

The effect of product quality, service quality and eWOM on repurchase intention: consumer satisfaction as a mediating variable

ABSTRACT

Aims: The purpose of this study was to determine the effect of product quality, service quality and electronic word of mouth on repurchase intentions by mediating customer satisfaction on Erigo products in the shopee marketplace in Malang City.

Study design: This research uses a descriptive quantitative approach.

Place of Study: Respondents in this study were Erigo consumers who had bought at least 2 times, had a shopee platform and the age of consumers was at least 17 in Malang City.

Methodology: The sampling method applied is nonprobability sampling, specifically through purposive sampling technique. The total number of respondents in this study was 154; this figure is equal to the number of research items employed, which was 22. The result is then multiplied by 7 to get 154. The data was processed with version 4.0 of smartPLS.

Results: All elements in the statement are legitimate, according to the validity test findings. Furthermore, the results of the hypothesis test show that product quality does not influence the desire to repurchase (P Values 0.362>). P Values 0.002 indicate that service quality influences repurchase intentions, whereas P Values 0.751 indicate that electronic word of mouth does not influence repurchase intentions. 0.05. The following conclusions can be drawn: - Repurchase intention is influenced by customer satisfaction (P Values 0.000 <0.05), which in turn is influenced by product quality (P Values 0.002 <0.05), service quality (P Values 0.005 <0.05), and electronic word of mouth (P Values 0.080 <0.05). - Repurchase intentions are influenced by product quality (P Values 0.002 <0.05), which is mediated by customer satisfaction (P Values 0.007 <0.05), and by electronic word of mouth (P Values 0.077>), which is mediated by customer satisfaction (P Values 0.080 <0.05), which in turn affects repurchase intentions (0.5). 0.05.

Conclusion: Product quality affects customer happiness but has little effect on their propensity to buy again. The quality of service has an effect on customer satisfaction and their propensity to make a repeat purchase. Online recommendations have little effect on consumers' happiness or propensity to buy again. The quality of the product or service does influence the likelihood that a consumer will make a repeat purchase, but the impact of electronic word of mouth on consumer satisfaction is minimal.

Keywords: Product quality, service quality, electronic word of mouth, customer satisfaction, and repurchase intention.

1. INTRODUCTION

The rapid development of the internet and information technology has had far-reaching consequences for many sectors of society, including the social, economic, political, and

cultural elements of life, as well as people's everyday routines, such as shopping habits [1]. The internet is not only a communication route for transferring large amounts of information, but it is also becoming increasingly diverse in its function, enabling individuals to engage online buying and selling operations [2]. Many individuals saw this trend as an opportunity to earn money, so they began selling stuff online. This eventually resulted in the formation of e-commerce platforms such as Amazon and eBay [3]. Adi of Indonesia reported that Shopee was the most popular e-commerce site in the first quarter of 2023, according to SimilarWeb data. [4] Reporting by Menparekraf / Kabaparekraf, the Minister of Tourism and Creative Economy, and the Director of the Tourism and Creative Economy Agency, among others. According to Uno and Sandiaga Salahuddin, the fashion subsector contributed the most to the national creative economy's export value [5]. In 2023, five local fashion companies were able to enter the global market via Erigo [6].

The findings of this research are similar with those of other relevant studies, such as [7], [8], which discovered that consumers are more likely to make repeat purchases when product quality is satisfactory. According to the research described in [9], product quality has no effect on a consumer's tendency to repurchase. Service quality also influences repurchase intentions.

According to [10] and [11], the quality of the service impacts repurchase intentions. However, this suggests that service quality has minimal influence on repurchase intentions and is irrelevant, which contradicts previous study [12].

Electronic word of mouth may also influence repurchase intentions; this is supported by references 13 and 14, which state that when implemented, electronic word of mouth boosts trust in a product and repurchase intentions. According to research [15], electronic word of mouth has little or a large influence on repurchase intentions.

Studies [16], [17] show a favorable correlation between repurchase intentions and customer pleasure. This argues that firms should strive to please their consumers in order to increase repurchase intentions. Contrary to common assumption, a research by [12] found no link between customer satisfaction and the probability of repeat purchasing.

This is consistent with the results of the research reported in [18] and [19], which indicate that consumer happiness is directly related to the quality of the things they buy. Contrary to widespread assumption, a research by [20] found no link between product quality and consumer satisfaction.

Quality of service is an important factor in guaranteeing satisfied clients. This is consistent with studies indicating that consumers are more happy when they get high-quality service [21], [22]. In contrast, a research by [23] indicated that service quality had no positive influence on consumer satisfaction.

The study by [24], [25] reveals that consumers will be more happy with a product if they have a pleasant experience with it, and this result supports the concept that electronic word of mouth may help customers. Contrary to widespread opinion, a research by [26] found no link between electronic word-of-mouth and higher customer satisfaction.

Several research have shown that customer satisfaction mediates the relationship between product quality and repurchase intentions [27, [28], [29], [30], [31]. The firm claims that its high-quality items satisfy clients, which motivates them to purchase from them again. In

contrast, [32] discovered that customer satisfaction had no mediation influence on repurchase intentions when it came to product quality.

According to study performed by [33], [34], [35], [36], [37], and [38], boosting customer satisfaction via the use of high service quality would have an influence on increasing repurchase. Customers' levels of satisfaction influence the effect of service quality on repurchase intentions. Nonetheless, opposing conclusions may be found in a research by [12], which claims that customer happiness does not operate as a mediator between service quality and repurchase intentions.

According to research [39], [40], and [41], customer satisfaction mediates the relationship between electronic word of mouth and repurchase intentions. Specifically, it has been discovered that using excellent electronic word of mouth to generate consumer satisfaction leads to a rise in repurchases. In contrast, [42] discovered that customer satisfaction had no role in moderating the relationship between electronic word of mouth and intentions to repurchase.

Considering the conclusions of the prior study mentioned above, it is clear that each researcher generated different research results (research gap). Based on the fast evolution of the internet and information technology has had far-reaching effects for many sectors of society, including the social, economic, political, and cultural aspects of life, as well as people's daily routines, such as shopping habits [1]. The internet is not only a communication channel for transporting vast volumes of information, but it is also growing more versatile in its functions, allowing users to participate in online buying and selling [2]. Many people recognized this trend as a chance to make money, so they started selling items online. This ultimately led to the creation of e-commerce platforms like Amazon and eBay [3]. Adi of Indonesia claimed that Shopee was the most popular e-commerce site in the first quarter of 2023, according to SimilarWeb statistics. [4] Reporting by Menparekraf/ Kabaparekraf, the Minister of Tourism and Creative Economy, and the Director of the Tourism and Creative Economy Agency, among others. According to Uno and Sandiaga Salahuddin, the fashion subsector accounted for the majority of the national creative economy's export value. In 2023, Erigo enabled five local fashion enterprises to access the worldwide market [6].

This study's results are consistent with those of other comparable studies, such as [7] and [8], which revealed that customers are more likely to make repeat purchases when product quality is excellent. According to the findings in [9], product quality has little influence on a consumer's likelihood to repurchase. Service quality also impacts repurchase intentions. According to [10] and [11], the quality of service influences repurchase intentions. However, this shows that service quality has little impact on repurchase intentions and is unimportant, contradicting earlier research [12].

Electronic word of mouth may also impact repurchase intentions, as shown by references 13 and 14, which claim that when implemented, electronic word of mouth increases confidence in a product and repurchase intent. According to study [15], electronic word of mouth has a little or substantial impact on repurchase intentions.

Studies [16, 17] reveal a positive relationship between repurchase intentions and consumer satisfaction. This suggests that businesses should aim to impress their customers in order to enhance repurchase intentions. Contrary to popular belief, a study by [12] found no relationship between customer happiness and the likelihood of repeat purchases.

This is congruent with the findings of the studies published in [18] and [19], which show that customer satisfaction is closely connected to the quality of the products they purchase.

Contrary to popular belief, a study by [20] found no relationship between product quality and user pleasure.

Customer satisfaction is dependent on the quality of service provided. This is consistent with research showing that customers are happier when they get high-quality service [21], [22]. In contrast, a study by [23] found that service quality had no beneficial effect on client satisfaction.

According to [24], [25], consumers are more likely to be satisfied with a product if they have a positive experience with it, and this finding supports the idea that electronic word of mouth may benefit customers. Contrary to popular belief, a study by [26] found no correlation between electronic word-of-mouth and increased consumer satisfaction.

Several studies have shown that customer satisfaction mediates the association between product quality and repurchase intentions [27, [28], [29], [30], and [31]. The company says that its high-quality products please customers, encouraging them to buy from them again. In contrast, [32] observed that customer happiness had no mediation effect on repurchase intentions in terms of product quality.

According to studies conducted by [33], [34], [35], [36], [37], and [38], raising customer satisfaction via the usage of good service quality would have an impact on repurchase rates. Customer satisfaction influences the impact of service quality on repurchase intentions. However, contrary findings may be found in a study by [12], which asserts that customer satisfaction does not act as a mediator between service quality and repurchase intentions.

According to studies [39], [40], and [41], customer satisfaction mediates the association between electronic word of mouth and repurchase intentions. Specifically, it has been observed that leveraging good electronic word-of-mouth to build customer pleasure leads to an increase in repeat purchases. In contrast, [42] discovered that customer satisfaction had no influence in moderating the link between electronic word of mouth and desire to buy.

on the above-described occurrences and findings of earlier research, the researcher is interested in taking the research title, namely "The Effect of Product Quality, Service Quality and Electronic Word Of Mouth on Repurchase Intention Mediated by Consumer Satisfaction (Case Study on Erigo Marketplace Shopee Consumers in Malang City)".

2. HYPOTHESIS DEVELOPMENT

2.1 Product quality on Repurchase Intention

His research suggests that satisfied customers are more likely to make repeat purchases if your products are of high quality [7]. When buyers are pleased with their purchases, they are more likely to buy from the store again. Also, there is room for additional investigation Customers are more likely to make a repeat purchase if they are satisfied with the product's quality [8]. The claim that elements related to a product's quality do not influence the desire to repurchase is put out in [9]. From this narrative, the authors derive a hypothesis:

H1: Repurchase intention is positively and significantly impacted by product quality.

2.2 Service quality on Repurchase Intention

According to [10], if the service is excellent, people will be more likely to buy from you again. Several other studies corroborate this one, finding that service quality does influence repurchase intentions [11]. On the other hand, [12] proves that service quality is insignificant when it comes to consumers' intents to buy again. This description served as the basis for the authors' hypothesis:

H2: Repurchase intentions are positively and significantly impacted by service quality.

2.3 Electronic word of mouth on repurchase intention

Customers are more likely to repurchase a product if they have a positive impression of it [13]. The research cited in [14] found that the intention to buy is significantly impacted by electronic word of mouth. There is support for this study from previous research showing that online recommendations affect the likelihood of a consumer making a repeat purchase. Electronic word of mouth, on the other hand, did not significantly impact customers' propensity to repurchase, as per his research [15]. The authors proceeded to use this account to formulate a hypothesis :

H3: Repurchase intention is positively and significantly impacted by electronic word of mouth.

2.4 Customer satisfaction on repurchase intention

According to [16], creating a sense of happiness for consumers would increase their repurchase intentions. They also discovered that customer satisfaction has a positive and significant effect on repurchase intentions. Customer pleasure influences repurchase intentions, according to this research and others [17]. At the same time, his results [12] show that customer happiness has a small and negative influence on repurchase intentions. The authors suggested a hypothesis based on this account :

H4: Customer satisfaction has a positive and significant effect on repurchase intentions.

2.5 Product quality to customer satisfaction

According to [18], product quality has an impact on consumer satisfaction. Customers will be satisfied with their purchases if they are of great quality. This research, as well as other previous studies, found that product quality increases consumer contentment. Meanwhile, [20] found no association between product quality and probability of repurchasing. The authors suggested a hypothesis based on this account :

H5: Customer satisfaction is positively and significantly influenced by product quality.

2.6 Service quality to customer satisfaction

According to his results, [21] discovered that service quality influences consumer pleasure. Customer contentment is directly proportional to the quality of service they get, thus it is critical to concentrate on delivering exceptional service. Several previous research have shown that service quality influences consumer contentment, providing credibility to this study [22]. In contrast, his data show that service quality has little effect on customer satisfaction [23]. The author suggests the proposal based on this description :

H6: Customer satisfaction is positively and significantly influenced by service quality.

2.7 Electronic word of mouth on customer satisfaction

According to the findings of [24], electronic word of mouth has an influence on customer contentment. Prior research has shown that electronic word of mouth influences customer pleasure, so this makes logical sense. [25]. However, according to [26], there is no link between electronic word of mouth and customer contentment. The authors suggested a hypothesis based on this account:

H7: Repurchase intention is positively and significantly impacted by electronic word of mouth.

2.8 Product quality on repurchase intention through customer satisfaction

According to [27], consumer repurchase intention is affected by product quality via the mediation of customer happiness. According to studies cited in [28], [29], [30], and [31], customer satisfaction acts as a mediator between product quality and repurchase intention. This contradicts the findings of the study by [32], which found that customer satisfaction is the most important factor in determining whether or not a consumer would repurchase a product. The writers proposed a theory based on this account:

H8: Consumer satisfaction mediates product quality on repurchase interest through.

2.9 Service quality on repurchase intention through customer satisfaction

This claims that, via customer satisfaction, service quality has a major impact on repurchase intentions[33]. This research recommends that businesses focus offering exceptional customer service. Customers who are satisfied are more inclined to make repeat purchases, which raises their overall contentment. The findings are consistent with prior research, which has demonstrated that service quality influences repurchase intentions via satisfaction (e.g., [34], [35], [36], [37], [38]). Nonetheless, this contradicts the results of [12], who found no relationship between service quality and repurchase intentions as judged by customer satisfaction. The authors suggested a hypothesis based on this account :

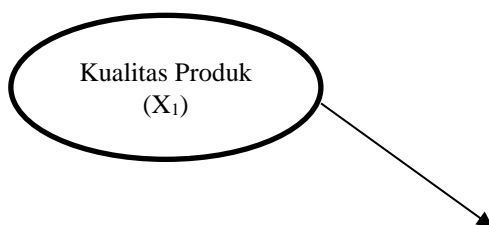
H9: Consumer satisfaction mediates service quality on repurchase interest through

2.10 Electronic word of mouth on repurchase intention through customer satisfaction

According to [39], e-wom promotes consumer happiness, which raises the possibility of repeat purchases. This is consistent with previous research, which revealed that e-wom greatly boosts customer pleasure, which increases the chance of repurchase [40], [41]. However, contrary to what is claimed in the research by [42], e-wom does not have a positive and significant influence on repurchase intentions via customer satisfaction. The authors suggested a hypothesis based on this account :

H10: Consumer satisfaction mediates E-WOM on repurchase intention through.

The following is a conceptual framework of the above hypothesis:



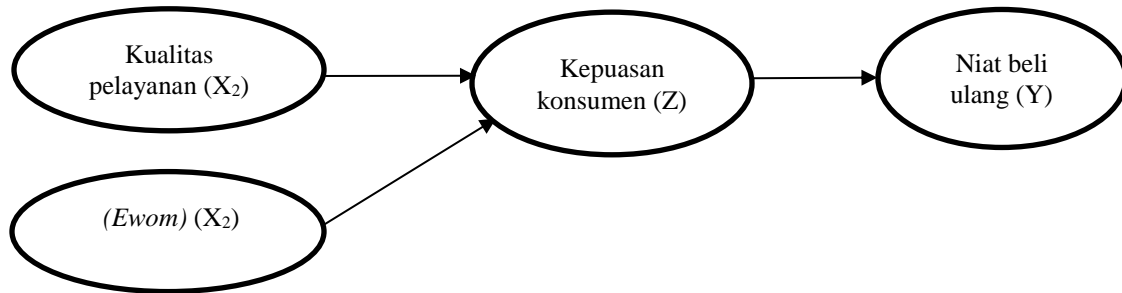


Figure 1 Framework methodology

3. METHODOLOGY

A descriptive quantitative technique is used in this investigation. Distribution of questionnaires and subsequent filling out by respondents allowed for the collection of data. Two sections make up the survey. The first is the survey's front page, which includes information about the respondents such as their birth year, whether or not they have bought Erigo items, and whether or not they use the Shopee platform. Part three consists of a battery of questions designed to gauge contentment with the product or service, likelihood of future purchase, electronic word of mouth, and product quality.

Performance (2 things), specialization (1 item), durability (1 item), aesthetics (1 item), and perception of quality (1 item) are the metrics used to evaluate product quality in [43]. Then, we may evaluate the quality of the service using the criteria from [44]: concreteness (1), dependability (1), responsiveness (1), assurance (1), and empathy (1). Next, we use the elements from [45] to measure electronic word of mouth (ewom), which consists of (1) intensity, (2) positive opinions, (2) negative opinions, and (1) substance. Then, the elements from [39]—transactional interest 1 item, referential interest 1 item, and preferential interest 2 items—are used to quantify repurchase intention. Items from [45] are used to assess consumer happiness; they include repurchasing twice, producing word of mouth once, establishing a choice to return once, and building a brand image once. In this study, a Likert scale was used.

Users of the shopee platform in Malang City who purchased Erigo products participated in this research. A total of 154 people from Malang City who regularly drink Erigo were surveyed for this research. Nonprobability sampling, more especially the purposive sampling methodology, is used in this sample process. In all, 154 people filled out the survey, which is exactly equivalent to the 22 items utilized for data collection. The result was 154 after multiplying the original number by 7. We use smartPLS version 4.0 to process the data. Internal model testing, external model testing, hypothesis testing, and mediation are the phases of data analysis test.

4. RESULTS AND DISCUSSION

This study found that although service quality has a direct impact on repurchase intention, product quality and electronic word of mouth do not. Consumer satisfaction also influences repurchase intentions. This study reveals that product and service quality have an indirect affect on repurchase intention via customer contentment, whereas electronic word of mouth has no indirect influence on repurchase intention through consumer satisfaction.

4.1 Validity Test Results and Reliability Tests

Table 1. Validity Test Results

Item	Value	Item	Value	Item	Value	Item	Value	Item	Value
KP1	0.844	KL1	0.749	WO1	0.605	NB1	0.702	KK1	0.800
KP2	0.725	KL2	0.871	WO2	0.840	NB2	0.794	KK2	0.649
KP3	0.689	KL3	0.663	WO3	0.869	NB3	0.791	KK3	0.740
KP4	0.639	KL4	0.683			NB4	0.727	KK4	0.612
								KK5	0.81

Source: Data Processed by Researchers (2024)

In the validity test, according to Ghozali (2014) it is said to be valid if each statement item has a correlation value > 0.60 , so that in this study all statement items starting from statement items on product quality variables, service quality, electronic word of mouth, repurchase intentions and customer satisfaction are declared valid because all values of each statement item have a value of more than 0.60. In table 1 above, the statement items and correlation values that have been declared valid are presented.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha
Kualitas produk	0.700
Kualitas pelayanan	0.734
<i>Electronic word of mouth</i>	0.660
Niat beli ulang	0.747
Kepuasan konsumen	0.776

Source: Data Processed by Researchers (2024)

In the reliability test, Ghozali (2018) states that a Cronbach's alpha of greater than 0.6 is considered acceptable. The higher the internal consistent dependability, the closer Cronbach's alpha is near 1. All of the study's variables passed the reliability test since their Cronbach's alpha values were greater than 0.6.

4.2 Hypothesis Test Results

Table 3. Hypothesis and Mediation Test Results

Hypothesis	P Values
Product Quality -> Repurchase intention	0.362
Service quality -> Repurchase intention	0.002
Electronic word of mouth -> Repurchase intention	0.751
Customer satisfaction -> Repurchase intention	0.000
Product quality -> Customer satisfaction	0.002
Service quality -> Customer satisfaction	0.005

Electronic word of mouth -> Customer satisfaction	0.080
Product quality -> Customer satisfaction -> Repurchase intention	0.002
Service quality -> Customer satisfaction -> Repurchase intention	0.007
Electronic word of mouth -> Customer satisfaction -> Repurchase intention	0.077

Source: Data Processed by Researchers (2024)

Hypothesis testing states that if a variable's p-values are less than the significance value, which in this case is 0.05, then the variable is said to have an effect on other variables. Conversely, if the p-values are greater than 0.05, it can be inferred that the relationship between these variables is not significant. Results show that product quality does not influence consumers' intentions to repurchase, and that electronic word of mouth does not influence either consumers' contentment or their intentions to repurchase. Then, repurchase intentions and customer satisfaction are significantly impacted by service quality, which in turn is influenced by product quality, which in turn influences customer contentment, and so on. So, although electronic word of mouth doesn't indirectly increase repurchase intentions via customer pleasure, product and service quality does.

4.3 The effect of product quality on Erigo's repurchase intention in Malang City

A positive and statistically significant relationship was not discovered when testing the hypothesis that product quality would have an influence on repurchase intention. As the value of 0.362 is more than 0.05, this is evident. The first hypothesis may therefore be dismissed. These findings suggest that the quality of Erigo items sold in Malang City has fallen short of what customers had hoped for. Based on the data, the highest item value in the statement "Erigo provides good and varied product quality" was 3.99. This indicates that customers believe that Erigo offers a selection of high-quality items with varying variances. They still don't want to purchase back from Erigo, despite the fact that they have nice and variety items. Consumers do not yet shown loyalty to Erigo goods, which is a result of the high level of competition in the market. Even vendors offering a wide selection of high-quality products may struggle to hold on to customers in a fiercely competitive market. If a rival has better items or more successful marketing methods, consumers may simply move to them. The findings of this study are consistent with previous studies that found no significant relationship between product quality and repurchase intentions [27].

4.4 The effect of service quality on Erigo's repurchase intention in Malang City

The results of the hypothesis testing showed a statistically significant correlation ($p < 0.05$) between the service quality indicators and the intention to repurchase. So, we may conclude that hypothesis 2 is true. In this way, we can conclude that the high-quality service that Erigo provides allows its goods to live up to customer expectations. An important factor in the exceptional quality of Erigo goods is the great impressions and good recollections that customers have of the wonderful service they got. Customers agree that the Erigo seller is very kind while helping them out and doesn't treat other customers any differently, which is where the phrase "the seller provides services without discriminating against customers" hits a home run. A positive connection between vendors and consumers is fostered by providing service without discrimination. Customers are more inclined to buy from the same vendor again if they are satisfied with the service they received. This study's findings are congruent with those of other studies; for example, [41] discovered that service quality has a favorable effect on repurchase intention, which is widely known. Customers are more likely to purchase the goods again if they are satisfied with the service they received.

4.5 The influence of Electronic word of mouth on Erigo's repurchase intention in Malang City

Electronic word of mouth has little effect on Erigo's desire to repurchase in Malang City, according to the results of the hypothesis test. The fact that $0.751 > 0.05$ proves this. Thus, hypothesis 3 is not supported. It follows that the excellent and flawless e-wom have not been enough to make Erigo goods live up to customer expectations. In terms of item value, the phrase "I would recommend Erigo products to others" stands out. An successful review will go beyond a simple "good" rating and include specific details about the product. Reviews that highlight the product's usefulness, ease of use, and characteristics tend to sway readers more. Also, make sure the review comes from a reliable source; customers will be more receptive to it if it does. This study's findings are consistent with those of earlier work, including those of [43]. Electronic word of mouth does not significantly correlate with repurchase intent, according to his study.

4.6 The effect of customer satisfaction on Erigo's repurchase intention in Malang City

Customer satisfaction influences repurchase intentions, according to the findings of the hypothesis testing. The fact that $0.000 < 0.05$ makes this obvious. So, we may conclude that hypothesis 4 is correct. In Malang City, it follows that customer satisfaction has a direct bearing on the likelihood of a client's desire to buy Erigo items. As a result, it's safe to say that Erigo goods consistently deliver on client expectations by providing excellent service. We found that the statement "the overall service performance of the Erigo official shop is better than other stores" had the highest item value, which means that customers agree that if the services provided by the Erigo store are very good, then consumers will be satisfied. Customers have a tendency to recall the Erigo shop positively when they had a positive experience there. Research by [20] corroborated this finding, and the author went on to say that this has a significant effect on the correlation between consumers' propensity to buy and their level of service satisfaction. The likelihood of a consumer making a repeat purchase is directly proportional to their level of satisfaction.

4.7 The effect of product quality on Erigo customer satisfaction in Malang City

It follows that the findings of the hypothesis testing show that product quality significantly and positively affects customer happiness in Malang City. Since 0.002 is less than 0.05 , hypothesis 5 is accepted. Therefore, it is reasonable to conclude that the high quality of Erigo goods allows them to meet or exceed customer expectations. The statement "Erigo provides good and varied product quality" had the greatest item value, indicating that customers believe that Erigo's goods are of good quality and come in a number of varieties. The dependability, durability, and optimum performance of Erigo items are influenced by the high standards of production and the use of premium materials. This ensures that customers are satisfied with their purchase and are likely to repurchase. Previous research, such as that of [44], has shown similar findings to this study. It states, in Malang City, that Erigo's product quality has a substantial and positive effect on consumer satisfaction.

4.8 The effect of service quality on Erigo customer satisfaction in Malang City

Customer satisfaction and service quality indirectly affect repurchase intention, according to hypothesis testing. The fact that the P Values are less than 0.05 (0.005) indicates that hypothesis 6 is accepted. It follows that the excellent and flawless service quality offered by Erigo goods allows them to meet or exceed customer expectations. Among the statements,

"the seller provides services without discriminating against customers" had the greatest item value. This proves that the buyers feel treated equally by Erigo's vendor, who is known for being very kind. A seller may demonstrate their appreciation for each and every consumer, regardless of demographics, by consistently meeting or exceeding their expectations. Similar findings have been found in earlier studies, such as the one by [36]. He argues that high-quality service has a favorable effect on client satisfaction.

4.9 The effect of Electronic word of mouth on Erigo customer satisfaction in Malang City

Electronic word of mouth has little effect on consumer satisfaction, according to hypothesis testing. Since $0.080 > 0.05$, we may conclude that hypothesis 7 is false. It follows that the excellent and flawless e-wom have not been enough to make Erigo goods live up to customer expectations. Customers' agreement that this Erigo product is of excellent quality is shown by the fact that the remark "I would recommend Erigo products to others" had the greatest item value. When consumers see that other people have had good experiences with a product or service, it makes them feel good about buying it. Customers have high expectations for the Erigo store's customer reviews, which leads to ewom having little impact on customer satisfaction. The product or service does not live up to the customer's expectations. Customers may still be unhappy if their expectations aren't completely fulfilled, even if they give great evaluations. This agrees with other studies that found no substantial impact of e-wom on customer happiness [42].

4.9 The effect of product quality on repurchase intention through Erigo customer satisfaction in Malang City

According to the results of the hypothesis test, product quality affects repurchase intentions via customer satisfaction. The fact that $0.002 < 0.05$ indicates the acceptance of hypothesis 8 is evident. It follows that customer happiness with Erigo goods and the ability to mediate product quality impact consumer repurchase intentions. The statement "Erigo provides good and varied product quality" was determined to have the highest value in terms of product quality, while the statement "Erigo official shop service performance as a whole is better than other stores" had the highest influence in terms of consumer satisfaction. This demonstrates that product quality does impact customer happiness, particularly when considering the wide range of Erigo product quality and the high standard of quality that is expected when purchasing Erigo items. Satisfaction with a product's quality might affect the likelihood that a buyer will make a repeat purchase. Customers are more inclined to intend to buy Erigo items in the future if they are pleased with the products' utility and quality. Research further supports this idea, explaining that product quality significantly influences repurchase intentions via consumer satisfaction [42].

4.10 Effect of service quality on repurchase intention through Erigo customer satisfaction in Malang City

Customer satisfaction and service quality influence repurchase intentions, according to hypothesis testing. The acceptance of the 9th hypothesis is shown by the fact that $0.007 < 0.05$. This leads us to believe that customer satisfaction, which is a factor in whether or not consumers plan to buy Erigo goods again, may also operate as a mediator between service quality and customer satisfaction. Superior product quality is a certain way to keep customers happy. The statement "the seller provides service without discriminating against customers" had the highest value in the service quality item, while the statement "The overall service performance of Erigo official shop is better than other stores" had the highest value in the

consumer happiness variable. Customers are more likely to develop an emotional connection to brands or vendors when they get service that does not discriminate against them. When deciding whether or not to repurchase, this connection might play a significant role. Rather than being treated like a number, customers would rather be treated like people. Sellers demonstrate their appreciation for each consumer on an equal basis by offering impartial service. Customers are more likely to have faith in a business and its offerings when they see that they are being treated properly. Customers may feel more comfortable making future purchases after establishing this level of trust. This agrees with the findings of the study by [42], which illustrates how customer satisfaction mediates the relationship between service quality and repurchase intentions.

4.11 The effect of electronic word of mouth on repurchase intention through Erigo customer satisfaction in Malang City

Consumer happiness with electronic word of mouth does not influence repurchase intentions, according to hypothesis testing. Since $0.077 > 0.05$, we may conclude that the tenth hypothesis is false. Therefore, it is possible to conclude that consumer repurchase intentions for Erigo items are not mediated by customer satisfaction, even if customer satisfaction does play a part in this process. "I would recommend Erigo products to others" was the most popular response from e-women, while "The overall service performance of the Erigo official shop is better than other stores" was the most popular response from consumers. Customer satisfaction is the primary determinant of repurchase intention, and this research shows that e-wom does not influence it. Customers who are satisfied enough to write good evaluations may not intend to buy from you again if you fail to meet their expectations. This may occur if the vendor is ill-informed about the customer's expectations or is unable to fulfill them. One reason for this is because consumers' requirements may and do vary over time. Their preferences could change over time, even if they're happy with a product or service now. This is consistent with the findings of the study by [42], which assert that customer satisfaction mediates the absence of a link between e-wom and repurchase intentions.

5. CONCLUSION

We may conclude as follows: (1) In the Malang City Shopee marketplace, there is no relationship between the quality of Erigo products and the likelihood that buyers would repurchase them. (2) In the Malang City Shopee marketplace, customers are more likely to repurchase Erigo items if they are satisfied with the service they received. (3) The likelihood of repurchasing Erigo items was unaffected by electronic word-of-mouth in the Malang City Shopee marketplace. In the Malang City Shopee marketplace, customer contentment and the tendency to repurchase Erigo items are impacted by each other. (4) The success of Erigo products in the Malang City Shopee market depends on happy customers and high-quality goods. (5) Erigo items in the Malang City Shopee marketplace are affected by customer happiness and service quality. (6) In the Malang City Shopee marketplace, customer happiness and electronic word-of-mouth do not significantly impact Erigo items. (7) Customers' contentment, likelihood to repurchase, and the quality of Erigo products are all correlated in the Malang City Shopee marketplace. (8) Erigo products in the Malang City Shopee market are affected by factors including customer happiness, service excellence, and plans to buy again. (9) No relationship was discovered in the Malang City Shopee marketplace between customer satisfaction, electronic word of mouth, and repurchase intention with respect to Erigo items. (10) One important takeaway from this study is an.

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