

Analysis of the Influence of E-Wom on Repurchase Intention: the Mediating Role of Customer Loyalty and Satisfaction

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Abstract

Purpose: The purpose of this study is to investigate the impact of electronic word-of-mouth (e-WOM) on repurchase intentions for products from Mbah Blangkon Yogyakarta MSME. The study aims to explore the roles of customer loyalty and satisfaction as mediating variables in this relationship. Additionally, it seeks to apply the AISAS (Attention, Interest, Search, Action, and Share) framework to better understand how e-WOM influences consumer decision-making processes.

Methodology: The research approach used was quantitative, with purposeful sampling procedures. Data were acquired through surveys from Mbah Blangkon Yogyakarta consumers who had made more than five transactions in the previous three months, offered good feedback, and evaluated the products highly. Data was analyzed using SEM-PLS, with a total of 110 respondents.

Results: The study reveals that e-WOM has a positive and significant impact on repurchase intentions, both directly and mediated by customer loyalty and satisfaction. Specifically, the quality of e-WOM enhances repurchase intentions, whereas the quantity of e-WOM negatively affects them.

Conclusions: Electronic word of mouth has a good and significant impact on repeat sales because customer reviews provide useful information about the product. In the context of this study, customer loyalty and satisfaction serve as a median for recurrent purchases, which are positive and significant. Another finding from this study is that loyalty has a significant impact on repeat sales since consumers are willing to go to further lengths to obtain the goods.

Limitations: This study has several limitations: it focuses on a single MSME in Yogyakarta, which may limit generalizability. Additionally, it relies on self-reported data. Finally, the research examines only specific variables related to e-WOM.

Contribution: Managerial implications indicate that Mbah Blangkon MSME can use e-WOM as an effective marketing technique to increase repurchase intentions through customer loyalty and satisfaction. The AISAS model can help in designing targeted digital marketing efforts. This research provides valuable insights for business practitioners in leveraging e-WOM to enhance customer relationships.

Keywords: AISAS, Customer Satisfaction, E- WOM, Repurchase, Loyalty

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1. Introduction

In Indonesia's economy, Micro, Small Medium Enterprise (MSMEs) are strategically important Wahyunti (2020), ensuring that the government and other stakeholders consistently prioritize the growth and empowerment of MSMEs. With nearly 60 million business units representing 99,99% of all enterprises in Indonesia), MSMEs account for the majority of business actors in the country (Yolanda, 2024). Trade, manufacturing, and services are Yogyakarta's three most important industries (Harsana & Triwidayati, 2020). Yogyakarta has a significant number of MSMEs, with over 130,000 business units. The contribution of MSMEs to Yogyakarta Gross Regional Domestic Product (GRDP) exceeds 50%. In Yogyakarta, MSMEs are essential to advancing economic equality and reducing poverty (Setyanta, 2022).

Southeast Asian nations' use of the internet and social media has increased dramatically as a result of Indonesia's advancements in information technology. There will be more than 200 million internet users in Indonesia by 2023, according to estimates (Siladjaja, Magdalena, & Nugrahanti, 2023). E-WOM is having a greater impact on Indonesian consumers' purchasing decisions as a result of the country's increased use of social media and the internet (Kristanto, Saraswati, & Hamid, 2024). When making purchases, Indonesian shoppers frequently use online forums, reviews, and recommendations (Oktaviani & Estaswara, 2022). E-WOM is a powerful marketing tactic used by a variety of Indonesian businesses and MSME actors to connect with and sway consumers (Karseno & Very, 2024).

We will examine Mbah Blangkon Yogyakarta, a household goods company whose products are marketed through two strategies: physical sales marketing and internet markets. According to conversations with Mbah Blangkon Yogyakarta owner, the MSME is experiencing financial difficulty as a result of a drop in physical store sales. Sales graph data show results that are not yet statistically significant, which leads to a decline in Mbah Blangkon Yogyakarta product repurchases. Mbah Blangkon Yogyakarta sales table graph can be seen below.

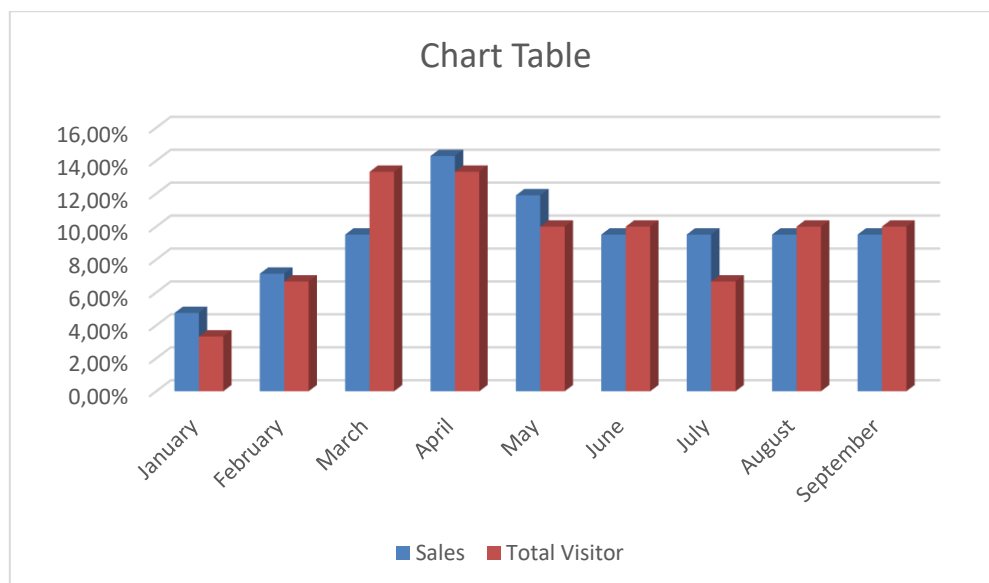


Figure 1. Sales Data Chart Table 2023

Source: Processed Data

People's ability to search for information is becoming more and more facilitated by technological advancements. The public now uses the internet and electronic Word of Mouth (e-WOM) or information media more frequently than any other channel for requirements assessment, information gathering, comparison shopping, and purchase decisions. It's critical for marketers to comprehend how business sustainability will develop going forward (Asadilla, Ahmad, & Ramelan, 2023). Social media marketing has emerged as one of the most important avenues for business growth in recent times. To

develop successful marketing strategies and meet business and marketing goals, marketers use a variety of techniques (Febriyantoro & Arisandi, 2018).

Numerous research on marketing shows that e-WOM has a beneficial impact on repeat business. Nevertheless, in the study conducted by Bulut and Karabulut (2018) it is said that e-WOM affects recurrent purchases, but loyalty acts as a mediator and has no effect, which is consistent with the findings of (Matt, Hess, & Benlian, 2015). Furthermore, research by Yi and La (2004) demonstrates that repeat business will be impacted by high levels of customer loyalty. Product quality has a big impact on customer satisfaction and recurring business (Savitri & Wardana, 2018). According to Sofia and Hartono (2022), loyalty positively impacts the intention to repurchase. However Matute, Polo-Redondo, and Utrillas (2016) show that quantity of e-WOM has a negative impact on consumers' repurchase intentions, but solely the quality of e-WOM has a direct beneficial impact. Because e-WOM is credible and of high quality, trust in online retailers also has an indirect impact on repurchase intentions. Park (2020) discovered that the main components of e-WOM on social media that influence customer loyalty are credibility, quality, usefulness, and adoption of information, in addition to information demands and attitudes toward information. Additionally Vesel and Zabkar (2009) discovered that recurring purchases are significantly influenced by loyalty. According to Santika, Pramudana, and Astitiani (2020), Electronic contentment is positively and considerably impacted by e-WOM; e-loyalty is positively and significantly impacted by e-satisfaction; and e-loyalty is positively and significantly impacted by e-WOM.

It seems that breakthroughs in technology and platforms are not the only factors contributing to sustainability in the marketing industry. Marketers first used the AIDMA approach (Attention, Interest, Desire, Memory, Action) to reach their target audience. This strategy has since changed and is now referred to as AISAS (Attention, Interest, Search, Action, Share). The AISAS model has been found by a number of earlier academics to be able to explain contemporary customer behavior toward supplied goods or services. The AISAS model's application gains a great deal from its correlation with internet and digital marketing, as well as from its alignment with modern consumer behavior. Using the AISAS concept, a digital firm can create focused campaigns beginning with how they advertise things online (Herna, Hiswanti, Hidayaturahmi, & Putri, 2019). Promoting a product seeks to pique the attention of the intended market, which in turn leads to the share phase, when marketers can ask consumers to share their opinions of the items in an effort to build brand loyalty. A model called AISAS was created to efficiently reach target audiences by tracking behavioral shifts, especially in light of the development of internet technology (Wahyudi, 2019). According to the AISAS model, a number of factors, such as e-WOM, loyalty, and consumer satisfaction, affect repeat purchases (Anggraini & Sumiati, 2022); (Hadi, 2013); (Susmonowati & Khotimah, 2021).

This research is important and urgent to do because there are differences in empirical findings regarding the effect of e-WOM on repurchase intentions. Although many studies show that e-WOM has a positive impact, research such as that conducted by Bulut and Karabulut (2018) shows that loyalty does not have a direct effect, but only acts as a mediator. This raises questions about the complexity of the relationship between e-WOM, loyalty, and repurchase intentions that still need to be studied more deeply.

On the other hand, the difference between the impact of quality and quantity of e-WOM also suggests the need for further research to understand how these two aspects interact with each other and influence consumer decisions. In addition, trust in online retailers as a mediator in this relationship also requires a more comprehensive explanation, given that trust can vary significantly based on context and customer experience. Taking into account the ever-changing dynamics of social media and different demographic and cultural factors, this research is expected to provide new insights that not only enrich the existing literature, but also assist practitioners in formulating more effective marketing strategies. Therefore, this research is highly relevant and urgent to address existing gaps and answer questions that have not been answered in previous studies.

2. Literature Review

2.1 Theory AISAS (Attention, Interest, Search, Action, and Share)

AISAS is a model often used in digital marketing to describe the consumer buying process. AISAS is an acronym for Attention, Interest, Search, Action, and Share. This model was developed to describe how consumers interact with information in the digital age, and is relevant in the context of research related to e-WOM (electronic word of mouth). The existence of e-WOM can attract consumer attention to the product. Positive reviews can increase consumer awareness and interest (Situmorang, 2024). Consumers who are exposed to positive e-WOM tend to show a higher interest in conducting further searches about the product. Positive E-WOM can increase consumers' intention to make repeat purchases, which is influenced by the level of satisfaction and loyalty they feel. Customer loyalty and satisfaction act as mediators between e-WOM and repurchase intentions, suggesting that e-WOM not only directly influences purchasing decisions but also through strengthening customer loyalty and satisfaction.

This grand theory integrates elements from consumer behavior theory, e-WOM, the AISAS model, and customer loyalty and satisfaction theory. By connecting these theories, the research can explain how e-WOM influences consumer purchasing decisions through a complex process, involving attention, interest, information search, and purchase action. Customer loyalty and satisfaction serve as mediators that strengthen the relationship between e-WOM and repurchase intentions, providing deeper insights into the dynamics of consumer behavior in the digital age. By using this grand theory, the research is expected to make theoretical and practical contributions in understanding the influence of e-WOM on repurchase intentions. This will also assist MSMEs in formulating more effective and consumer-oriented marketing strategies.

2.2 The impact of e-WOM on repeat purchases is mediated by loyalty.

The growing use of electronic Word of Mouth will influence consumers repurchase intentions on Shopee. As a result, it can be concluded that electronic Word of Mouth is a factor that consumers consider when deciding whether or not to repurchase on Shopee, and it can provide positive and considerable value. This aligns with research conducted by Wibisana and Sri Padmantyo (2021); Matute et al. (2016) demonstrates how electronic word of mouth effects repurchase intention. Electronic Word of Mouth influences repeat purchases through loyalty, because loyalty is a commitment made by customers to a business based on positive characteristics, specifically consumer actions that decide to purchase a product repeatedly over a continuous period of time (Muhtarom, Syairozi, & Wardani, 2022); (Risal et al., 2024). As a result, it demonstrates that loyalty mediates e-WOM toward recurrent purchases, with favorable and significant results.

With the increasing penetration of the internet and social media, e-WOM is becoming increasingly significant in consumer behavior in Indonesia (Kotler, Molan, Sarwiji, & Lane, 2009). There are several marketing strategies for electronic Word of Mouth, one of which is to use social media for promotion; from these promotions, consumers can see reviews of a product based on the consumer's own experience from individuals who have used a product, demonstrating that e-WOM has a positive and significant effect on loyalty. Consumers that are loyal to a product or service are more likely to continue using it. Previous research was undertaken by Hongdiyanto, Padmalia, Gosal, and Wahanadie (2020) argues that loyalty has a substantial impact on recurring purchases. Consumer loyalty increases with the perceived effectiveness and credibility of e-WOM. This improved consumer loyalty leads to an increase in recurrent purchases of related products and services. In other words, strong and successful e- WOM can promote repeat purchases directly, as well as indirectly, by strengthening consumer loyalty. Based on the review of past researchers, the following hypothesis can be developed:

H1a: e-WOM has a positive and strong effect on repurchase.

H1b: e-WOM has a good and considerable impact on loyalty.

H1c: Loyalty has a good and strong impact on repurchase

H1d: e-WOM has a positive and significant effect on repurchases, mediated via loyalty.

2.3 The effect of e-WOM on repurchases is mediated by customer satisfaction.

Customer satisfaction is the amount of customer feelings after comparing what they received to their expectations based on the remarks of previous customers until the consumer decides to repurchase the product or service (Hsu, Chen, & Feng, 2024). Product innovation and customer satisfaction assessments can help to provide an objective assessment of repurchase intentions (Aryando et al., 2024). This demonstrates positive and meaningful outcomes (Kotler et al., 2009). According to (Hanin, Savitri, & Faddila, 2024) the high efficacy of e-WOM can boost consumer purchase intentions and generate revenue growth. e-WOM media may be used as a promotional technique to increase sales. Customer satisfaction can be used to persuade customers to show how good a product or service is based on customer reviews (Angelia & Widjaja, 2024). E-WOM is a promotional tool that can have a rapid impact in sharing content via social media or the internet. Based on the preceding description, it is possible to deduce that e-WOM is a significant component of promotion, and thus electronic Word of Mouth is an important variable impacting consumer happiness (Velita, Barusman, & Saptarini, 2019).

This demonstrates a positive and meaningful outcome. Customer satisfaction with a product or service may lead to repurchase intentions (Kamilla & Bestari, 2022). Customer satisfaction refers to the extent to which the perceived product performance matches the buyer's expectations. As a result, the findings of this study are both favorable and significant. Customer satisfaction will also encourage repeat purchases since they believe the quality meets their expectations. As a result, the findings of this study are both favorable and significant. This is consistent with findings from Surahman and Sunarya (2024) Brand loyalty is directly determined by long-term happiness or dissatisfaction with the brand, as well as perceived product quality. So, it can be hypothesized:

H2a: e-WOM has a positive and significant effect on customer satisfaction

H2b: Customer satisfaction has a positive and significant effect on repeat purchases

H2c: Customer satisfaction has a positive and significant effect on loyalty

H2d: e-WOM has a positive and significant effect on repurchases mediated by customers.

2.4 Customer satisfaction that affects repeat purchases mediated by loyalty

Customer satisfaction influences repeat purchases because satisfied customers are more likely to buy things again. Loyalty is critical for any organization that wishes to continue doing business. Customers who are extremely delighted with a specific product or service are more likely to recommend it to others they know. As a result, the findings of this study are both favorable and significant. Then, these devoted clients will spread their allegiance to other products from the same manufacturer. They have long been loyal customers of a particular product or company (Messakh, 2016). So that the following hypothesis can be developed:

H3: Customer satisfaction has a positive and significant effect on repeat purchases mediated by loyalty.

3. Methodology Research

The aim is to determine and analyze the level of repeat purchases of Mbah Blangkon MSME products, involving the variables e-WOM (X), repeat purchases (Y), loyalty (Z^1), and customer satisfaction (Z^2). Customers that have made many transactions at Mbah Blangkon make up the study's population, which has an infinite size. Purposive sampling is the sample strategy employed, with a focus on consumers who have made more than five purchases in the previous three months, customers who leave favorable reviews, and customers who provide high ratings. Likert scales are used in a questionnaire used for data collection purposes. SEM-PLS is employed in the data analysis approach.

The operational definition of each variable and its indicators from this research can be explained as follows:

Table 1. Operational Definition

No	Variable	Reference	Indicator	Item
1	E-WOM is a type of informal communication between consumers that uses digital media to influence the attitudes, decisions, and behavior of other customers. The e-WOM measurement utilized in this study is opinion-based	(Tandon, Aakash, & Aggarwal, 2020)	1. Language is simple to understand. 2. Relevant information. 3. Clarity of Information	1. Online reviews employ simple language that is easy to grasp 2. Reviews provide valuable information regarding the product. 3. The review includes explicit information about the product.
2	Consumer loyalty is a firm commitment made by consumers to re-subscribe or buy a product/service in the future, regardless of situational factors or marketing efforts that may induce changes in behavior. The loyalty measurement utilized in this study is based on opinions.	(Vesel & Zabkar, 2009)	1. Concern 2. Be willing to buy 3. Feel proud 4. Best choice 5. Long term expectations 6. Ready to pay more 7. Recommend 8. Buy regularly 9. Make repeat purchases	1. I care about this product. 2. I am willing to make extra effort to obtain this stuff. 3. I'm proud to purchase this stuff. 4. In my opinion, this is the best product. 5. I want to maintain using this product for an extended period of time. 6. I'm willing to spend more for an excellent product. 7. I will recommend this product to others. 8. I will buy this stuff routinely. 9. I will repurchase this product.
3	Customer satisfaction refers to a customer's feelings of joy or disappointment when comparing the performance or results of a product or service supplied to their expectations. The customer satisfaction measurement utilized in this study is based on opinions.	(Vasic, Kilibarda, & Kaurin, 2019)	1. Satisfied 2. Interesting 3. Recommend 4. Happy 5. Advantages of use	1. Customers are pleased with the product. 2. Customers are interested in using the goods. 3. The customer recommends the product. 4. Customers are pleased when using the goods. 5. Customers believe that the product can be used effectively.

No	Variable	Reference	Indicator	Item
4	Repurchase is the behavior of consumers who repurchase a product or service from an e-commerce platform or online shop. The repeat purchase measurement utilized in this study is based on opinions.	(Chiu, Hsu, Lai, & Chang, 2012)	1. Option to buy again 2. Have intentions to buy again? 3. The desire to purchase stuff.	1. I will probably buy it again. 2. I plan to buy the product again. 3. I want like to buy the product again.

4. Result and Discussion

4.1 Result

4.1.1 Characteristics of Respondents

Table 2. Karakteristik of Respondents

Profile of Respondents	Male Female	Frequency	Percentage (%)
Sex	Man	9	8,2%
	Woman	101	91,8%
Age	17-20 Years	5	4,5%
	21-25 Years	23	20,3%
	25-30 Years	43	39,1%
	> 30 Years	39	35,5%
Work	Student	14	12,7%
	Self-employed	91	82,7%
	Civil Servant	1	3,6%
	Homemaker	4	0,9%
Revenue	1-2 Million	13	11,8%
	2-3 Million	6	5,5%
	3-5 Million	19	17,3%
	5-8 Million	72	65,5%
Total		110	100%

4.1.2 Validity Test

Table 3. Validity Test

Variables	Outer Loading	Conclusion
e-WOM		
E1	0.797	Valid
E2	0.878	Valid
E3	0.870	Valid
Loyalty		
L1	0.731	Valid
L2	0.798	Valid
L3	0.689	Valid
L4	0.739	Valid
L5	0.702	Valid
L6	0.748	Valid
L7	0.686	Valid
L8	0.784	Valid
L9	0.772	Valid

Variables	Outer Loading	Conclusion
Customer Satisfaction		
CS1	0.824	Valid
CS2	0.743	Valid
CS3	0.879	Valid
CS4	0.864	Valid
CS5	0.825	Valid
Repurchase		
R1	0.916	Valid
R2	0.934	Valid
R3	0.918	Valid

The validity test for each variable with the number of indicators for each variable is as follows: e-WOM has 3 indicators; loyalitas 9 indicators; customer satisfaction has 5 indicators; repeat purchase has 3 indicators. After the validity test, there are several indicators declared invalid because they have a coefficient value <0.60 . In the second test, data that is invalid because the coefficient value <0.60 is eliminated. Data with a coefficient value of > 0.60 can be declared valid because this research is exploratory, thus outer model loadings > 0.60 are acceptable based on recommendations from research conducted by (Chin, 1998); (Keil et al., 2000).

4.1.3 Reliability Test

Table 4. Reability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
e- WoM	0.805	0.807	0.885	0.721
Customer Satisfaction	0.885	0.892	0.916	0.614
Loyalty	0.896	0.898	0.916	0.686
Repurchase	0.913	0.916	0.945	0.851

The Cronbach's Alpha values for all variables range from 0.805 to 0.913, showing a fair degree of internal reliability, according to the table above. Additionally, all of the variables' rho_A (Dijkstra-Henseler's Rho) values are above 0.80, indicating dependable internal consistency. Each variable's Composite Reliability value is greater than 0.90, indicating that the structures being measured are reliable. For every variable, the Average Variance Extracted (AVE) values are greater than 0.50, suggesting sufficient convergent validity. Overall, the validity and reliability analysis results indicate that the measuring tools used in this study have good levels of validity and reliability. This gives assurance regarding the caliber of the information utilized to examine the connections between the variables in the study model.

4.1.4 R Square

Table 5. R Square

	R Square	R Square Adjusted
Customer Satisfaction	0.345	0.339
Loyalty	0.731	0.726
Repurchase	0.560	0.547

The R Square value for the customer satisfaction variable is 0.345, meaning that the independent variables in the model can account for 34.5% of the variance in the customer satisfaction variable. A more precise assessment of how well the model explains the variance in the Customer Satisfaction variable can be obtained from the Adjusted R Square score of 0.339. The R Square value for the loyalty variable is 0.731, meaning that the independent variables in the model can account for 73.1% of the

variance in the loyalty variable. A more precise measure of how well the model can explain the variance in the Loyalty variable is the Adjusted R Square value of 0.726. The R Square value for the Repeat Purchase variable is 0.560, indicating that the independent variables in the model account for 56.0% of the variance in the Repeat Purchase variable. A more precise assessment of how well the model explains the variance in the Repeat Purchase variable is given by the Adjusted R Square score of 0.547.

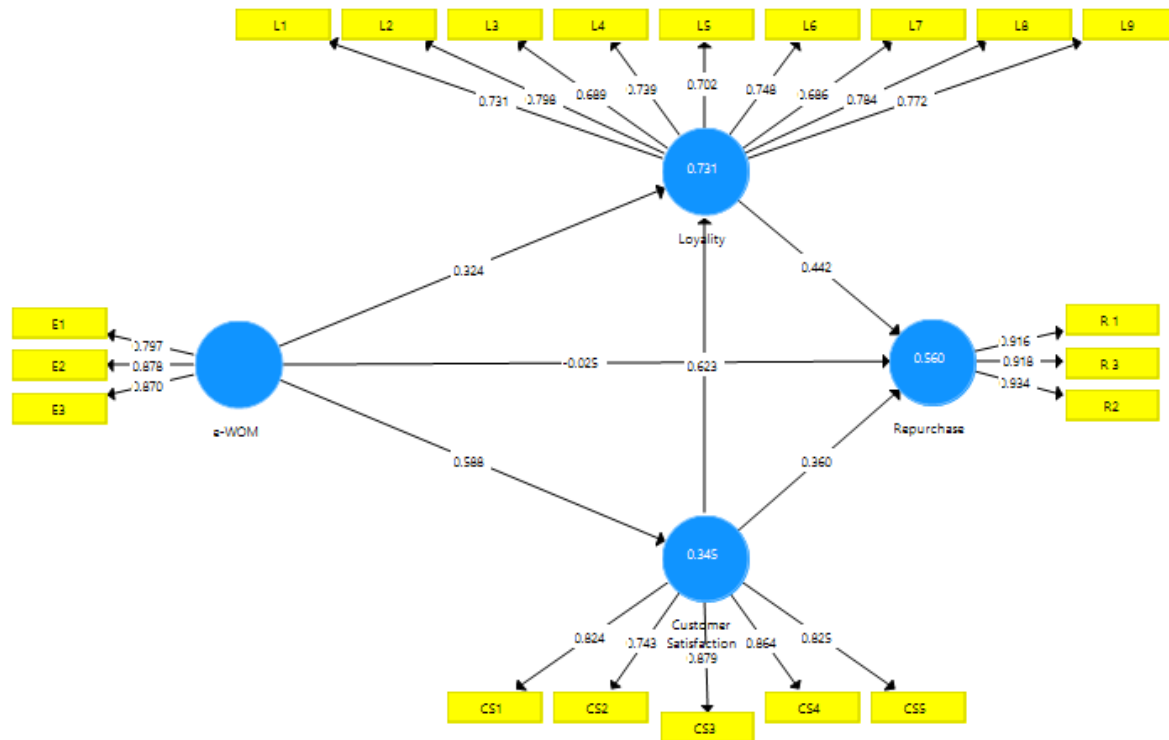


Figure 2. Frame of Mind
Source: Processed Data

4.1.5 Hypothesis Test

Table 6. Hypothesis Test

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM Repurchase	->	-0.025	-0.027	0.117	0.210	0.834
E-WOM Loyalty	->	0.324	0.318	0.094	3.436	0.001
E-WOM Customer Satisfaction	->	0.588	0.590	0.097	6.050	0.000
Loyalty Repurchase	->	0.442	0.448	0.200	2.207	0.029
Customer Satisfaction Repurchase	->	0.360	0.362	0.182	1.984	0.050
Customer Satisfaction Loyalty	->	0.623	0.630	0.094	6.599	0.000
E-WOM Loyalty Repurchase	->	0.143	0.143	0.071	2.020	0.046

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM -> Customer Satisfaction -> Repurchase	0.212	0.218	0.111	1.915	0.058
Customer Satisfaction -> Loyalty -> Repurchase	0.275	0.281	0.122	2.255	0.026

Analysis of electronic Word of Mouth (e-WOM) found some significant findings on its impact on repeat purchases, loyalty, and customer satisfaction. E-WOM had no substantial impact on repeat purchases, suggesting a lack of influence in this area. However, it had a good and considerable effect on customer loyalty and satisfaction. Loyalty had a substantial impact on repeat purchases, as did consumer pleasure. Notably, e-WOM had a significant influence on recurrent purchases when mediated by loyalty, whereas customer satisfaction had a positive but statistically insignificant effect. Finally, customer happiness has a positive influence on repeat purchases when mediated by loyalty, demonstrating the interconnectedness of these variables in generating repeat purchases.

a. Discussion

Based on the results, e-WOM had a considerable impact on customer happiness and loyalty, while its direct impact on repurchase was less than projected. This implies that, while e-WOM is an effective promotional tool, other considerations such as price and product quality may have a greater impact on repurchase decisions. Due to the characteristics of the respondents 80% of whom are resellers who do not require e-WOM and hence do not need specific information about the products the research indicates that e-WOM has a negative and negligible influence on repeat purchases. This aligns with the study by (Oktaviani & Estaswara, 2022) this suggests that, while electronic word-of-mouth spreads among consumers, it is insufficient to pique their interest in making repeat purchases from online stores. Other elements, such as price, may have a greater impact on buyers' intentions to make repeat purchases. Implications for Mbah Blangkon should consider expanding its marketing strategy by directing attention to end buyers, not just resellers. Developing campaigns that appeal to direct consumers can increase interest and repeat purchases.

E-WOM has a good and significant effect on loyalty because when consumers obtain positive information via e-WOM, they feel more secure and satisfied with their purchasing selections and proud to have purchased products from Mbah Blangkon. This can increase consumer loyalty to Mbah Blangkon products since consumers believe they have made the right selection. This is consistent with the research by (Kudeshia & Kumar, 2017); (Sallam, 2016) this shows that favorable e-WOM can boost client loyalty to a brand or service provider. Consumers who receive positive information via e-WOM have a more favorable view toward the brand and are more likely to stay loyal to it. Some suggestions for Mbah Blangkon should improve its e-WOM approach by encouraging customers to report positive experiences. This can be accomplished by offering incentives for reviews or testimonials on social media platforms, increasing the dissemination of positive information.

The results of e-WOM on customer satisfaction demonstrate a good and significant influence since customers are happy when they utilize Mbah Blangkon products. This is in line with the research by Kudeshia and Kumar (2017) it argues that positive e-WOM has a positive and significant influence on customer satisfaction. Consumers who receive positive information through e-WOM tend to have a more favorable attitude towards the company and are more inclined to make purchases, thereby boosting their satisfaction. Recommendation To ensure customer satisfaction, Mbah Blangkon should continuously focus on improving product quality. Feedback from satisfied customers should be used to make product improvements and innovations.

Loyalty towards Repeat Purchases has a good and significant influence since loyal customers are more likely to buy Mbah Blangkon products again. They have developed trust and devotion to the brand, making them more likely to repurchase. This is consistent with the research by (Ryu, Han, & Kim, 2008); (Jani & Han, 2014), this suggests that pleased customers who have a positive perception of a product or service are more likely to display loyalty, including intentions to make repeat purchases. Mbah Blangkon could create a loyalty program that rewards loyal customers with exclusive discounts, redeemable points, or early access to new products. This may inspire customers to continue making purchases.

Customer Satisfaction with Repeat Purchases has a good and significant effect, as customers who are satisfied with Mbah Blangkon products are more likely to make repeat purchases. This contentment promotes a positive attitude toward the Mbah Blangkon brand, increasing the likelihood of future purchases (Anggetha & Albari, 2024). This aligns with the research by Akamavi, Mohamed, Pellmann, and Xu (2015) it implies that customers who are satisfied with a product or service are more likely to make repeat purchases and have stronger loyalty. Suggestions for Mbah Blangkon can Provide clear and instructional information about the product, such as its benefits, how to use, and maintenance, can enhance the client experience. This can be accomplished through online information or video tutorials.

Customer Satisfaction has a Positive and Significant Effect on Loyalty because customers who are satisfied with a product or service are more likely to be loyal. Satisfaction fosters a deep emotional tie between clients and the company, resulting in enhanced loyalty. This is supported by the research of Tweneboah-Koduah and Farley (2016) this demonstrates how important customer pleasure is in developing and keeping consumer loyalty. The higher the level of customer happiness, the more likely they are to remain loyal to the brand or firm. Improving the quality of customer service, particularly timely responses to questions and complaints, can contribute to increased satisfaction. Implementing a loyalty program that rewards repeat consumers can also help keep them. Discounts, gifts, and exclusive access can all help to increase loyalty.

E-WOM for Repeat Purchases mediated by Loyalty has a favorable and significant effect because loyal customers are more open and responsive to e-WOM, as well as having stronger trust and dedication to Mbah Blangkon products, which leads to repeat purchases. This is consistent with the research by (Kudeshia & Kumar, 2017), according to the findings, when loyalty is included as a variable, it is found to partially mediate the association between e-WOM and intention to repurchase. In this section, Mbah Blangkon businesses can develop loyalty programs to provide additional benefits to loyal clients. For example, provide special discounts or incentives to customers who make repeated purchases.

E-WOM towards Repeat Purchases mediated by Customer Satisfaction has a favorable but small effect because, while there is a good link, the impact is insufficient to influence resellers' repeat purchase decisions. This aligns with the findings of Putri (2023) this suggests that e-WOM towards Repeat Purchases mediated by Customer Satisfaction has a positive but negligible effect, as the link between the two is insufficient to influence repeat buy decisions in this study. Implications for Mbah Blangkon improving the quality of content delivered via e-WOM can help generate more impact. Encourage consumers to give more extensive and informative reviews, which can boost future purchasers' confidence. Providing precise information about product benefits and advantages via several channels helps boost customer satisfaction. This education can boost clients' confidence in their judgments.

Customer Satisfaction with Repeat Purchases, as mediated by Loyalty, has a positive and significant influence because consumers who are satisfied with Mbah Blangkon products likely to have positive evaluations and feelings regarding the products. This can increase client loyalty and commitment to making future purchases of Mbah Blangkon products. This is consistent with the research by Khan, Rahman, and Fatma (2016) according to the study, customer loyalty programs influence the association between customer happiness and the desire to repurchase in the setting of online banking. The last suggestion is that Mbah Blangkon should create an appealing loyalty program, such as a point or reward system that incentivizes customers to make repeat purchases. This can boost loyalty and encourage purchasing decisions.

5. Conclusion

This study of Mbah Blangkon MSMEs discovered that electronic word of mouth has a good and significant impact on repeat sales because customer reviews provide useful information about the product. In the context of this study, customer loyalty and satisfaction serve as a median for recurrent purchases, which are positive and significant. Another finding from this study is that loyalty has a significant impact on repeat sales since consumers are willing to go to further lengths to obtain the goods. The e-WOM variable has a large influence on recurrent purchases when mediated by loyalty, but customer satisfaction has a positive but statistically negligible influence because customers are less comfortable using the item. E-WOM has little impact on repeat purchases because there are several consumer evaluations that criticize the product's explicitness.

To increase product quality, undertake a thorough examination of the product to identify and correct any inconvenient features for customers. For example, if there are complaints regarding an item's comfort or usability, consider making design or material enhancements (Wachid et al., 2024). Encourage satisfied customers to post good feedback on e-commerce websites and social media. This can boost e-WOM and draw the attention of prospective buyers (Priyani, 2024). This strategy can include incentive programs for customers who leave reviews. Create educational content that explains how to best use the product, its benefits, and top features (Suryani, Nurhadi, Fauzi, & Cordova, 2022). This can assist solve customer concerns regarding convenience while increasing satisfaction. Create a loyalty program to reward loyal customers (Fauziah, Arifianti, & Rivani, 2024). This can boost customer loyalty and stimulate repeat purchases. Focus on marketing that emphasizes product benefits and good customer comments. This can help to project a positive image and boost product attractiveness. By employing these solutions, Mbah Blangkon MSMEs may improve customer happiness and loyalty, as well as increase repeat sales.

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