Repurchase Intention of Tokopedia Customers: An Overview of The Effect of Brand Image and Electronic Word of Mouth Through Customer Satisfaction

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ABSTRACT

This study examines the effect of brand image and electronic word of mouth on repurchase intention through customer satisfaction on Tokopedia. This research is a type of causal research with a quantitative approach. Data was obtained from Tokopedia e-marketplace consumers aged 18-55 years and domiciled in Surabaya who purchased products at least once through Tokopedia last month. The research objects are all Tokopedia consumers in Surabaya who have made at least one purchase through Tokopedia. The data analysis technique uses Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that brand image affects customer satisfaction and repurchase intention, electronic word of mouth does not affect customer satisfaction and repurchase intention, and customer satisfaction affects repurchase intention. Brand image affects repurchase intention through customer satisfaction, while electronic word of mouth does not affect repurchase intention through customer satisfaction for Tokopedia consumers. Tokopedia has a brand image that positively and significantly affects customer satisfaction. Tokopedia's brand image also positively and significantly influences repurchase intention. Meanwhile, several results that had a negative and insignificant effect were obtained from electronic word of mouth on customer satisfaction.

Keywords: Brand Image; Customer Satisfaction; Electronic Word of Mouth; Repurchase Intention.

INTRODUCTION

The development of technology is increasingly broad and sophisticated; the role of the Internet in everyday life cannot be underestimated. Based on the results of a report by We Are Social, as many as 212.9 million people in Indonesia in early 2023 were internet users compared to the previous year, and as many as 178.94 million internet users were also e-marketplace users [1]. In 2019, Indonesia ranked 1st out of 10 countries with the most considerable e-marketplace growth of 78% [2]. In addition, with the increase in e-marketplace trends, businesses can use this opportunity to expand their business and access a broader market share.

Tokopedia, a leading technology company in Indonesia, was founded in 2009 by William Tanuwijaya and Leontinus Alpha Edison. Tokopedia not only offers a shopping experience to consumers but also provides complementary features for sellers. Based on a survey conducted by Snapcart, Tokopedia e-marketplace is in second place as Brand Use Most Often (BUMO) or the most frequently used brand at 22%, the first place is Shopee at 22%, and followed in third and fourth place are TikTok Shop at 9% and Lazada at 7% [3].

Buying and selling activities through e-marketplaces have proliferated compared to when e-marketplaces were first established. Reporting through Tokopedia's official website, Tokopedia provides as many as 20 payment methods compared to Shopee, which only has 13 [4][5]. In the digital wallet feature, Tokopedia collaborates with GoPay, and Shopee uses its digital wallet, ShopeePay [6]. According to a survey conducted by Snapcart, Tokopedia Play is in the third position (24%) as the e-marketplace feature most utilized by the public during the month of Ramadan, in the first rank Shopee Live (46%), followed by Shopee Video (43%), and the fourth rank by Lazlive (8%) [3].

The intensity of using live streaming and live shopping features attracts the attention of potential customers who want to learn more about the product. This phenomenon can be utilized to offer products and attract new consumers or even old consumers to make repeat purchases. Brand image can influence the purchase intention of a product or service offered. Brand image can be seen and assessed even before consumers use a product or service [7]. If the brand image of a product is poor, the potential purchases made by consumers will be a smaller percentage.

Repurchase intentions can also be influenced by electronic word of mouth, where in live shopping sessions, sellers can provide reviews that are felt by themselves and others in using and receiving the consequences of the product. The relationship between potential consumers and online marketing significantly impacts consumers' desire to purchase [8]. Direct interaction can encourage consumers to make purchases by convincing them of the quality of the product or the price given [9].

Customer satisfaction is one of the factors that can influence customer's repurchase intentions [10]. The results of research prove that customer satisfaction positively and significantly influences

repurchase decisions [11][12]. The results of other research also prove that customer satisfaction significantly affects consumer purchasing decisions [13].

Based on this background, Tokopedia, as an e-marketplace, has a business opportunity by fostering repurchase interest even though competition between e-marketplaces is getting crowded. Looking at previous research, proves that brand image and electronic word of mouth have a positive and significant effect on repurchase intention and customer satisfaction. Customer satisfaction also has a positive and significant effect on repurchase intention and can mediate the effect of brand image and electronic word of mouth. This study aims to determine the extent of the influence of brand image and electronic word of mouth on repurchase intention through customer satisfaction in Tokopedia users [14].

LITERATURE REVIEW

Brand Image

A company or business needs to create and build a good brand image so that more consumers remember the brand. Brand image is the consumer's perception of the uniqueness of a company or product so that it can be recognized and differentiated from competitors to foster consumer confidence in the brand [15]. When combined, consumer perceptions of a product with related indirect elements will create a brand image [16]. Consumer perceptions regarding the overall brand are formed through information and experiences received by consumers in the past [17]. The basis of the brand image consists of several factors, such as brand experience and product categories, product quality, price, promotion, customer expectations, and usage situations [18]. The elements that form the brand image are strength, favorability, and uniqueness [19].

Electronic Word of Mouth

Digital technology influences marketing activities [20]. eWOM transfers information from social media or online forums that can influence consumer purchasing decisions [21]. Knowing the effectiveness of online electronic word of mouth can help businesses convey messages and concentrate on the intended audience [22]. Compared to claims and details about the product the business provides, people prefer anonymous reviews or comments about products uploaded online [23]. Intensity, the valence of opinion, and content can be used to measure electronic word of mouth [24].

Customer Satisfaction

Satisfaction can vary in results depending on what consumers feel and receive. Customer satisfaction is a reaction raised by consumers in the form of feelings of pleasure or disappointment at fulfilling expectations that the product can achieve after being used by consumers [25]. Customer Satisfaction can be used as a benchmark where companies or businesses can determine whether the

products and services they offer meet consumer expectations [17]. The reaction that arises from customer experience can be seen as an assessment of how consumers feel about a product when compared to expectations before buying a product and how consumers feel after using the product [26]. To measure customer satisfaction, measuring dimensions can be used, namely customer feelings and expected performance [27].

Repurchase Intention

It is an act of repurchase made by consumers of the same product or service. If consumers have made a purchase and used a product or service, consumers have the potential to make a repurchase [28]. Repurchase intention is the desire of consumers to engage in company or business activities in the future because they have achieved satisfaction [29]. Repurchase intention is defined as the desire consumers possess to make repurchases in the future based on the experience received by consumers [30]. The dimensions for measuring repurchase intention are revisit and additional purchase intentions [27].

Hypothesis

The Effect of Brand Image on Customer Satisfaction

Brand image positively affects customer satisfaction; consumers who buy products from well-known companies will feel satisfied [31]. Consumers also feel satisfied when the brand has more product advantages than competitors [32]. Brand image that has been attached to a brand for an extended period can provide a consistent picture of trust to consumers when using the product consumers when using the product [15]. If the intensity of the brand image owned by a brand increases, it can affect the satisfaction consumers feel when using the product. So, from the discussion above, this study will test the hypothesis:

H_1: Brand image has a positive and significant effect on customer satisfaction.

The Effect of Electronic Word of Mouth on Customer Satisfaction

Electronic word of mouth has a biased effect on customer satisfaction [33]. This means that consumers who are exposed to positive eWOM before purchase will show higher satisfaction in their experience when using the product. Meanwhile, consumers who are exposed to negative eWOM before purchase show lower satisfaction in their experience when using the product. The level of satisfaction received by consumers can be based on whether consumers provide high or low effort when seeking information about the product before making a product purchase. Product before making a product purchase. Research shows that eWOM can create satisfaction in consumers when the eWOM received is positive eWOM [34]. So, from the discussion above, this study will test the hypothesis:

H_2: Electronic word of mouth has a positive and significant effect on customer satisfaction

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction has a positive and significant effect on repurchase intention; companies that can fulfil what consumers want will cause satisfaction, and this satisfaction supports consumer decisions [35]. Satisfaction: This satisfaction supports consumer decisions to make repeat purchases due to the experience received by consumers. Consumers. So, the satisfaction obtained and felt by consumers will increase the intensity of customers making repeat purchases. Increase customer intensity in making repeat purchases. The research results show that customer satisfaction is a consumer response to whether the product can meet consumer expectations and customer satisfaction regarding whether the product can meet consumer expectations and provide trust so that the frequency of repurchase intention can increase [15].

Moreover, the research results show that the experience of using the product does not stop at the satisfaction felt by consumers but can also encourage repurchase intention [32]. Consumers feel it but can also encourage repurchase intention. So, from the discussion above, this study will test the hypothesis:

H_3: Customer satisfaction has a positive and significant effect on repurchase intention

The Effect of Brand Image on Repurchase Intention

Research shows that a brand with superiority, strength, and uniqueness compared to competing brands can influence repurchase intention [15]. Brand image affects repurchase intention; a brand's presence can assess consumer confidence in the brand to decide whether to repurchase [36]. The more a brand is rated positively by consumers, the more optimistic assessments of the brand will increase. Another study also prove that brand image positively affects repurchase intention [37]. The better the brand image a brand owns, the more potential consumers will make repurchases. A good brand image plays a vital role in consumers' purchasing decisions. So, from the discussion above, this study will test the hypothesis:

H_4: Brand image has a positive and significant effect on repurchase intention

The Effect of Electronic Word of Mouth on Repurchase Intention

The higher the frequency of eWOM by other consumers, the higher the repurchase intention will be [38]. The research results show that all information about products that are disseminated in a wide range by known or unknown people can encourage repurchase intention [39]. eWOM that spreads through social media has a broad scope; for better or worse, the eWOM impacts repurchase intention, which is getting higher or lower. So, from the discussion above, this study will test the hypothesis:

H_5: Electronic word of mouth has a positive and significant effect on repurchase intention

The Effect of Brand Image on Repurchase Intention Through Customer Satisfaction

Customer satisfaction can mediate the relationship between brand image and repurchase intention. Brand image can influence repurchase intention directly, but customer satisfaction has an important role that can have a more significant influence than direct influence [35]. Another study also proves the role of customer satisfaction as a mediating influence on the relationship between brand image and repurchase intention [17]. Brand image can influence repurchase intention either directly or indirectly without mediation. A good brand image will increase customer satisfaction, then customer satisfaction affect repurchase intention. So, from the discussion above, this study will test the hypothesis:

H_6: Brand image has a positive and significant effect on repurchase intention through customer satisfaction

The Effect of Electronic Word of Mouth on Repurchase Intention through Customer Satisfaction

The influence of positive eWOM generated can create customer satisfaction, which leads to consumer intention to purchase a product or brand [34]. Good eWOM can increase customer satisfaction and consumer repurchase intention [40][41]. So, from the discussion above, this study will test the hypothesis:

H_7: Electronic word of mouth has a positive and significant effect on repurchase intention through customer satisfaction
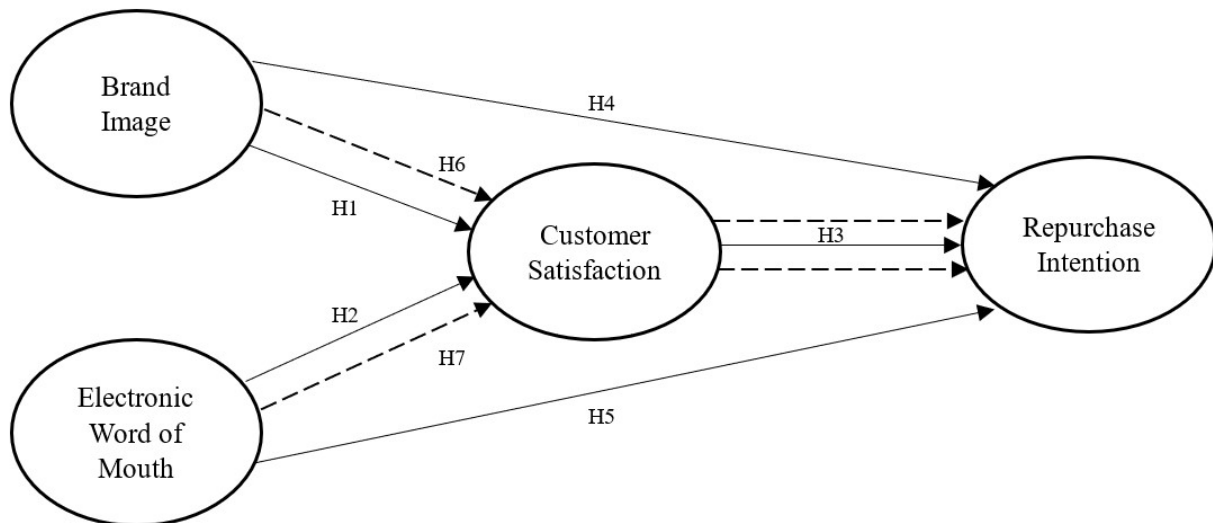
Source: Processed Primary Data, 2023

Figure 1. Conceptual Framework

RESEARCH METHODS

Research Design

This research is a type of causal research with a quantitative approach. Causal research examines the causal relationship between variables [42]. This study has several variables, including brand image, electronic word of mouth, customer satisfaction, and repurchase intention, which consist of variables that influence (independent) and variables that are influenced (dependent). Quantitative approach is research that includes formulating and testing hypotheses. This research was conducted to test and analyze the effect of brand image and electronic word of mouth on repurchase intention through customer satisfaction [42].

Research Data Source

The primary data source used in this study is data obtained directly from research respondents. Data is obtained by providing written statements to be filled in by respondents or referred to as distributing questionnaires [42]. Data was obtained from Tokopedia e-marketplace consumers aged 18-55 years and domiciled in Surabaya who purchased products at least once through Tokopedia last month.

Population

The population used in this study are all Tokopedia consumers in Surabaya who have made at least one purchase through Tokopedia.

Sampling Technique

In this study, non-probability sampling techniques were used, including purposive sampling. Non-probability sampling is a technique that provides unequal opportunities to the selected population members [42].

Analysis Technique

The data analysis techniques used in this research are Measurement Model Analysis (Outer Model) and Structural Model Analysis (Inner Model). Measurement Model Analysis (Outer Model) includes: (1) Convergent Validity to measure whether each statement item captures the similarity between variable dimensions indicated by convergence measurements, (2) Discriminant Validity, (3) Composite Reliability, and (4) Cronchbach's Alpha. The Structural Model Analysis (Inner Model) includes: (1) R-square to determine how accurate the model is and (2) Hypothesis Testing using Structural Equation Modeling (SEM) complete model analysis with smartPLS by looking at the Path Coefficient calculation value in Inner Model testing [43].

Operational Definition of Variables

The indicators used to measure each variable use the following research instruments:

Table 1. Operational Definition of Variables

Variable	Indicator
Brand Image [44]	1. Tokopedia has a logo that is easy to recognize and remember. 2. The name "Tokopedia" is easily pronounced. 3. Tokopedia has a jingle (short music) that is easy to remember. 4. Consumers prefer Tokopedia e-marketplace products over other e-marketplaces because the products sold are 100% original. 5. Tokopedia has complete supporting features, such as a 7-day warranty, Tokopedia Play, and TokoMember. 6. The Tokopedia e-marketplace application is easy to use (user-friendly) 7. Tokopedia is the best e-marketplace 8. Tokopedia has a slogan "Selalu Ada, Selalu Bisa", that is easy to say and remember.
Electronic Word of Mouth [45]	1. Read comments or responses given by other consumers through the Tokopedia application. 2. Get information about products or brands other consumers write about before buying through the Tokopedia application. 3. Trusting other consumers' comments or responses in buying products or brands through the Tokopedia application
Customer Satisfaction [27]	1. Customer satisfaction for fulfilling customer expectations 2. Consumer satisfaction after purchasing Tokopedia 3. Consumer satisfaction regarding tokopedia's performance
Repurchase Intention [27]	1. Consumers choose to make regular product purchases through Tokopedia 2. Consumers have the desire to make future purchases through Tokopedia 3. Consumers are willing to help other consumers purchase products through Tokopedia

Source: Processed Primary Data, 2023

RESULTS

Tokopedia is a leading technology company in Indonesia founded by William Tanuwijaya and Leontinus Alpha Edison. An e-marketplace service that offers consumers a shopping experience and provides added value to producers, namely fishermen and farmers. With Tokopedia, the Indonesian economy is moving at a high level because more than 2% of Indonesia's economic contribution occurs on the Tokopedia application. Researchers distributed questionnaires in Google Forms to consumers who purchased products through Tokopedia to collect primary data. The questionnaire was distributed randomly from October 16, 2023, to October 31, 2023. The questionnaire was successfully responded to by 101 suitable and valid respondents with the specified characteristics.

Characteristics of respondents based on gender. The characteristics of respondents based on gender in Tokopedia e-marketplace users in Surabaya city can be seen in Table 2.

Table 2. Distribution of Respondents Based on Gender

Gender	Respondent	(%)
Male	38	37,6%
Female	63	62,4%
Total	**101**	**100%**

Source: Processed Primary Data, 2023

Characteristics of respondents by age. The characteristics of respondents based on age in Tokopedia e-marketplace users in Surabaya city can be seen in Table 3.
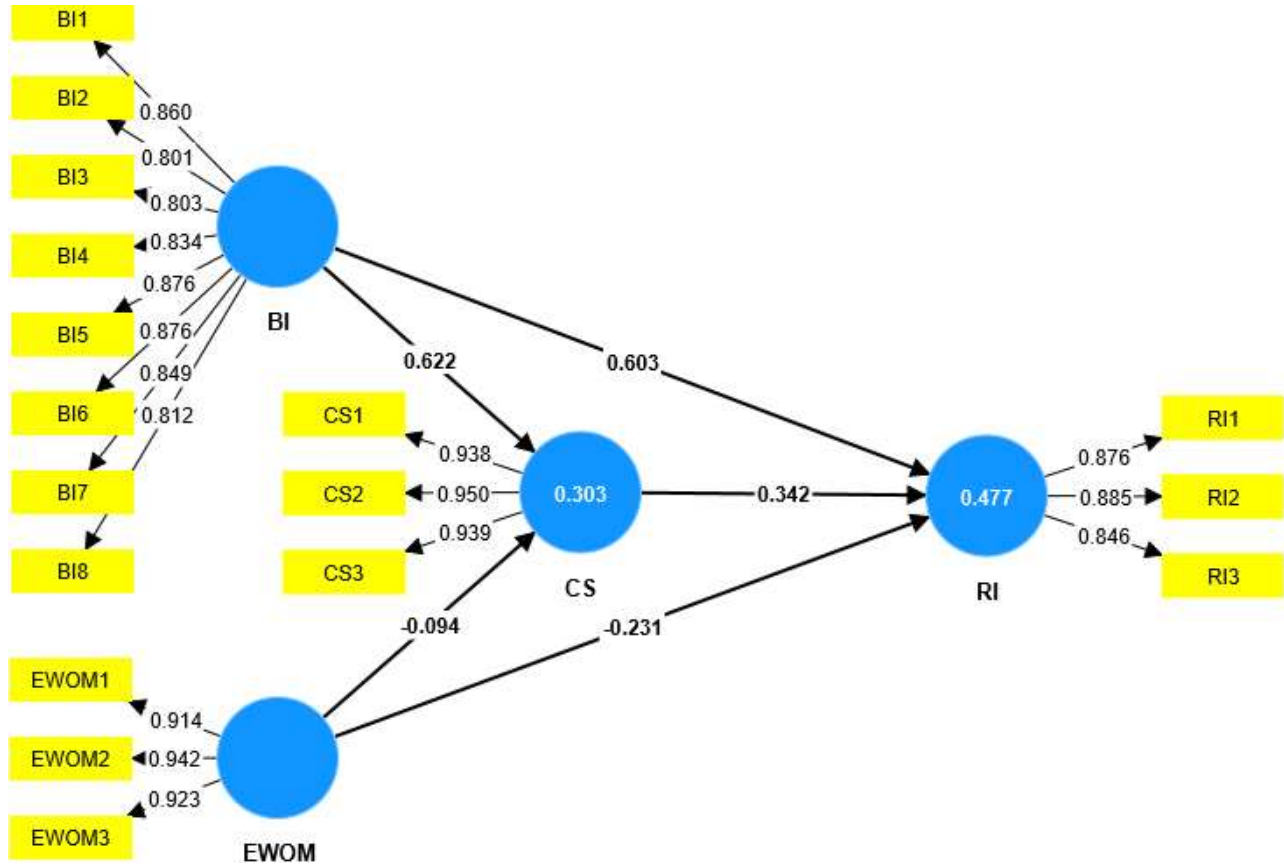
Table 3. Distribution of Respondents Based on Age

Age	Respondent	(%)
18-21	52	51.5%
22-35	20	19,8%
36-45	27	26,7%
46-55	2	2%
Total	**101**	**100%**

Source: Processed Primary Data, 2023

Outer Model Testing

       Data from the outer model analysis, which was carried out using the SmartPLS application, are as follows:

Source: Processed Primary Data, 2023

Figure 2. Outer Model

       Validity and reliability tests have been conducted in this study to measure the model's suitability, also called the outer model. This test aims to ascertain how each variable indicator and latent variable relate to each other. The results of the tests conducted using validity and reliability criteria are as follows:

Table 4. Validity Test

Variable		Outer Loading	AVE	Description
Brand Image	BI1	0.860		Valid
	BI2	0.801		Valid
	BI3	0.803		Valid
	BI4	0.834	0.704	Valid
	BI5	0.876		Valid
	BI6	0.876		Valid
	BI7	0.849		Valid
	BI8	0.812		Valid
Electronic Word of Mouth	EWOM1	0.938		Valid
	EWOM2	0.950	0.859	Valid
	EWOM3	0.939		Valid
Customer Satisfaction	CS1	0.914		Valid
	CS2	0.942	0.888	Valid
	CS3	0.923		Valid
Repurchase Intention	RI1	0.876		Valid
	RI2	0.885	0.756	Valid
	RI3	0.846		Valid

Source: Processed Primary Data, 2023

The reliability test can determine the actual reliability value of the variable. The following are the results of the composite reliability. Cronbach's alpha of each indicator shows the composite reliability value ≥ 0.7, which is declared reliable, and Cronbach's alpha value> 0.6 is declared reliable.

Table 5. Reliability Test

	Cronbach's Alpha	Description	Composite Reliability	Description
Brand Image	0.941	Reliable	0.950	Reliable
Electronic Word of Mouth	0.918	Reliable	0.925	Reliable
Customer Satisfaction	0.937	Reliable	0.837	Reliable
Repurchase Intention	0.840	Reliable	0.840	Reliable

Source: Processed Primary Data, 2023

R-Square Test

The r-square test results are significant; the r-square value can be used to determine the effect of certain independent latent variables on the dependent latent variable. From the percentage results, the customer satisfaction variable can be explained as 30.3% attributed to the brand image and electronic word-of-mouth variables and 69.7% to other variables not included in this study. Meanwhile, the repurchase intention variable has an r-square value of 0.477, which indicates that variables that are not taken into account in this research model can explain 52.3% of the repurchase intention variable and leaves the remaining 47.7% that can be explained by brand image and electronic word of mouth variables.

Table 6. R-Square Test and R-Square Adjusted

	R-Square	R-Square Adjusted
Customer Satisfaction	0.303	0.289
Repurchase Intention	0.477	0.461

Source: Processed Primary Data, 2023

Hypothesis Testing

The results of testing each hypothesis are shown in the table below, with the following explanation:

Table 7. Hypothesis Test Result

Hypothesis		Original Sample	T-Statistic ($|O/STDEV|$)	P-Values	Description
H1	BI → CS	0.622	6.091	0.000	Supported
H2	EWOM → CS	-0.094	0.949	0.343	Not Supported
H3	CS → RI	0.342	2.750	0.006	Supported
H4	BI → RI	0.603	4.614	0.000	Supported
H5	EWOM → RI	-0.231	2.258	0.024	Not Supported
H6	BI → CS → RI	0.212	2.236	0.025	Supported
H7	EWOM → CS → RI	-0.032	0.810	0.418	Not Supported

Source: Processed Primary Data, 2023

DISCUSSION

The Effect of Brand Image on Customer Satisfaction

Brand image has a positive and significant effect on customer satisfaction. This effect can be seen in the original sample value of 0.622, proving that the hypothesis testing direction is positive. Meanwhile, the t-statistic of 6.091, higher than the cut-off value set with the t-statistic> 1.96 criteria, proves that the brand image on customer satisfaction has a positive and significant influence. Based on the p-value test results of 0.000 with a p-value <0.05 criteria, hypothesis 1 of the influence of brand image on customer satisfaction is accepted. The results of this study support research conducted by Santana et. Al., Yuliantoro et. al. and Girsang et. al., which state that brand image has a positive and significant effect on customer satisfaction [31][32][15]. Good brand image can foster higher trust from consumers so that consumers get more satisfaction [31].

The Effect of Electronic Word of Mouth on Customer Satisfaction

Electronic word of mouth has a negative and insignificant effect on customer satisfaction. This effect can be seen in the original sample value of -0.094, proving that the hypothesis testing direction is negative. Meanwhile, the t-statistic of 0.949, lower than the cut-off value set with the t-statistic> 1.96 criteria, proves that electronic word of mouth on customer satisfaction has a negative and insignificant

effect. Based on the p-value test result of 0.343 with a p-value criterion <0.05, hypothesis 2 of the effect of electronic word of mouth on customer satisfaction is rejected. Previous research used by researchers is by Kuo et. al., which proves that electronic word of mouth has a biased effect on customer satisfaction [33]. Insignificant research was also found in research by Pangastuti et. al., which proves that the number of reviews or responses written by other consumers about specific products is not confident in influencing customer satisfaction [46].

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction has a positive and significant effect on repurchase intention. This effect can be seen in the original sample value of 0.342, proving that the hypothesis testing direction is positive. Meanwhile, the t-statistic of 2.750, which is higher than the cut-off value set with the t-statistic> 1.96 criteria, proves that customer satisfaction on repurchase intention has a positive and significant effect. Based on the p-value test results of 0.006 with a p-value criterion <0.05, hypothesis 3 of the effect of customer satisfaction on repurchase intention is accepted. The results of this study support research conducted by Ellitan et. al., Girsang et. al., and Yuliantoro et. al., which state that customer satisfaction has a positive and significant effect on repurchase intention [35][15][32]. According to, if the satisfaction felt by consumers is high enough, this increases consumer decisions to make repeat purchases due to the experience received by consumers [35].

The Effect of Brand Image on Repurchase Intention

Brand image has a positive and significant effect on repurchase intention. This effect can be seen in the original sample value of 0.603, proving that the hypothesis testing direction is positive. Meanwhile, the t-statistic of 4.614, which is higher than the cut-off value set with the t-statistic> 1.96 criteria, proves that the brand image on customer satisfaction has a positive and significant influence. Based on the p-value test results of 0.000 with a p-value criterion <0.05, hypothesis 4 of the influence of brand image on repurchase intention is accepted. The results of this study support research conducted by Almirah et. al., Girsang et. al., and Komang et. al., which state that brand image has a positive and significant effect on repurchase intention [36][15][37]. Research proves that brands with advantages, strengths, and uniqueness compared to competing brands can influence repurchase intention [15].

Electronic Word of Mouth on Customer Satisfaction

Electronic word of mouth has a negative and significant effect on customer satisfaction. This effect can be seen in the original sample value of -0.231, proving that the hypothesis testing direction is negative. Meanwhile, the t-statistic of 2,258, which is lower than the cut-off value determined by the t-statistic criterion > 1.96, proves that electronic word of mouth negatively and significantly influences

customer satisfaction. Based on the p-value test results of 0.024 with the p-value < 0.05 criteria, hypothesis 5 of the influence of electronic word of mouth on repurchase intention is rejected. Insignificant research was also found in research by Maduretno et. al., proving that too much information received by consumers will cause confusion, which makes consumers feel uncomfortable or even prevents consumers from processing information, so that consumers have a negative impression when making a purchase [47]. Moreover, research by Prahiawan et. al., proves that e-word of mouth has an insignificant effect on repurchase intention; the higher the e-word of mouth perceived by consumers, the less significant it is that customers will make repeat purchases online [48].

The Effect of Brand Image on Repurchase Intention Through Customer Satisfaction

Brand image positively and significantly affects repurchase intention through customer satisfaction. This effect can be seen in the original sample value of 0.212, proving that the hypothesis testing direction is positive. Meanwhile, the t-statistic of 2,236 is higher than the cut-off value determined by the t-statistic criterion > 1.96, proving that brand image positively and significantly influences repurchase intention through customer satisfaction. Based on the p-value test results of 0.025 with the p-value criteria < 0.05, hypothesis 6 of the influence of brand image on repurchase intention is accepted. The results of this study support research conducted by Ellitan et. al., and Putri et. al., which prove that brand image significantly affects repurchase intention through customer satisfaction [35][17]. Brand image can influence repurchase intention directly, but customer satisfaction has an important role, which can have a more significant influence than direct influence [35].

The Effect of Electronic Word of Mouth on Repurchase Intention through Customer Satisfaction

Electronic word of mouth has a negative and insignificant effect on repurchase intention through customer satisfaction. This effect can be seen in the original sample value of -0.032, proving that the hypothesis testing direction is negative. Meanwhile, the t-statistic of 0.810, which is lower than the cut-off value determined by the t-statistic criterion > 1.96, proves that electronic word of mouth negatively and significantly influences customer satisfaction. Based on the p-value test results of 0.418 with the p-value < 0.05 criteria, hypothesis 5 of the influence of electronic word of mouth on repurchase intention is rejected. Research that was not significant was found in research by Ningtias et. al., which proved that customer satisfaction needed to be more mediation to influence repurchase intention [49].

CONCLUSION

Tokopedia has a brand image that positively and significantly affects customer satisfaction. Tokopedia's brand image also positively and significantly influences repurchase intention. This result is because consumers who have the confidence to remember the strengths, advantages and uniqueness of the Tokopedia e-marketplace brand will feel more satisfied when using the product. Besides that, Tokopedia has the strength, superiority and uniqueness of the e-marketplace brand to influence consumer's repurchase intentions. The better the brand image, the better the potential for consumers to make repeat purchases. Tokopedia customer satisfaction also has a positive and significant effect on repurchase intention. This result is because consumers' happy reaction after purchasing Tokopedia also increases consumer interest in helping others make purchases on Tokopedia. The research results also state that Tokopedia's brand image positively and significantly affects repurchase intention through customer satisfaction. This result is because the brand image can influence consumer expectations before making a purchase, and when these expectations are met, it will influence consumers to make repeat purchases.

Meanwhile, several results that had a negative and insignificant effect were obtained from electronic word of mouth on customer satisfaction. This result is because even if consumers read comments or responses given by other consumers before purchasing a product through the Tokopedia application, there is still a possibility that consumers will not be satisfied with the product. Electronic word of mouth also has a negative and insignificant effect on repurchase intention through customer satisfaction. These results are due to the influence of eWOM not necessarily being able to create customer satisfaction, which increases consumers' intention to make repeat purchases. However, electronic word of mouth negatively and significantly affects repurchase intention. These results are due to a large number of opinions and reviews by other consumers, which are distributed in a wide scope and still need to be sure to encourage repurchase intention due to differences in each person's preferences.

SUGGESION

In the electronic word-of-mouth variable, Tokopedia can give appreciation to consumers who contribute through reviews or comments via the site or application. The appreciation can be in gift vouchers, free shipping, cashback, or additional points so that consumers can be interested in writing and viewing reviews on the Tokopedia application.

The research results show that the customer satisfaction variable significantly increases repurchase intention. Tokopedia still needs to meet consumer expectations; this could be because consumers who make purchases feel unsafe. Tokopedia is slow in resolving consumer complaints, and the e-money balance top-up service experiences errors and long delivery times. Tokopedia can improve

system security so that consumer funds are not stolen and provide fast service while Tokopedia provides prior notification regarding system updates so that consumers know that the service cannot be used and is a solution in resolving consumer complaints, providing a guarantee that it will arrive on time.

Most respondents only made purchases 1-2 times on the repurchase intention variable. This shows that several respondents in this study intended to avoid making repeat purchases through Tokopedia. Tokopedia can improve aspects that reduce customer satisfaction, such as improving the design of the Tokopedia website and application to make it easier to use, providing a wider variety of products, and ensuring the on-time delivery of orders.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Velycia Valentio: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Sri Suhandiah**: Conceptualization, Resources, Software, Validation, Visualization, Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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