

The Influence of Electronic Word of Mouth (eWOM) on Repurchase Intention through Customer Satisfaction (A Study on Dydy’s Kitchen Consumers in Semarang City)

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Abstract— The rapid growth of the culinary industry, especially in the bakery and pastry sector, aligns with the increasing use of digital media. However, Dydy’s Kitchen, a business in this sector, has experienced a decline in sales and customers over the past two years, highlighting the need to evaluate its digital marketing strategies, particularly electronic word of mouth (eWOM). This study aims to analyze the influence of eWOM on repurchase intention through customer satisfaction among Dydy’s Kitchen consumers in Semarang. Using a quantitative, explanatory research approach, data were collected via questionnaires from 97 respondents and analyzed using the Partial Least Squares (PLS) method with SmartPLS software. The findings show that eWOM has a positive and significant effect on both customer satisfaction and repurchase intention, while customer satisfaction also significantly influences repurchase intention. Furthermore, customer satisfaction mediates the relationship between eWOM and repurchase intention. These results emphasize the critical role of eWOM in encouraging repurchase behavior, while also underlining the importance of customer satisfaction in fostering long-term loyalty and generating positive eWOM. Therefore, Dydy’s Kitchen is advised to enhance its digital review management and focus on improving customer experiences to strengthen repurchase intentions and overall business performance.

Keywords— Consumer Behavior, Consumer Satisfaction, Electronic Word of Mouth (eWOM), Repurchase Intention.

I. INTRODUCTION

The culinary business sector is currently experiencing significant growth. Culinary arts are defined as the activities of preparing, processing, and serving food and beverage products, incorporating elements of creativity, aesthetics, tradition, and/or local wisdom as key components in enhancing the taste and value of these products to attract purchasing interest and provide an experience for consumers [7]. Data from the Ministry of Tourism and Creative Economy shows that the proportion of creative economy players in the culinary sector in Central Java is 15.11%, and this figure continues to grow to this day. In 2023, it was recorded that the average price point for culinary creative economy transactions in Semarang City was IDR 50,000, with the average age of visitors being up to 40 years old. This data indicates that the culinary sector is a promising business field that will continue to expand. There are several types of businesses within the

culinary industry, including restaurants, cafés, bakeries and pastry shops, catering services, street food stalls, and semi-finished food producers. One of the culinary business types currently experiencing rapid growth is the bakery and pastry sector. Indonesia’s bakery and pastry industry has shown significant growth in recent years. According to *Baker’s Friend*, statistics from the Ministry of Agriculture indicate a 50% increase in the consumption of sliced bread and bakery products since 2014 [13].

Even during the pandemic in 2021, this growth continued, with Indonesia recording the highest bread sales in Southeast Asia, reaching a total transaction value of USD 18.7 billion (approximately IDR 2.6 trillion). To this day, the bakery industry continues to expand and is projected to experience further growth in the future. Based on this data, the culinary business particularly the bakery and pastry industry hold highly promising potential for generating substantial profits for business owners. The data in Table 1. regarding Dydy’s Kitchen’s sales turnover shows a positive increase from 2019 to 2021. In fact, Dydy’s Kitchen achieved a turnover growth of up to 45% in 2021. However, there was a significant decline in 2022, with a decrease of 41%. Furthermore, in the following year, 2023, Dydy’s Kitchen continued to experience a downturn, with an additional 12% decrease.

TABLE I. Dydy’s Kitchen Sales Turnover and Realization Data

No	Year	Sales Turnover Target	Actual Realization	Growth Rate
1	2019	Rp. 1.000.000.000	Rp. 1.500.000.000	-
2	2020	Rp. 1.500.000.000	Rp. 2.000.000.000	33%
3	2021	Rp. 2.000.000.000	Rp. 2.900.000.000	45%
4	2022	Rp. 2.000.000.000	Rp. 1.700.000.000	-41%
5	2023	Rp. 1.800.000.000	Rp. 1.500.000.000	-12%

In addition to the decline in sales turnover, the data on the number of Dydy’s Kitchen consumers also shows fluctuating realizations with a downward trend. As shown in Table 2., the number of consumers experienced a sharp drop in 2022, with a decrease of 54,000 consumers. In 2023, the number of consumers did increase, but it still did not meet the predetermined target. The target was set at 45,000 consumers, whereas the actual realization was only 40,000 consumers who purchased Dydy’s Kitchen products in 2023.

TABLE 2. Dydy’s Kitchen Consumer Target and Actual Realization Data

No	Year	Target Number of Consumers	Actual Realization	Growth Rate
1	2019	30.000	37.500	-
2	2020	40.000	66.700	78%
3	2021	58.000	97.000	45%
4	2022	58.000	34.000	-65%
5	2023	45.000	40.000	18%

The decline experienced by Dydy’s Kitchen indicates a shift in consumer behavior in the process of purchasing its products. Consumer behavior refers to specific actions taken by consumers in selecting and using a product, driven by motivations influenced by certain factors such as psychological aspects and other external elements [8]. To sustain its business, Dydy’s Kitchen needs to leverage advancements in technology. This is because ongoing digital developments have made the role of electronic word of mouth increasingly significant in influencing consumers’ repeat purchase decisions. According to Kotler & Keller (2016), repurchase intention is the consumer’s desire to buy the same product again in the future based on their experience with that product. Repurchase intention is an essential concept in understanding customer loyalty, which refers to a consumer’s likelihood to buy the same product again based on previous experiences [4].

The advancement of the digital era has led consumers to increasingly seek information or reviews online before deciding to purchase a product. Positive reviews can enhance consumers’ trust in a product, while negative reviews can diminish that trust. eWOM has become a key driver of consumer purchasing decisions. Research has shown that consumers tend to trust online reviews and recommendations from peers more than traditional advertising methods [2]. Positive eWOM can enhance brand credibility, influence customer perception, and encourage repurchase intentions, while negative eWOM can deter potential customers. This is in line with the study conducted by Jaya & Putri (2021), which stated that eWOM has an influence on the repurchase intention of Sana Coffee Selabintana. Dydy’s Kitchen, as one of the bakery and pastry businesses in Semarang, has utilized social media as a means of marketing and communicating with consumers. Social media platforms such as Instagram are used to promote products, provide information on promotions, and receive customer reviews. However, the significant decline in sales and the number of consumers over the past two years indicates that Dydy’s Kitchen’s eWOM-based marketing strategy has not been fully effective in attracting new customers or retaining existing ones.

Consumer satisfaction is also one of the key factors influencing repurchase intention. Customer satisfaction refers to the emotional response a consumer has after evaluating a product or service based on their expectations and actual experience [10]. Consumer satisfaction is the degree to which a person likes a particular offering. Consumer satisfaction can drive repeat purchases. The presence of eWOM also helps consumers set their expectations for a product. If the product meets these expectations, consumers are more likely to feel satisfied. Therefore, the relationship between eWOM, consumer satisfaction, and repurchase intention becomes a

relevant topic to study in order to help Dydy’s Kitchen address the challenges of maintaining its presence in the increasingly competitive bakery and pastry market. Ginting et al. (2023) previously conducted a study on the effect of electronic word of mouth on repurchase intention, with customer satisfaction as a mediating variable, and found that eWOM has a positive and significant effect on repurchase intention through customer satisfaction. Another study by Nugraha et al. (2021) also found that eWOM has a positive effect on satisfaction, and that satisfaction positively influences repurchase intention.

In this study, we examine the relationship between eWOM and repurchase intention, with customer satisfaction serving as a mediating variable. The objective is to assess whether customer satisfaction mediates the effect of eWOM on repurchase intention, thereby offering insights for Dydy’s Kitchen to optimize its digital marketing strategies. Given the substantial influence of eWOM on consumer behavior and the necessity for businesses to adapt to evolving market dynamics, this research provides empirical evidence on how eWOM, together with customer satisfaction, shapes repurchase intention. A deeper understanding of these dynamics can enable Dydy’s Kitchen to strengthen customer engagement, enhance retention, and ultimately improve sales performance.

II. MATERIAL AND METHODS

A. Consumer Behaviour

Consumer behavior refers to the way individuals utilize resources such as time, money, and effort in the decision-making process to purchase goods related to consumption (Schiffman & Wisenblit, 2019).

B. Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) is communication that takes place through digital platforms, where users share information, experiences, or opinions about a product, service, or brand with others (Cheung et al., 2012).

C. Consumer Satisfaction

Consumer satisfaction is defined as the emotional or affective evaluation made by consumers after consuming a product or service, expressed in the form of feelings of satisfaction or pleasure (Hennig et al., 1997).

D. Repurchase Intention

A person's evaluation of the likelihood of buying from the same business or brand again is known as their repurchase intent. Intention reflects the extent of interest and effort an individual is willing to invest to ultimately take concrete action (Hair et al., 2010).

III. RESEARCH METHOD

This study adopts a quantitative approach with an explanatory research design to examine the relationships and causal links between variables. The population consists of consumers of Dydy’s Kitchen who have purchased its products within the past six months. A non-probability sampling method, specifically accidental sampling, is employed. Based on the Lemeshow formula, the required sample size is 97 respondents. Data were collected using a

structured questionnaire distributed to the respondents, employing a Likert scale with scores ranging from 1 to 5 to measure the data. The quantitative analysis for this study will be conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software. PLS is a Structural Equation Modeling (SEM) technique that employs a component-based or variance-based approach. SmartPLS-SEM applies the bootstrapping method for random resampling. The PLS-SEM testing is carried out in two stages: the Outer Model, which consists of convergent validity testing, discriminant validity testing, and composite reliability; and the Inner Model, which consists of testing the R-square, Goodness of Fit (GoF), and F-square, followed by path coefficients testing.

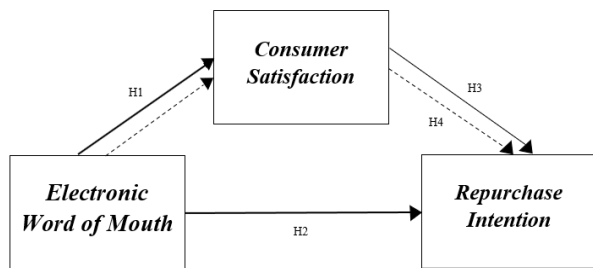


Fig. 1. Hypothesis Model

Hypothesis 1: There is a positive and significant effect of Electronic Word of Mouth on Consumer Satisfaction of Dydy’s Kitchen in Semarang City.

Hypothesis 2: There is a positive and significant effect of Electronic Word of Mouth on Consumer Repurchase Intention of Dydy’s Kitchen in Semarang City.

Hypothesis 3: There is a positive and significant effect of Consumer Satisfaction on Consumer Repurchase Intention of Dydy’s Kitchen in Semarang City.

Hypothesis 4: There is a positive and significant effect of Electronic Word of Mouth on Consumer Repurchase Intention through Consumer Satisfaction of Dydy’s Kitchen in Semarang City.

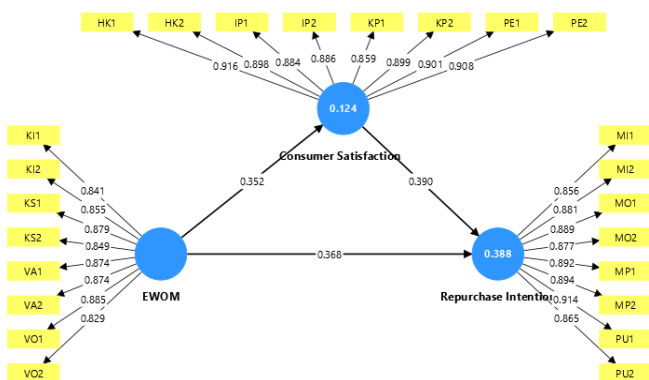


Fig. 2. Path Analysis Diagram

IV. RESULT

There are 24 questionnaire items intended to provide an overview of the influence of electronic word of mouth on repurchase intention through consumer satisfaction.

A. Evaluation of Measurement Model (Outer Model)

The connection between a latent variable and each of its measurement indicators is shown in the outer model. The measurement is carried out using three methods: convergent validity, discriminant validity, and composite reliability. The results of the validity and reliability tests for each variable present the analysis of the outer model.

1. Convergent Validity

TABLE 3. Outer Loadings Result

Indicator	Item	Electronic Word of Mouth (X)	Consumer Satisfaction (Z)	Repurchase Intention (Y)
Source Credibility	KS1	0.879		
	KS2	0.849		
Information Quality	KI1	0.841		
	KI2	0.855		
Review Volume	VO1	0.885		
	VO2	0.829		
Review Valence	VA1	0.874		
	VA2	0.874		
Consumer Expectation	HK1		0.916	
	HK2		0.898	
Product and Service Performance	KP1		0.859	
	KP2		0.899	
Interaction with The Company	IP1		0.884	
	IP2		0.886	
Handling on Consumer Complaints	PE1		0.901	
	PE2		0.908	
Making a Repeat Purchase	MP1			0.892
	MP2			0.894
Searching for Product Information	MI1			0.856
	MI2			0.881
Primary Preference	PU1			0.914
	PU2			0.865
Recommending to Others	MO1			0.889
	MO2			0.877

Based on the test results in Table 3, all items in each indicator obtained a loading value > 0.7. Therefore, the latent construct items can be accepted, as their indicators are well represented. Furthermore, Table 4 presents the results showing that the AVE value for each variable is > 0.5, indicating validity.

TABLE 4. The Results of Average Variance Extracted

	Average variance extracted (AVE)
Electronic Word of Mouth	0.741
Consumer Satisfaction	0.799
Repurchase Intention	0.781

2. Discriminant Validity

Table 5 shows that the square root value of AVE for each variable is greater than the square root of AVE correlation with other variables. Thus, it can be concluded that all indicators used for the three constructs are valid.

Based on Table 6, the cross-loading value of each indicator on its own latent variable is greater than its loading value on all other latent variables. Therefore, it can be concluded that the discriminant validity has been met.

TABLE 5. The Results of Fornell-Larcker

	<i>Electronic word of Mouth</i>	<i>Repurchase Intention</i>	<i>Consumer Satisfaction</i>
<i>Electronic word of Mouth</i>	0.861		
<i>Repurchase Intention</i>	0.505	0.884	
<i>Consumer Satisfaction</i>	0.352	0.520	0.894

TABLE 6. The Results of Cross-Loadings

	<i>Electronic Word of Mouth (X)</i>	<i>Consumer Satisfaction (Z)</i>	<i>Repurchase Intention (Y)</i>
KS1	0.879	0.216	0.40
KS2	0.849	0.301	0.401
KI1	0.841	0.323	0.461
KI2	0.855	0.173	0.323
VO1	0.885	0.380	0.484
VO2	0.829	0.262	0.425
VA1	0.874	0.277	0.413
VA2	0.874	0.401	0.504
HK1	0.275	0.916	0.535
HK2	0.324	0.898	0.491
KP1	0.263	0.859	0.337
KP2	0.369	0.899	0.512
IP1	0.333	0.884	0.457
IP2	0.290	0.886	0.392
PE1	0.298	0.901	0.499
PE2	0.346	0.908	0.444
MP1	0.449	0.416	0.892
MP2	0.437	0.514	0.894
MI1	0.452	0.384	0.856
MI2	0.424	0.528	0.881
PU1	0.483	0.483	0.914
PU2	0.390	0.351	0.865
MO1	0.485	0.553	0.889
MO2	0.435	0.393	0.877

variables influenced by other variables. The R-Square value for consumer satisfaction is 0.124, which falls into the weak category, meaning that electronic word of mouth is able to influence only 12.4% of the consumer satisfaction variable. Furthermore, the R-Square value for repurchase intention is 0.338, indicating that the combination of electronic word of mouth and consumer satisfaction can explain 38.8% of the variation in repurchase intention.

2. *Goodness of Fit (GoF)*

The GoF value ranges between 0 and 1; the closer it is to 1, the higher the accuracy of the model. Goodness of Fit (GoF) is calculated using the following formula:

$$GoF = \sqrt{\text{average of AVE} \times \text{average of } R^2} = \sqrt{0.673 \times 0.514} = \sqrt{0.346} = 0,588$$

With a GoF value of 0.588, this model falls into the category of a strong fit. This indicates that the structural model used in this study has good quality and can be used for further hypothesis testing.

3. *F-Square*

F-Square is used to measure the magnitude of the effect of an independent variable on a dependent variable.

TABLE 9. F-Square Results

	<i>F-square</i>	<i>Categorization</i>
<i>Electronic Word of Mouth -> Consumer Satisfaction</i>	0.141	Small
<i>Electronic Word of Mouth -> Repurchase Intention</i>	0.194	Medium
<i>Consumer Satisfaction -> Repurchase Intention</i>	0.218	Medium

According to Table 9, it can be seen that the effect of electronic word of mouth on consumer satisfaction is 0.141, which falls into the small category. The effect of electronic word of mouth on repurchase intention is 0.194, which is considered medium. The effect of consumer satisfaction on repurchase intention is 0.218, also classified as medium, and is the highest value among the three.

C. *Hypothesis Test*

TABLE 10. Direct Effect Test

	<i>Patch Coeff</i>	<i>Sample Mean</i>	<i>St Dev</i>	<i>T stat</i>	<i>P values</i>	<i>Conclusion</i>
<i>E-WOM-> Consumer Satisfaction</i>	0.352	0.360	0.100	3.513	0.000	H1 accepted
<i>E-WOM-> Repurchase Intention</i>	0.368	0.368	0.115	3.201	0.001	H2 accepted
<i>Consumer Satisfaction-> Repurchase Intention</i>	0.390	0.388	0.101	3.867	0.000	H3 accepted

Based on Table 10, it can be concluded that each variable has a direct positive and significant effect, as indicated by P-Values < 0.05 and T-statistics > 1.96. This means that Hypotheses 1, 2, and 3 are accepted. The effect of eWOM on customer satisfaction demonstrated a positive path coefficient of 0.352. Similarly, eWOM had a positive path coefficient of

3. *Composite Reliability*

TABLE 7. Cronbach's Alpha and Composite Reliability Results

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho c)</i>
<i>Electronic Word of Mouth</i>	0.950	0.958
<i>Consumer Satisfaction</i>	0.964	0.970
<i>Repurchase Intention</i>	0.960	0.966

Table 7 above shows that the composite reliability and Cronbach's alpha values for each variable are > 0.7, indicating that the questionnaire items produce consistent data and can therefore be considered reliable.

B. *Evaluation of Structural Model (Inner Model)*

The relationships between latent variables in the research model are represented by the inner model, sometimes referred to as the structural model. The evaluation of the structural model is carried out using several indicators, namely) R-Square, Goodness of Fit (GoF), and F-Square.

1. *R-Square*

TABLE 8. R-Square Results

	<i>R-square</i>	<i>Categorization</i>
<i>Electronic Word of Mouth -> Consumer Satisfaction</i>	0.124	Weak
<i>Electronic Word of Mouth -> Consumer Satisfaction -> Repurchase Intention</i>	0.388	Weak

Based on Table 8, it can be seen that this study uses consumer satisfaction and repurchase intention as two

0.368 in relation to repurchase intention, while customer satisfaction exhibited a positive path coefficient of 0.390 in relation to repurchase intention.

TABLE 11. Indirect Effect Test

	Path Coeff	Sample Mean	St Dev	T stat	P values	Conclusion
Electronic Word of Mouth -> Consumer Satisfaction -> Repurchase Intention	0.137	0.141	0.061	2.256	0.024	H4 accepted. partial mediation

Based on Table 11, it can be concluded that the fourth hypothesis (H4), which states that electronic word of mouth has a significant effect on repurchase intention through consumer satisfaction among Dydy’s Kitchen customers in Semarang City, is accepted. The results also indicate that the mediating relationship is partial mediation, meaning that both the direct and indirect effects are significant.

V. DISCUSSION

Electronic Word of Mouth (eWOM) is communication that occurs through digital platforms, where users share information, experiences, or opinions about a product, service, or brand with others [2]. Consumer satisfaction with a product can be measured through electronic word of mouth, where consumers are willing to share their positive experiences with others via the features or media available on digital platforms. A study conducted by Nugraha & Wiguna (2021) found a significant and positive relationship between electronic word of mouth and consumer satisfaction. In line with this research, the statistical results of this study indicate that the Electronic Word of Mouth variable (X) has a significant effect on Consumer Satisfaction (Z) among Dydy’s Kitchen customers in Semarang City. This suggests that the better the electronic word of mouth, the higher the consumer satisfaction.

Peter & Olson (2014) stated that repurchase intention refers to purchasing activities carried out more than once or repeatedly. To maintain company stability, repurchase intention is an important aspect for businesses as it provides a significant contribution. Each consumer has certain standards regarding a product that influence their repurchase decisions. A study conducted by Ginting et al. (2023) found that electronic word of mouth has a positive and significant effect on repurchase intention. This study also shows similar results, indicating that the Electronic Word of Mouth variable (X) has a significant effect on Repurchase Intention (Y) among Dydy’s Kitchen customers in Semarang City. This suggests that the better the electronic word of mouth, the higher the repurchase intention.

Satisfied consumers are likely to repurchase a product, speak positively about it to others, show less interest in competing brands and marketing, and buy other products from the same company. Consumer satisfaction occurs when their expectations are met. It is defined as a key factor for building profitable relationships with consumers, retaining and

expanding the client base, and maximizing customer lifetime value [1]. Based on the statistical results of this study, the Consumer Satisfaction variable (Z) has a significant effect on Repurchase Intention (Y) among Dydy’s Kitchen customers in Semarang City. This aligns with the study conducted by Nugraha & Wiguna (2021), titled "The Influence of Product Quality, Perceived Value, Price Fairness, eWOM, and Satisfaction Towards Repurchase Intention at Xing Fu Tang," which found that consumer satisfaction has a positive and significant effect on repurchase intention. Therefore, in this study, if consumers feel satisfied with Dydy’s Kitchen products, they are more likely to have the intention to make repeat purchases.

Based on the statistical results, it can be concluded that electronic word of mouth and consumer satisfaction can serve as important factors influencing repurchase intention. Both electronic word of mouth and consumer satisfaction can directly affect repurchase intention. Furthermore, a study conducted by Ginting et al. (2023) showed that Electronic Word of Mouth (eWOM) has a significant effect on repurchase intention, with consumer satisfaction serving as an intervening variable. This means that the effect of eWOM on repurchase intention occurs not only directly but also through the enhancement of consumer satisfaction with the product or service used.

Positive eWOM plays an important role in shaping consumer expectations before making a purchase. When information received through eWOM such as product reviews, recommendations from other users, or social media testimonials is of high quality, credible, and relevant, consumer expectations for the product increase. If the product meets or even exceeds these expectations after purchase, consumer satisfaction is achieved. This satisfaction then motivates consumers to make repeat purchases. However, the partial mediation results in this study indicate that the direct effect of eWOM on repurchase intention is greater than its effect through consumer satisfaction. Thus, although there is a mediating effect, the mediating variable is relatively small, suggesting that a consumer who feels satisfied does not necessarily have the intention to make a repeat purchase.

VI. CONCLUSIONS

- Electronic Word of Mouth (eWOM) has a positive and significant effect on Consumer Satisfaction, with a positive path coefficient, P Value < 0.05, and T-statistics > 1.96. The more positive and credible the received reviews, the higher the level of consumer satisfaction with Dydy’s Kitchen.
- Electronic Word of Mouth (eWOM) has a positive and significant effect on Repurchase Intention, with a positive path coefficient, P Value < 0.05, and T-statistics > 1.96. Consumers who receive positive information through digital platforms tend to have a higher intention to repurchase Dydy’s Kitchen products.
- Consumer Satisfaction has a positive and significant effect on Repurchase Intention, with a positive path coefficient, P Value < 0.05, and T-statistics > 1.96. Consumers who feel

satisfied are more likely to repurchase and recommend Dydy's Kitchen products.

- Electronic Word of Mouth (eWOM) has a significant effect on Repurchase Intention through Consumer Satisfaction, with a positive path coefficient, P Value < 0.05, and T-statistics > 1.96. This indicates that eWOM not only directly influences repurchase intention but also does so indirectly by increasing consumer satisfaction.

VII. RECOMMENDATIONS

This study presents results that highlight several aspects requiring further attention and provides guidance for the author to formulate the following recommendations:

- For electronic word of mouth (eWOM), the researcher suggests that Dydy's Kitchen should strengthen source credibility through active social media engagement, encourage visual content in reviews via reward programs, and provide simple review guidelines. Increase review volume and diversity with themed campaigns and incentives such as vouchers or prize draws.
- For customer satisfaction, the researcher suggests that Dydy's Kitchen should enhance product/service performance with loyalty programs, use customer databases for personalized service, and improve complaint handling through structured documentation and accessible channels. Strengthen interactions by adding admin staff during peak hours, using quick-response templates, and hosting interactive sessions.
- For repurchase intention, the researcher suggests that Dydy's Kitchen should maintain strict quality control and timely delivery, respond promptly and professionally to complaints, and address negative reviews constructively. Provide informative content (e.g., serving tips, ingredient facts) supported by live chat features, and offer referral rewards or discounts to boost repeat purchases and brand advocacy.

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