5%), and a positive beta coefficient. (Ghozali, 2014) . From the results data processing can concluded that *e-satisfaction* influential positive and significant to *repurchase intention*, *e-satisfaction* influential positive and significant to *e-word of mouth* , *e-word of mouth* influential positive and significant to *repurchase intention* , *e-satisfaction* has an effect positive and significant to *repurchase intention* through *e-word of mouth*.

DISCUSSION

Study This show that e-satisfaction has influence positive and significant on repurchase intention and e-word of mouth (e-WOM). In addition , e-WOM also has influence positive on repurchase intention, and e-satisfaction has an impact significant towards repurchase intention through e-WOM as variable mediation . This discussion will explain how the relationship between these variables is supported by the literature and previous empirical studies.

1. E-Satisfaction and Repurchase Intention

E-satisfaction is defined as the level of satisfaction consumers feel after interacting with a digital platform, such as a website or mobile application, and has been a strong predictor of repurchase intention (Zeithaml et al., 1996) . Repurchase intention refers to a customer's desire to repurchase a product or service in the future. Research by (Gounaris et al., 2010) confirmed that when customers are satisfied with their online shopping experience, they are more likely to return to make purchases in the future. A recent study by Tyra et al. (2014) also supports this finding, showing that e-satisfaction has a significant effect on repurchase intention, especially in the e-commerce sector. Customer satisfaction in a digital environment increases trust and loyalty, which contributes to repeat purchases (Anderson & Srinivasan, 2003) .

2. E-Satisfaction and E-WOM

E-WOM is one of the important forms of consumer communication in the digital era, where consumers share their experiences online (Hennig-thurau et al., 2003) . E-satisfaction has a positive influence on e-WOM, because satisfied customers tend to share their positive experiences with others through reviews, recommendations, or posts on social media (Cheung, MY, & Thadani, 2021) . A study by Zhang & Jin (2023) concluded that e-satisfaction is one of the key factors that encourage customers to engage in e-WOM behavior. When customers are satisfied with online services, they are more motivated to provide positive recommendations and reviews on digital platforms, which significantly increases brand visibility and reputation.

3. E-WOM and Repurchase Intention

E-WOM influences repurchase intention because reviews or recommendations from other consumers can influence the perception of potential buyers (Kagermann, 2014) . E-WOM functions as a reliable source of information and influences purchasing decisions (Park, JH, & Kim, 2020) . Research by Erkan & Evans (2016) shows that positive online reviews can increase repurchase intention, because consumers feel more confident in choosing a product or service. A recent study by Farzin, M., Fattahi, M., & Askari (2022) emphasized that positive e-WOM increases consumer trust in a product or service, which ultimately encourages repeat purchases. This means that e-WOM plays an important role in strengthening customer loyalty and triggering repurchase intention.

4. The Influence of E-WOM Mediating between E-Satisfaction and Repurchase Intention

The research findings also show that e-WOM mediates the relationship between e-satisfaction and repurchase intention. This means that e-satisfaction not only directly influences repurchase intention but also through an indirect influence mediated by e-WOM. When customers are satisfied, they are more likely to share their positive experiences with others, which in turn influences others' decisions to purchase or make repeat purchases (Cheung, MY, & Thadani, 2021). Research by Jalilvand & Samiei (2012) supports this finding, stating that e-WOM is a strong mediator in the relationship between e-satisfaction and repurchase intention. Satisfied customers drive the creation of positive e-WOM, which in turn influences the repurchase intentions of other consumers who are exposed to this information.

5. Conclusions

This study reveals several significant findings related to the relationship between e-satisfaction, e-WOM, and repurchase intention in the context of digital commerce. First, e-satisfaction is proven to have a positive and significant influence on repurchase intention and e-WOM. In addition, e-WOM also has a positive effect on repurchase intention, and e-satisfaction affects repurchase intention through e-WOM as a mediating variable. The implications of these findings emphasize the importance of improving customer satisfaction on digital platforms, because satisfied customers will not only make repeat purchases but also share positive experiences that can attract new customers and strengthen loyalty. Digital businesses need to focus on improving user experience to maximize customer satisfaction and drive positive e-WOM. However, this study has several limitations. The sample used may not be fully representative of all consumer groups, and the data was collected at a specific point in time, which limits the ability to observe long-term trends. Future research can explore longitudinal data to better understand the evolving dynamics of e-satisfaction and its impact on consumer behavior. In addition, further research can examine other mediating factors besides e-WOM to provide a more comprehensive understanding of the mechanisms that drive repurchase intention.

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