THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF E-WOM ON REPURCHASE INTENTION (STUDY ON LUSI & PAKAN BALI CUSTOMERS)

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Abstract
Repurchase intention is a commitment held by consumers to repurchase the same product due to the positive impression of the product or service. The aim of this research is to analyze and explain the influence of E-WOM on repurchase intention and the role of customer satisfaction in mediating the influence of E-WOM on repurchase intention at Lusi & Pakan Bali. The sample in this study consists of 96 respondents, selected based on purposive sampling technique. Data collection was conducted using questionnaires. The analysis method used is structural equation modeling based on partial least squares (SEM-PLS). The results show that E-WOM has a positive and significant influence on repurchase intention, E-WOM has a positive and significant influence on customer satisfaction, customer satisfaction has a positive and significant influence on repurchase intention, and customer satisfaction is able to partially mediate the influence of E-WOM on repurchase intention. The implication of this research is that Lusi & Pakan Bali can consider E-WOM and customer satisfaction in formulating policies to pay attention to or enhance electronic word of mouth, thereby increasing customer satisfaction which can drive the creation of repurchase intention.
Keywords: Repurchase Intention; Customer Satisfaction; E-Wom;

INTRODUCTION

Most of the people's economy in Bali is MSMEs. The culinary sector is one type of MSME that is mushrooming in Bali. As time goes by, culinary activities are not only limited to consumption activities, but have become part of people's lifestyle. Currently, the F&B business industry has become a very growing trend in various cities in Indonesia. The growth of the F&B industry has triggered increasingly fierce competition in the F&B business so that consumers are faced with a wide choice of products offered by each company. This phenomenon can be seen from the many culinary businesses that are currently developing with high creativity and innovation. One restaurant that has gained popularity thanks to the influence of social media is Lusi & Pakan which is located in the center of Denpasar City.

Lusi & Pakan is one of the MSMEs in Bali which operates in the culinary sector. This restaurant, which was founded in 2021, has used social media effectively so that it has been able to gain popularity since its inception. The influence of social media has a big impact on the sustainability of this business because content and reviews about the Lusi & Pakan restaurant continue to appear. The relationship between positive reviews on the

Lusi & Pakan social media platform and the high number of consumer visits to the Lusi & Pakan restaurant shows that there is a link between consumer satisfaction and repurchase intentions and positive Electronic Word of Mouth (E-WOM). According to Kotler and Keller (2016: 135), E-WOM is a marketing tactic using the internet or social media which aims to create a widespread word of mouth effect to support the marketing objectives of a business. Based on research conducted by Fachrozie (2017), there is a close relationship between positive E-WOM and customer satisfaction, thus encouraging repeat purchases. This is due to the wide coverage of E-WOM, making it possible to disseminate information in the form of reviews regarding goods and services from a brand. The results of this research are also supported by Tsao and Hsieh (2012), where the relationship between E-WOM and consumer satisfaction and repurchase intention lies in the E-WOM feature which makes it easier for consumers from various backgrounds to interact regarding the quality and credibility of a brand, as well as comprehensive E-WOM reviews.

Repurchase intention is an intention that will appear when a customer has finished making a purchase (Hutami et al., 2020). This commitment arises because of the consumer's positive impression of a brand and the consumer makes the purchase (Kanom et al., 2024). The greater the consumer's commitment or interest in making repeat purchases, the greater their possibility of remaining with the same brand (Sindarto and Ellitan, 2023). According to Husain et al. (2022) buying interest can also arise if consumers have the perception that the product they choose is of good quality and can meet or even exceed consumer desires and expectations, in other words what is being offered has high value in the eyes of consumers, this high buying interest will bring positive impact on success. The results of research conducted by Fajar et al. (2022) shows that E-WOM has a significant influence on customers' repurchase intentions. Consumers' positive attitudes towards a brand are reflected in positive online reviews. This research also confirms the results of research conducted by Arif (2019), where E-WOM has a positive influence on Citilink consumers' purchase intentions based on the availability of positive information accessibility regarding the Citilink brand.

Viral marketing, or what is commonly referred to as Electronic Word of Mouth (E-WOM), is a marketing tactic that uses the internet as a platform to create a word of mouth effect and support marketing efforts for a good or service (Kotler and Keller, 2016: 135).). Similar research results can also be seen in Goyette et al. (2010), where E-WOM is a viral marketing concept carried out using the Internet medium as a strategy for disseminating reviews and information related to a product or service. The results of research conducted by Kartika and Ganarsih (2019) show that the E-WOM variable has a significant positive influence on consumer satisfaction. This finding is also confirmed by Purba and Paramita (2021), where the level of consumer satisfaction is influenced by the availability of E-WOM. So, the higher the presence of E-WOM, the higher the level of consumer satisfaction.

Research by Kotler and Keller (2012) cited by Trianah et al. (2017) defines satisfaction as a customer's feeling of pleasure and comfort with a product because the customer's needs and expectations are met. In line with previous research, Tse and Wilton (1988) said that customer satisfaction is a condition where consumers feel pleasure after using a product which confirms the customer's positive expectations of the product before use. If the product performance meets customer expectations, the

customer will feel satisfied and happy. Conversely, if product performance does not meet customer expectations, the outcome that occurs is customer disappointment. So, Wijaya and Tjahjaningsih (2022) concluded that customer satisfaction can be achieved if a product or service is able to meet consumer expectations that arise as a result of creating expectations that are formed from reviews, recommendations, and marketing tactics in general. The results of previous research from Sari and Rastini (2022), where consumer satisfaction plays an important role in forming positive perceptions of a brand which then encourages consumers to make repeat purchases. This finding is also in line with previous research conducted by Dwipayana and Sulistyawati (2018), which found that satisfaction was a mediator variable.

The results of research conducted by Yaqin (2020) and Dewantara and Aksari (2023) show that there is a significant influence produced by the E-WOM variable on consumers' repurchase intentions through customer satisfaction. This can be seen from the relationship between customer purchase intentions which occurs as a result of positive E-WOM, where customer satisfaction plays a role in encouraging consumers to disseminate information related to the brand they like which also determines the use of the brand in the long term. The results of this research are also supported by previous research conducted by Tjiptono and Chandra (2012) which found a significant role of customer satisfaction in determining how likely consumers are to participate in disseminating positive information online related to a brand, thus also determining whether the consumer is will repurchase the goods or services offered by the brand.

From the perspective of consumer behavior theory, consumer behavior is the study of how individuals, groups or organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs (Kotler and Keller, 2016: 166). According to Swasta and Handoko in Adnan (2019), consumer behavior is the activity of individuals who are directly involved in obtaining and using goods and services, including the decision-making process and preparation for determining these activities. Apart from that, consumer behavior is also defined as all actions carried out by consumers in order to achieve and fulfill their needs both in the use, consumption and consumption of goods and services, including the decision processes that precede and follow (Hidayah & Mudjiyanti, 2020).

A number of studies related to Repurchase Intention, E-WOM and Customer Satisfaction have been carried out previously, providing varying results. Based on the phenomena and research gaps in the explanation above, this research will be conducted on Lusi & Pakan Bali customers. In line with this, research hypotheses can be formulated, including:H1: E-WOM has a positive and significant effect on repurchase intention, H2: E-WOM has a positive and significant effect on customer satisfaction, H3: Customer satisfaction has a positive and significant effect on repurchase intention, and H4: Customer satisfaction can mediate E-WOM on customer repurchase intentions.

RESEARCH METHODS

This research uses a quantitative approach in the form of associative causal (cause and effect) with the aim of finding out the relationship between the influence of two or more variables (Sugiyono, 2019: 65). The data collection method in this research uses a survey approach, namely collecting and assessing respondents from variables through questionnaires. The questionnaire consists of open questions regarding identity and closed questions containing questions that have been provided which will be measured

using a Likert scale. The instrument was then tested using validity and reliability tests. The data used is based on the population and was sampled using a non-probability sampling method, using a purposive sampling technique. The data analysis tools used in this research are descriptive statistical analysis and inferential statistical analysis with Partial Least Squares (PLS) and hypothesis testing. This research aims to test the independent variable E-WOM (X) with the dependent variable namely repurchase intention (Y) and the mediating variable namely customer satisfaction (M) for Lusi & Pakan Bali customers.

RESULTS AND DISCUSSION

Table 1.
Respondent Characteristics

Variable	Classification	Amount (person)	Percentage (%)
Gender	Woman	44	45.8
	Man	52	54.2
	Amount	**96**	**100**
Age	18-24 Years	18	18.8
	25-31 Years	40	41.7
	32-38 Years	22	22.9
	>38 Years	16	16.7
	Amount	**96**	**100**
Work	Government employees	14	14.6
	Private employees	34	35.4
	Student/student/i	19	19.8
	Businessman	29	30.2
	Amount	**96**	**100**

Source: Research Data, 2024

Based on Table 1, it can be seen the characteristics of gender, there are 44 male respondents with a percentage of 45.8%, 52 female respondents with a percentage of 54.2%, based on this it can be seen It is known that respondents who are female dominate in this study. Based on the age of the respondents, it can be seen that there were 18 respondents aged 18-24 years with a percentage of 18.8%, respondents aged 25-31 years were 40 people with a percentage of 41.7%, respondents aged 32-38 years were 22 people with a percentage of 22.9% and respondents aged over 38 years were 16 people with a percentage of 16.7%. Based on this explanation, it can be seen that respondents aged 25-31 years dominate in this research. Characteristics of respondents based on work, it can be seen that 19 respondents worked as students with a percentage of 19.8%, 34 respondents worked as private employees with a percentage of 35.4%, 29 respondents worked as self-employed employees with the percentage was 30.2% and there were 14 respondents with Civil Servant jobs with a percentage of 14.6%. So it can be seen that respondents who work as private employees dominate in this research.

Figure 1.

Results of Structural Equation Modeling based on Partial Least Square (SEM-PLS)
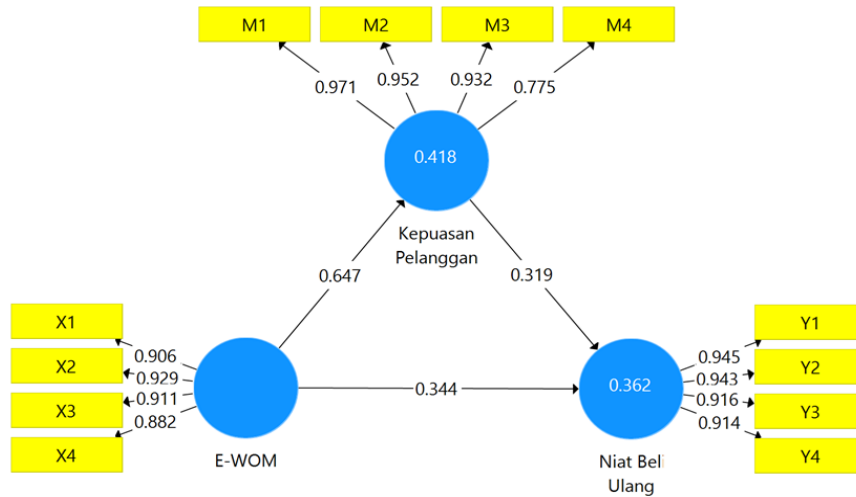
Source: Research Data, 2024

The measurement model in PLS is designed to determine whether indicators are reflective or formative. A model evaluation (Goodness of Fit) was carried out. The outer model measurement model with reflective indicators is evaluated with convergent and discriminate validity of the indicators as well as composite reliability for all indicators. The following is a detailed explanation.

Table 2.

Outer Loading Results

	Original Sample	P Values	Information
M1 <- Customer Satisfaction	**0.971**	0,000	Valid
M2 <- Customer Satisfaction	0.952	0,000	Valid
M3 <- Customer Satisfaction	0.932	0,000	Valid
M4 <- Customer Satisfaction	0.775	0,000	Valid
X1 <- E-WOM	0.906	0,000	Valid
X2 <- E-WOM	**0.929**	0,000	Valid
X3 <- E-WOM	0.911	0,000	Valid
X4 <- E-WOM	0.882	0,000	Valid
Y1 <- Repurchase Intention	**0.945**	0,000	Valid
Y2 <- Repurchase	0.943	0,000	Valid

Intention			
Y3 <- Repurchase Intention	0.916	0,000	Valid
Y4 <- Repurchase Intention	0.914	0,000	Valid

Source: Research Data, 2024

Based on Table 2, the output results have met convergent validity because the loading factor is above 0.60, so it can be said that all research variable indicators are valid. Electronic word of mouth variable (X) indicator X2. has the highest outer loadings value compared to other indicators, namely 0.929, so it can be explained that this indicator can reflect the electronic word of mouth (X) variable. From the customer satisfaction variable (M), the M1 indicator for customer satisfaction has the highest outer loadings value compared to other indicators, namely 0.971, so it can be explained that this indicator can reflect the customer satisfaction variable (M). From the repurchase intention variable (Y), indicator Y1 has the highest outer loadings value compared to other indicators, namely 0.945, so it can be explained that this indicator can reflect the repurchase intention variable (Y).

Table 3.
Cross Loadings Test Results

	Customer satisfaction	E-WOM	Repurchase Intention
M1	**0.971**	0.628	0.485
M2	**0.952**	0.601	0.475
M3	**0.932**	0.594	0.470
M4	**0.775**	0.526	0.540
X1	0.508	**0.906**	0.434
X2	0.550	**0.929**	0.486
X3	0.644	**0.911**	0.579
X4	0.624	**0.882**	0.480
Y1	0.541	0.551	**0.945**
Y2	0.522	0.523	**0.943**
Y3	0.499	0.519	**0.916**
Y4	0.445	0.445	**0.914**

Source: Research Data, 2024

Based on Table 3, it can be seen that the correlation between the electronic word of mouth variable (X) and its indicators is higher than the correlation between customer satisfaction (M) and repurchase intention (Y). Then the correlation between the customer satisfaction variable (M) and the indicator is higher than the correlation between the electronic word of mouth indicator (X) and repurchase intention (Y). Furthermore, the correlation between repurchase intentions (Y) and the indicators is higher than the correlation between customer satisfaction indicators (M) and electronic word of mouth (X). It can be explained that all indicators for each variable are valid.

Table 4.
Average Variance Extracted Results

Research Variables	AVE
E-WOM(X)	0.823
Customer satisfaction (M)	0.829
Repurchase intention (Y)	0.865

Source:Research Data, 2024

Based on Table 4, it can be explained that the AVE value of the electronic word of mouth variable, customer satisfaction and repurchase intention. Having an AVE value for each variable is greater than 0.50, so the model can be said to be good.

Table 5.
Reliability Research Results

Variable	Composite Reliability	Cronbach's Alpha	Information
E-WOM(X)	0.949	0.929	Reliable
Customer satisfaction (M)	0.951	0.928	Reliable
Repurchase intention (Y)	0.962	0.948	Reliable

Source: Research Data, 2024

The output results of composite reliability and Cronbach's alpha for the variables electronic word of mouth, customer satisfaction, and repurchase intention are all above 0.60. So it can be concluded that the variable has good reliability.

Table 6.
R-Square Results

Variable	R Square
Customer satisfaction	0.418
Repurchase Intention	0.362

Source: Research Data, 2024

Based on Table 6, it shows that the R-square value of the customer satisfaction variable is 0.418. This means that 41.8 percent of the variability in the customer satisfaction construct can be explained by the electronic word of mouth variable, while the remaining 58.2 percent of the customer satisfaction variable is explained by other variables outside the model. Likewise, the repurchase intention variable has an R-square value of 0.362. This means that 36.2 percent of the variability in the repurchase intention construct can be explained by electronic word of mouth and customer satisfaction

variables, while the remaining 63.8 percent of the repurchase intention variable is explained by other variables outside the model.

The aim of calculating the Q-Square predictive relevance value is to measure the value of observations produced by the model and estimate model parameters. According to Hair et al. (2017: 222), a Q-square (Q2) value > 0 means that the exogenous construct has predictive relevance to the endogenous construct, whereas if the Q2≤0 value means the model lacks predictive relevance. The Q2 value has a value interval between 0 < Q2 < 1, with the Q2 value getting closer to 1 indicating that the model is getting better. The Q2 value is determined based on the Cross Validated Redundancy value in SEM PLS, because in this approach there is a process of including important elements from the path model and model structure to predict the omitted data points. The model of the influence of electronic word of mouth, risk perception and customer satisfaction on repurchase intention provides an R-square value, so the Q-Square predictive relevance value can be seen as follows.

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$
$$= 1 - (1\text{-}0{,}418)(1\text{-}0{,}362)$$
$$= 1 - (0{,}582)(0{,}638)$$
$$= 1 - 0{,}371 = 0{,}629$$

The Q2 calculation result is 0.629, so the conclusion is that the intention to repurchase Lusi & Feed in this study has a relevant predictive value of 62.9% because it can explain the information in this study and is classified as strong.

Table 7.
Hypothesis Testing Results

Hypothesis	Correlation Coefficient	p values	Information
Direct Influence			
Electronic word of mouth-> Intention to repurchase	0.344	0.001	Significant
Electronic word of mouth-> Customer satisfaction	0.647	0,000	Significant
Customer satisfaction -> Repurchase intention	0.319	0.010	Significant
Indirect Influence			
Electronic word of mouth-> Customer satisfaction -> Repurchase intention	0.206	0.018	Significant

Source: Research Data, 2024

Based on Table 7, it can be seen that the results of the influence of E-WOM on repurchase intention are 0.344, with a P value of 0.001<0.05 indicating that Ho is rejected and Ha is accepted, so it can be seen that E-WOM has a significant positive effect on Lusi's repurchase intention & Feed. So the first hypothesis in this research was proven correct. According to Kotler and Keller (2016), E-WOM is a marketing tactic using the internet or

social media which aims to create a widespread word of mouth effect to support the marketing objectives of a business. The existence of electronic word-of-mouth marketing promotions carried out on digital platforms can provide a platform for consumers to provide good or positive comments regarding shopping experiences, both goods and services (Seo et al., 2020). The results of this research are in line with research conducted by Arif (2019), where E-WOM has a positive influence on consumer purchase intentions. Research by Fajar, Priharsari, and Rokhmawati (2022) shows that E-WOM has a quite significant influence on repeat purchase intentions. customer.

The effect of E-WOM on customer satisfaction is 0.647, with a P value of 0.000<0.05 indicating that Ho is rejected and Ha is accepted, so it can be seen that E-WOM has a significant positive effect on customer satisfaction at Lusi & Feed. So the second hypothesis in this research was proven true. According to Kotler and Keller (2016), electronic word of mouth is a marketing tactic using the internet or social media which aims to create a widespread word of mouth effect to support the marketing goals of a business. The existence of electronic word-of-mouth marketing promotions carried out on digital platforms can provide a platform for consumers to provide good or positive comments regarding shopping experiences, both goods and services (Seo et al., 2020). The results of this research are in line with research conducted by Kartika and Ganarsih (2019) showing that the E-WOM variable has a significant positive influence on consumer satisfaction. Purba and Paramita's (2021) research shows that the level of consumer satisfaction is influenced by the availability of E-WOM. So, the higher the presence of E-WOM, the higher the level of consumer satisfaction.

The effect of customer satisfaction on repurchase intention is 0.319, with a P value of 0.010 <0.05 indicating that Ho is rejected and Ha is accepted, so it can be seen that customer satisfaction has a significant positive effect on repurchase intention at Lusi & Feed. So the third hypothesis in this research was proven true. Customer satisfaction is a consumer's positive perception of a brand that is formed after consuming a product or service (Sari and Rastini, 2022). The sense of satisfaction that arises in consumers can be an important consideration in making decisions to repurchase products from certain brands. Therefore, the higher the satisfaction felt by consumers, the higher the consumer's intention to make repeat purchases. This finding is also in line with previous research conducted by Dwipayana and Sulistyawati (2018), which found that satisfaction has a significant relationship with repurchase intention. Research by Sari and Rastini (2022) also found that customer satisfaction can increase consumers' repurchase intentions. Based on research results from Salsabila, Umbara and Setyorini (2022), customer satisfaction has a positive influence on consumers' repurchase intentions.

The influence of E-WOM on repurchase intention with the mediation of customer satisfaction is 0.206, with a P value of 0.018<0.05 indicating that Ho is rejected and Ha is accepted, so it can be seen that customer satisfaction can mediate the influence of E-WOM on repurchase intention at Lusi & Feed. Based on the results of the mediation role, it can be seen that the mediation role of customer satisfaction is as a partial mediation. So the fourth hypothesis in this research was proven true. According to Kotler and Keller (2016), electronic word of mouth is a marketing tactic using the internet or social media which aims to create a widespread word of mouth effect to support the marketing goals of a business. Based on research conducted by Fachrozie (2017), there is a close relationship between positive E-WOM and customer satisfaction, thus encouraging repeat purchases. This is due to the wide coverage of electronic word of mouth, making it possible to disseminate

information in the form of reviews regarding goods and services from a brand. Customer purchase intentions can occur as a result of positive electronic word of mouth, where customer satisfaction plays a role in encouraging consumers to spread information related to the brand they like, which also determines the use of the brand in the long term. The results of this research date back to Yaqin (2020) and Dewantara and Aksari (2023) which show that there is a significant influence produced by the E-Wom variable on consumers' repurchase intentions through customer satisfaction.

CONCLUSIONS AND SUGGESTIONS

Based on the research results obtained, several conclusions can be drawn as follows. E-WOM has a positive and significant effect on repurchase intentions at Lusi & Pakan. These results show that if E-WOM is increased it will have an impact on increasing repurchase intentions at Lusi & Pakan. E-WOM has a positive and significant effect on customer satisfaction at Lusi & Pakan. These results show that if E-WOM is improved it will have an impact on increasing customer satisfaction at Lusi & Pakan. Customer satisfaction has a positive and significant effect on repurchase intentions at Lusi & Pakan. These results show that increasing customer satisfaction will have an impact on increasing repurchase intentions at Lusi & Pakan. Customer satisfaction is a partial mediating variable in the influence of E-WOM on repurchase intention at Lusi & Pakan. These results show that if E-WOM is increased it will increase customer satisfaction, with increasing customer satisfaction it will increase repurchase intention at Lusi & Pakan. Apart from there being a direct influence from E-WOM on repurchase intention, there is also an indirect influence through the customer satisfaction variable. Thus, customer satisfaction can increase the total influence of E-WOM on repurchase intentions.

Lusi & Feed management can increase repurchase intentions by paying attention to electronic word of mouth (E-WOM) and customer satisfaction, anything that can be taken into consideration is as follows. Based on the results of descriptive analysis in terms of the E-WOM variable, the statement with the lowest average is "The information related to Lusi & Pakan that I get on social media is trustworthy", Lusi & Pakan is expected to pay attention to the information provided on Lusi & Pakan's social media For example, so that the information provided can be trusted by consumers, the information presented must be complete and in accordance with existing facts, so that consumers feel satisfied and trigger consumers to make repurchase intentions. Based on the results of descriptive analysis in terms of customer satisfaction variables, the indicator with the lowest average is "I got good service at Lusi & Pakan.", it is hoped that Lusi & Pakan can provide good service so that consumers feel satisfied with the service provided. What can be done is to provide training to Lusi & Pakan employees regarding service standards, which can increase consumer satisfaction so that consumers are interested in repurchasing Lusi & Pakan. It is hoped that further research will be able to add variables that can influence repurchase intentions, as well as being able to expand the scope of the research which is not only limited to Lusi & Pakan considering that there are still many other restaurants, or can also change locations, thus providing a more comprehensive and capable view. generally implemented.

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