

# REPURCHASE INTENTION OF WATCH PRODUCTS AT SHOPEE MARKETPLACE IN BATAM CITY THROUGH CUSTOMER BRAND ENGAGEMENT

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**Abstract:** *This research aims to explore the impact of perceived perceivable behavior control, customer satisfaction, trust, electronic Word-of-Mouth (e-WOM), and customer brand engagement on repurchase intention in the marketplace in the city of Batam, Indonesia. The method of research utilized a quantitative approach, through the collection of the primary data through the questionnaires, targeting 200 selected respondents. The analysis of data was carried out using the Smart PLS method. The results of the study show that perceivable behavioral control has a significant impact on the shape of repurchase intention. Meanwhile, customer satisfaction does not have a significant impact on repurchase intention, but trust and E-WOM show a significant influence on repurchase intention, especially with the mediation of customer brand engagement.*

**Keywords:** *Perceivable behavior control, customer satisfaction, trust, E-WOM and customer brand engagement, repurchase intention*

**Abstrak:** Penelitian ini bertujuan untuk mengetahui pengaruh perceived perceivable behavior control, customer satisfaction, trust, electronic Word-of-Mouth (e-WOM), dan customer brand engagement terhadap repurchase intention di marketplace Kota Batam, Indonesia. Metode penelitian yang digunakan adalah pendekatan kuantitatif, dengan pengumpulan data primer melalui kuesioner yang ditujukan kepada 200 responden terpilih. Analisis data dilakukan dengan metode Smart PLS. Hasil penelitian menunjukkan bahwa perceivable behavior control berpengaruh signifikan terhadap terbentuknya repurchase intention. Sementara itu, customer satisfaction tidak berpengaruh signifikan terhadap repurchase intention, namun trust dan E-WOM berpengaruh signifikan terhadap repurchase intention, terutama dengan mediasi customer brand engagement.

**Kata Kunci:** *Perceivable behavior control, customer satisfaction, trust, E-WOM dan customer brand engagement, repurchase intention*

## INTRODUCTION

The development of technology and information systems that have occurred in this modern era has changed various elements of human life, where fulfilling the human lifestyle which was initially carried out physically has now become non-physical, as well as changing what was previously backward or traditional into modern (Ginting et al., 2023). One example of this change is that previously every

individual had to communicate directly face to face, now with the presence of information technology it can make it easier for people to connect without having to meet face to face (Asti et al., 2021).

One of the activities that is often carried out in the modern era is electronic commerce or e-commerce (Rahmi & Amalia, 2018). In essence, e-commerce is a new concept represented as the activity of buying and selling goods and services on the Internet, facilitating buying and selling activities, and exchanging information about products on the Internet (Firmansyah & Ali, 2019). The e-commerce market can attract more buyers than conventional sales (Sari & Rastini, 2022). Sometimes, it is not uncommon for leading online e-commerce platforms such as Shopee, Tokopedia, Blibli, Bukalapak, Lazada, and so on to provide cheaper product prices than sales in offline stores (Pardede et al., 2018). The platform discussed in this research is Shopee.

Shopee is a marketplace that has 10 million partners spread across various regions, cities, and even countries. This large number of partners is based on the interest and intention of entrepreneurs to run a profitable business by marketing their products via Shopee (Sari & Rastini, 2022). This is indicated by the increasing number of sellers who sell and market similar and branded products on Shopee. Therefore, every partner at Shopee needs to pay attention to various important factors to maintain the sustainability and competitiveness of their business, namely in the form of repurchase intention. They try to launch various strategies to maximize repurchase intentions among their customers (Hamdan et al., 2023).

To increase repurchase intention, marketers/business actors need to pay attention to several important elements, such as perceived behavior control, customer satisfaction, trust, E-WOM, and customer brand engagement. This is based on the Theory of Reasoned Action (TRA), which states that intentions, which derive their influence from social norms and individual attitudes, influence behavior change. In these cases, actions are taken into account without realizing it. (Sun et al., 2022).

The first factor, namely perceivable behavior control, is a concept that shows a person's feelings regarding the ease of carrying out a certain behavior. In other words, this term expresses feelings related to control behavior through an effort to differentiate it from the principle of the center of control (locus of control) (Ayuaspharalinda & Tanuwjiaya, 2022). The second factor, in the form of customer satisfaction, is a term used by customers to summarize a series of actions or steps that appear to be related to a product or service (Asmarina et al., 2022). If someone is satisfied with a product, this will influence their intention to purchase the product or use the service repeatedly (Pandiangan et al., 2021).

The next factor is trust. Trust relates to the feeling of confidence that arises within an individual regarding a particular product/service provided by a company (Bernarto et al., 2019). Trust includes customers' desire to remain loyal to a brand despite risks because they expect positive outcomes (Liang et al., 2018). The next factor is E-WOM. Electronic word of mouth (E-WOM). E-WOM is an online/digital version of word-of-mouth advertising activities (Anggraini & Sumiati, 2022). As a form of digital transformation from conventional marketing, namely word-of-mouth which was previously carried out face-to-face with people who are already known. By carrying out marketing through E-WOM digital media, it is possible for consumers to

feel satisfied and can arouse potential buyers' interest in making repeat purchases (Fajar et al., 2022).

This research is motivated by a research gap found in previous research. Research implemented by Hamdan et al. (2023) on the influence of customer satisfaction, e-commitment, and e-WOM in stating their influence on the repurchase intention of e-commerce application users, the results show that the three variables have a significant effect on repurchase intention. However, there are differences in results with research by Roslina & Mahlinasari (2023) regarding the influence of E-service quality, E-trust, E-satisfaction, and E-WOM on repurchase intention. The results reveal that even though E-trust and E-satisfaction show a significant influence on repurchase intention, the research cannot prove a significant direct influence between E-WOM and repurchase intention. Likewise, Zainul (2019) research on the influence of E-trust and E-WOM on repurchase intention showed that these two variables could not have a significant effect on the intention to repurchase. The differences in the results of previous research prompted researchers to be interested in carrying out this research, to fill the gaps and straighten out differences in understanding.

Then, not much research has been conducted regarding the influence of perceived behavior control, customer satisfaction, trust, E-WOM, and customer brand engagement on repurchase intention in the marketplace, especially in the Shopee marketplace, because the majority of previous research raised a series of discussions in the context of tourist destinations (Roslina & Mahlinasari, 2023; Yacob et al., 2021). culinary context (Tjhin & Widodoatmodjo, 2021), or in the Tokopedia marketplace (Bernarto et al., 2019; Hamdan et al., 2023).

The originality of this research is reflected in the effort to identify a series of factors that are characterized as having an effect on repurchase intention, especially on the Shopee marketplace used by customers in Batam City as well as developing theoretical literature relevant to this research field.

In this case, the researcher chose the research object in the form of the Shopee marketplace, because it is one of the marketplaces that has the largest number of partners in Indonesia, so the business competition climate between partners is also very high. Therefore, researchers are interested in identifying and analyzing how partners selling watch products on the Shopee marketplace maximize repurchase intention, through strategies to increase perceivable behavior control, customer satisfaction, trust, E-WOM, and customer brand engagement.

## **LITERATURE REVIEW**

### **Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA), which was developed by Fishbein and Ajzen in 1975, focuses on how subjective attitudes and norms influence a person's intention to act, which in turn influences their behavior (Kumar et al., 2023; Xiao et al., 2020). According to TRA, a person's behavior can be predicted through two main factors: attitudes toward a particular behavior and subjective norms, that is, the individual's beliefs about whether other people (e.g., friends, family, or coworkers) consider the behavior appropriate or not (Bernarto et al., 2024). The attitude itself is formed by the individual's assessment of the expected results of an action, while

subjective norms are influenced by the individual's perception of social expectations or pressure from other people (Yoopetch et al., 2024; Fitriana & Kusumawati, 2020).

### **Repurchase Intention**

Repurchase intention is a form of regular or repeated purchasing habit of a product or service (Wirryana & Erdiansyah, 2020). According to (Oktarini & Wardana, 2018) repurchase intention is the desire to repurchase goods or services that have previously been purchased. This reflects the strong intention of consumers to buy the same goods again in the future (Asmarina et al., 2022). Repurchase intention is defined as a person's assessment of repeat purchases of services or products, and decision to engage in future activities with a provider or company (Hardiyanto & Firdaus, 2021). In research conducted by (Ismail, 2022), it was found that the intention to repurchase was determined through a survey of consumers by examining their tendency to buy identical goods or services, with the same brand, and from the same company.

### **Perceivable Behavior Control**

Perceivable behavior control is a concept that shows a person's feelings regarding the ease of carrying out a certain behavior (Loh & Hassan, 2022). This term also expresses feelings related to control behavior by trying to identify differences with a series of principles from the locus of control (Ayuaspharalinda & Tanuwijaya, 2022). Meanwhile, Yacob et al., (2021) emphasized that the concept is a form of experience that occurred in the past. Control over this behavior can carry out a certain behavior regarding a product (Braje et al., 2022).

Perceivable behavior control is a concept that shows a person's feelings regarding the ease of carrying out a certain behavior or expressing feelings related to control behavior (Ayuaspharalinda & Tanuwijaya, 2022). Loh & Hassan (2022) revealed that behavioral control has a significant effect on repurchase intention through the mediation of brand attitude. Research by Braje et al., (2022) revealed that there are several indicators, namely supporting purchases through e-commerce, decisions to buy goods, skills to buy goods, freedom to buy products, controlling actions and decisions when buying goods. In this case, the more capable individuals are in controlling their actions, the more likely they will be to make product purchasing decisions (Yacob et al., 2021). This is because they are better able to express and express their thoughts and feelings, which are obtained from previous experiences, to return to purchasing the product (Sun et al., 2022). Thus, the research hypothesis raised is:

**H1:** *Perceivable behavior control has a significant effect on repurchase intention.*

### **Customer Satisfaction**

Customer satisfaction refers to a concept that is an individual's subjective evaluation of a product, service, or event (Elmashhara & Soares, 2022). It encompasses a variety of factors, including emotional response, perceived value, and overall enjoyment (Barrera-Barrera, 2023). According to Huo et al. (2022), customer satisfaction is defined as the ability of a company's products and services to meet customer hopes, desires and expectations. This is in line with research by Barnes et al (2021), which emphasizes that customer satisfaction reflects the extent to which their hopes and desires are fulfilled in the experience of using a product or service (Purwianti & Iman, 2023; Zhao et al., 2021).

Customer satisfaction, which is an individual's subjective evaluation of a product, service, or event (Elmashhara & Soares, 2022) includes emotional responses, perceived value, and overall enjoyment (Barrera-Barrera, 2023). Moreover, Huo et al. (2022) also revealed that this also reflects the extent to which products and services meet customer expectations and expectations, encouraging potential repurchases. In line with research by Barnes et al. (2021) high levels of consumer satisfaction can be correlated with the level of individual intention to repurchase products/services. Previous research by Pandiangan et al (2021) revealed that trust, honesty, service, comfort, and serviceability encourage repurchase intentions by strengthening confidence in product functionality and quality. This is because consumers feel satisfied with the experience they have gained, both in terms of product quality, service, and comfort offered, they tend to develop trust. This trust is an important determining factor that can shape repurchase intentions (Majeed et al., 2022). Thus, the research hypothesis raised is:

**H2:** *Customer satisfaction* has a significant effect on *repurchase intention*.

### **E-WOM**

Electronic word of mouth (E-WOM) is basically an online/digital version of word of mouth advertising activities (Anggriani & Sumiati, 2022). Another opinion according to Tjhin & Widodoatmodjo (2022) defines E-WOM as a form of digital advertising that allows the dissemination of product and service information between consumers practically and without time and space limitations (Fajar et al., 2022). E-WOM is also word of mouth marketing that takes place quickly and widely, facilitating the dissemination of information in seconds via digital platforms (Qadri, 2022; Hamdan et al., 2023). Through E-WOM digital media, satisfied consumers can recommend products/services, triggering interest in repeat purchases (Ginting et al., 2023).

Electronic word of mouth (E-WOM) is characterized as an online/digital version of word of mouth advertising activities (Anggriani & Sumiati, 2022). As a form of digital transformation from conventional marketing, namely word-of-mouth which was previously carried out face to face with people who were already known (Hamdan et al, 2023). E-WOM allows satisfied consumers to recommend products, encouraging repeat purchases (Fajar et al., 2022). Research by Rahmi & Amalia (2018) revealed that E-WOM has a positive influence on the formation of intentions to repurchase at Shopee because consumers who recommend products tend to increase their interest in repurchasing. Indicators such as confidence, product knowledge, and reviews also influence repurchase intentions (Ginting et al., 2023). This is because consumers who provide positive recommendations for products or services tend to strengthen other people's trust and interest in making purchases (Sari et al., 2022). Thus, the research hypothesis raised is:

**H3:** E-WOM has a significant effect on *repurchase intention*.

When consumers receive positive information through E-WOM, either in the form of reviews, recommendations, or testimonials from other users, this can increase their involvement with the brand (Zainul, 2019; Majeed et al., 2022). Higher brand involvement creates a stronger emotional connection between the brand and its consumers, which in turn drives the intention to carry out the repurchase process

(Srivastava & Sivaramakrishnan, 2021). Consumers who engage more actively in interactions with brands tend to feel more connected and have more confidence in the products they purchase, because they have deeper and more positive experiences with the brand (Ginting et al., 2023; Omairy & Labeeb, 2022). Thus, the research hypothesis raised is:

**H4:** E-WOM has a significant effect on *repurchase intention* through the mediation of *customer brand engagement*

### **Trust**

Trust relates to the feeling of confidence that arises within an individual regarding a particular product/service provided by a company (Bernarto et al., 2019). Trust is an important basis in human relationships, including confidence, cooperation, and openness (Asti et al., 2021). As a business context, trust is the key to forming successful partnerships in business, both between companies and consumers and between colleagues (Ginting et al., 2023). Customer trust in a brand motivates repeat use, based on expectations of positive results (Wijayajaya & Astuti, 2018).

Research conducted by Wijayajaya & Astuti (2018) regarding the influence of trust and brand image on repurchase intention among Berrybenka application users, provided research results showing that trust has a positive effect on repurchase intention. High trust influences repurchase intentions because it creates positive expectations towards the brand (Liang et al., 2018). Factors such as data protection, trust in the brand, and efficient service also contribute to repeat purchases ((Ginting et al., 2023). In this case, when consumers feel that their data is well protected, the services provided are efficient, and the brand they choose is reliable, they are more likely to re-purchase such products and services (Hamdan et al., 2023; Qadri et al., 2023). Thus, the research hypothesis raised is:

**H5:** *Trust* has a significant effect on *repurchase intention*.

### **Customer Brand Engagement**

Customer brand engagement means that customer participation in marketing and promotion of a brand or product can increase the success of a campaign (Ho & Chung, 2020). Participation, affinity, interactivity, and flow are key elements in Customer Brand Engagement, which are interrelated in marketing strategy (Shafiq & Arshad, 2022). Such engagement can generate brand experience and customer value (Majeed et al., 2022). Various views on customer engagement have been put forward by marketing academics. According to Hamdan et al. (2023), involvement is the drive that guides the consumer decision process, also involving a deep relationship between the company and the consumer. According to Tjhin & Widyoatmodjo (2022), involvement is an encouragement that drives consumers' thought processes and feelings as well as their behavior when making decisions.

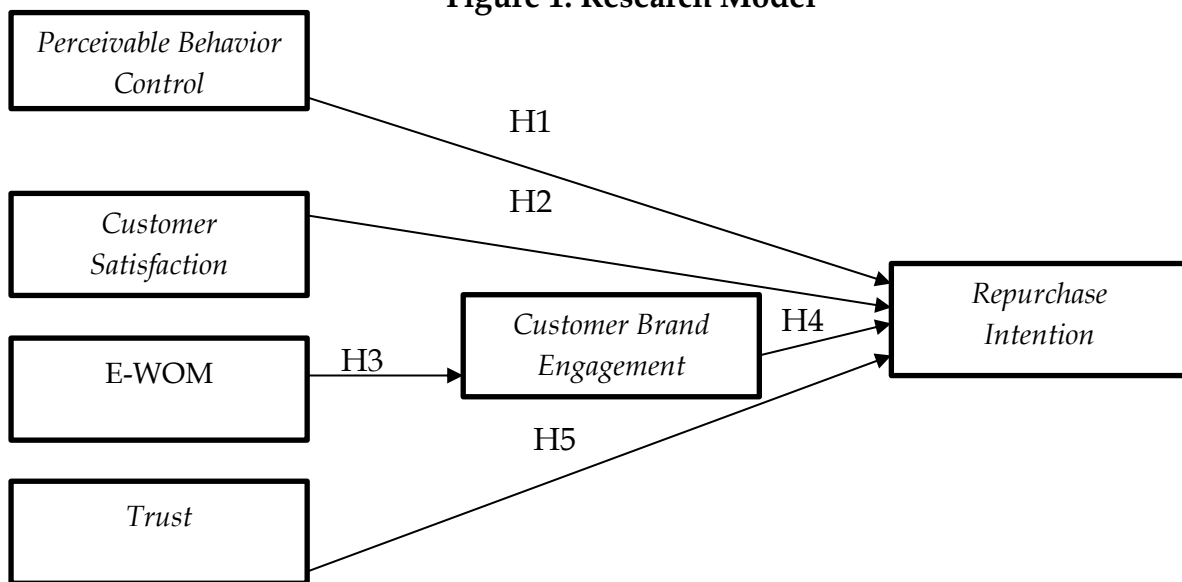
## **RESEARCH METHOD**

In this research, researchers utilized Causal-Comparative Research techniques (causal comparative) to explore relationships that arise as a cause and effect between independent-dependent variables, as well as with the involvement of mediating variables. The population in this study consists of customers of watch products sold at Shopee, specifically those located in Batam City. The research was carried out using a questionnaire as a data collection medium, which was obtained through a survey of

relevant respondents, where the researcher utilized a non-probability sampling approach through the implementation of purposive sampling, namely in the form of selecting samples based on certain considerations. The researcher then raised the assumption that each 1 item could be represented by the answers of 10 respondents, where the researcher had 18 question items. With this number of respondents, it is hoped that we can identify the existence of causal relationships between the variables listed in the research model construct.

In this context, this research is aimed at analyzing the influence of perceivable behavior control, customer satisfaction, trust, and E-WOM in forming repurchase intention, accompanied by the effect of E-WOM on repurchase intention through the mediation of customer brand engagement on watch products on the Shopee marketplace in Batam City. Therefore, this research model is presented as follows:

**Figure 1. Research Model**



Source: Researcher Thought (2023)

### Data Analysis Technique

#### *Descriptive Statistics*

There is a certain amount of data that is examined, and the implementation of descriptive analysis in providing and presenting a detailed display. This includes measurements of average, standard deviation, variation, maximum and minimum values, range, total, kurtosis, and skewness (Ghozali, 2018:19). Applying this technique helps researchers understand the characteristics of the samples collected and ensure that analysis requirements are met. To prevent measurement errors or the data testing process, Common Method Biases (CMB) testing is carried out using the Single Factor Test (Santosa, 2018). The purpose of this test is to ensure that no single factor explains more than 50% of the data variance, indicating the absence of deep CMB (Furadantin, 2018).

### *Quantitative Analysis*

This research uses trials using the SEM-PLS (Structural Equation Modeling) program as a quantitative analysis method. SEM-PLS is used to test statistical models in the form of cause-and-effect correlations, which allows a thorough investigation of the structural model. PLS, as a regression-based method, was chosen because it does not require certain data distribution assumptions, allowing the development of more flexible models (Santosa, 2018). Data analysis techniques include testing the outer model using the outer loading technique, validity testing, reliability testing using Cronbach's Alpha, and conducting tests of the inner model to identify cause-and-effect relationships between latent variables (Sarstedt & Cheah, 2019).

To test the structural model without and with mediation, path coefficients, and indirect effects were tested. The significance of the relationship between variables is evaluated based on the T-test value and p-value (Sarstedt & Cheah, 2019). The R Square test is used to assess the goodness of the model in being able to reveal variations in the dependent variable, with Adjusted R Square as an adjusted measurement of R Square. Quality index testing, especially goodness of fit, is used to assess the quality of research models (Furadantin, 2018). It is important to note that evaluation parameters such as the GoF index are calculated from the square root of the average communality index and average R Square.

## **RESULT AND DISCUSSION**

### **Respondent Demographic Analysis**

The researchers distributed questionnaires to 200 respondents who had experience purchasing watch products on the Shopee marketplace in Batam City. In this case, researchers asked demographic questions regarding domicile, age, education, employment, and whether they used Shopee. Based on the data processing results above, 200 respondents filled out this research survey. From this data, it can be seen that women have the highest number of E-commerce users, with an average of 59.5% (119 respondents), compared to men who reach an average of 40.5% (81 respondents).

At age <18 there was 1 respondent who filled in or covered 0.5%. In addition, the results of data processing based on age showed that there were 118 respondents in the 18-22 year age group, or 94% of the total respondents. This happens because people in this age group often actively use e-commerce. The number of respondents in the 23-28 year age group was 10 people or 5%. This happens because, in this age group, many people have entered the world of work or entered higher education.

In the 29-34 year age group, 1 person is accounting for 0.5%. There were 0 respondents in the 35-40 year age group or covering 0% of the total respondents. The decrease in the number of respondents in this age group may be due to being less active in using e-commerce. At the junior high school level there were 2 respondents who filled in or covered 1% and the results of data processing showed that there were 42 respondents with a high school education or 21% of the total respondents. This may be because high school education is still the most common level of education among the surveyed population. There were 156 respondents with a college education (S1-S3), accounting for 78%. This may be because respondents to this survey tend to have a bachelor's level of education (S1).



The student group had 93 respondents, accounting for 46.5% of the total. This can be explained that students tend to actively use E-commerce every day. Meanwhile, private employees amounted to 66 respondents, or 33%. This may be because private employees often have limited time to use E-commerce. There were 14 respondents from civil service employees who covered around 7% of the total respondents. The entrepreneur/self-employed group had 25 respondents, accounting for 12.5%. Entrepreneurs tend to have high time flexibility and need solutions to make it easier to use E-commerce. The professional group had 2 respondents, about 1% of the total. Professional services such as lecturers, and doctors.

**Table 1. Respondent Demographics**

Classification	Category	Frequency	Percentage
<b>Gender</b>	Male	81	40.5
	Female	119	59.5
	Total	200	100.0
<b>Age</b>	<18	1	0,5
	18-22	188	94
	23-28	10	5
	29-34	1	0,5
	35-40	-	-
	Total	200	100.0
<b>Education Status</b>	SD	-	-
	SMP	2	1
	SMA/SMK	42	21
	College (S1-S3)	156	78
	Total	200	100.0
<b>Work</b>	Student / College Student	93	46.5
	Private Employees	66	33
	Civil Servant Employees	14	7
	Entrepreneur	25	12.5
	Professional (Lecturer, Doctor)	2	1
	Total	200	100.0

Source: GoSource: Google Forms (2024)

### **Average Variance Extracted (AVE)**

#### *Average Variance Extracted Result*

The Average Variance Extracted (AVE) test is a test intended to ensure the validity of variable correlation. The convergent validity test is considered to meet the criteria if the AVE value obtained is 0.5 or higher (Hair et al., 2021). The Average Variance Extracted test results are presented in table 2 below.

**Table 2. Average Variance Extracted (AVE) Result**

Variable	AVE (Average Variance Extracted)	Conclusion
Perceivable Behavioral Control	0.568	Significant +
Customer Satisfaction	0.584	Significant +
E-Wom	0.526	Significant +
Trust	0.674	Significant +
Customer Brand Engagement	0.515	Significant +
Repurchase Intention	0.529	Significant +

Source: Primary Data (2024).

Based on Table 2, it can be interpreted that the test results fulfill the Rule of Thumb in convergent validity, which is based on the AVE value. The desired value is 5 to ensure convergent validity. In this context, the test results show that the criteria have been met, with a value of more than 0.5, such as perceivable behavioral control of 0.568, customer satisfaction of 0.584, E-WOM of 0.526, trust of 0.674, customer brand engagement of 0.515, and repurchase intention is 0.529

**R Square Test**

*Coefficient Determination Test Result*

The coefficient of determination is a method for predicting variations in the influence of the dependent variable. In this context, the closer the r square value is to 1, the stronger the influence, while conversely, if the value is close to 0, it means that the influence between the independent and dependent variables is weak (Hair et al., 2021). The R test results are presented in Table 3 below.

**Table 3. R Square Test**

Variable	Adjusted R Square	Percentage
Customer Brand Engagement	0,278	27,8% (moderate)
Repurchase Intention	0,426	42,6% (moderate)

Source: Primary Data (2024).

From Table 3, the R test results show that Customer Brand Engagement can explain 27.8% and 72.2% is explained by other variables. Repurchase Intention can explain 42.6% and 57.4% is explained by other variables.

**Standardized Root Mean Square Residual (SRMR)**

*Standardized Root Mean Square Residual (SRMR) Result*

This SRMR test is intended to identify the suitability of the correlation matrix in the model according to the data collected. The condition is that data is declared to have an appropriate model if an SRMR < 0.1 is obtained (Hair et al., 2019). The SRMR test results are presented in table 4 below.

Table 4. SRMR Test

Variable	Sample Mean
Saturated Model	0,074
Estimated Model	0,084

Source: Primary Data (2024).

Table 4 shows that according to the rule of thumb, an SRMR value <0.1 indicates the suitability of the model to the data being tested.

### GoF Result

Quality index is a test intended to define whether or not the research model used by researchers is good. In testing using SMART PLS, the index used is goodness of fit (Hair et al., 2019). In this context, a goodness of fit value can be declared low if the value is greater than 0.10. Moderate if the value is > 0.25, and high if > 0.36. The GoF test results are presented as follows.

$$GoF\ Index = \sqrt{Average\ AVE \times Average\ R^2}$$

$$Average\ AVE = \frac{0.515+0.584+0.526+0.568+0.529+0.674}{6} = 0.566$$

$$Average\ R^2 = \frac{0.278+0.426}{2} = 0.352$$

$$GoF\ Index = \sqrt{0.566 \times 0.352}$$

$$GoF\ Index = \mathbf{0.446\ (strong)}$$

The results below indicate that the GoF value is in the range 0 to 1, with a desired communality value of around 0.50. Interpretation of the GoF value can be done by noting that a value of 0.10 indicates a low level of GoF, while a value of 0.36 indicates a high level of GoF.

### Direct Effect (Patch Coefficients)

#### Path Coefficients Result

Path coefficients are a test intended to test the influence that an independent variable has on the dependent variable directly. The significance value obtained from a variable relationship can be expressed in the path coefficients table as stated in the T-statistic column (Hair et al, 2021). In this context, a relationship can be categorized as significant if it produces a t-test value > 1.96, and a p-value < 0.05. The results of the path coefficients test are presented in Table 5 below.

Table 5. Direct Effect Result

Variable	M	T- Statistics	P values	Conclusion
Perceivable Behavioral Control - Repurchase intention	0.252	3.537	0.000	Significant
Customer Satisfaction - Repurchase intention	0.117	1.415	0.158	Not Significant
E-Wom - Customer Brand Engagement	0.519	5.739	0.000	Significant

E-wom - Customer brand Engagement - Repurchase Intention	0.132	2.924	0.004	Significant
Trust - Repurchase intention	0.217	2.971	0.003	Significant

Source: Primary Data (2024).

The results of research conducted to evaluate the impact of intermediate latent variables, also known as path coefficients, are displayed in table 4.10. The relationship between two variables is considered significant if the p value is less than 0.05 or the T statistic is greater than 1.96. In this case, it indicates that perceivable behavioral control has a significant influence on repurchase intention, because the T value obtained is  $3.537 > 1.96$ , and the p value ( $0.000$ )  $< 0.05$ . E-WOM has a significant influence on customer brand engagement, because the T value obtained is  $5,739 > 1.96$ , and the p value ( $0.000$ )  $< 0.05$ . E-WOM has a significant influence on repurchase intention through customer brand engagement, because the T value obtained is  $2,924 > 1.96$ , and the p value ( $0.004$ )  $< 0.05$ . Likewise, trust has a significant influence on repurchase intention, because the T value obtained is  $2,971 > 1.96$ , and the p value ( $0.003$ )  $< 0.05$ . However, customer satisfaction does not have a significant influence on repurchase intention, because the T value obtained is  $1.415 < 1.96$ , and the p value ( $0.158$ )  $> 0.05$ .

### Hypothesis 1

Perceivable Behavior Control has a positive influence of 0.252 on repurchase intention. This indicates that the higher the Perceivable Behavior Control obtained, the higher the repurchase intention of watch products on the Shopee marketplace in Batam City. From the results of the structural model test, it shows that the p-value of Perceivable Behavior Control on repurchase intention is  $< 0.05$ , namely 0.000 and the t-statistics value is  $> 1.96$ , namely 3.537. This means that Perceivable Behavior Control states a significant effect on repurchase intention. Research conducted by Ayuaspharalinda & Tanuwijaya (2022) & Yacob et al. (2021) revealed that perceivable behavior control had a positive influence on repurchase intention for watch products on the Shopee marketplace in Batam City. This is due to the existence of behavioral control that emerges within the individual, which is formed as a result of the views that arise about a product/brand, so that it can underlie the decision to repurchase a product.

This also supports research expressed by Sun et al. (2022) and Loh & Hassan (2022) which state that behavioral control has a significant effect on repurchase intention through the mediation of brand attitude, considering that this behavior allows individuals to recognize factors that can encourage or hinder them from carrying out a repurchase based on their views and rational thinking. Finally, these findings are also in line with research by Braje et al., (2022) which revealed that there are several indicators that support purchases via Shopee e-commerce, one of which is perceived behavioral control within the individual.

The findings of this research also support TRA, which argues that the greater control consumers feel over a particular situation or behavior, the stronger their intention to carry out that action, in this case repurchasing a product (Xiao, 2020). In this context, the influence of perceived behavioral control on repurchase intention is through the formation of a positive attitude towards the brand or product, which ultimately increases the possibility of consumers to buy again. Thus, hypothesis H1 is accepted.

### **Hypothesis 2**

Customer satisfaction does not have a significant effect on repurchase intention with a value of 0.117. This means that the lower the customer satisfaction value, the more repurchase intention or customer satisfaction will decrease. The results of the structural model test show that the p-value of customer satisfaction on repurchase intention is 0.158 and the t-statistic value is 1.415. As a result, it can be concluded that the p-value is greater than 0.05, and the t-statistic value is lower than 1.96. This shows that customer satisfaction does not have a significant influence on repurchase intention for watch products on the Shopee marketplace in Batam City.

This is contrary to research by Elmashhara & Soares (2022) and Purwianti & Iman (2023) which explains the existence of a positive effect between customer satisfaction and repurchase intention. His research states that customer satisfaction is formed from various factors, including perceived value, emotional responses, and overall enjoyment, which can generate feelings of pleasure toward a brand, thereby encouraging them to decide to buy the product again (Barrera-Barrera, 2023). The results of this study also contradict the findings of Huo et al. (2022) who stated that satisfaction measures can represent the ability of a particular product/service to meet customer expectations and expectations so that it can encourage customers to make repeat purchases in the future. Finally, discrepancies in results were also seen in the study of Barnes et al. (2021) who revealed that the better the level of consumer satisfaction, the more likely it is that individuals intend to repurchase their products/services.

However, in the context of TRA, which reveals that attitudes and purchase intentions are influenced by individual perceptions of expected results and social norms (Bernarto et al., 2024). These findings imply that customer satisfaction is not always a direct factor that drives repurchase intention in all situations. This is based on the existence of other factors which are considered to have a stronger influence on the formation of repurchase intentions. Thus, hypothesis H2 is rejected.

### **Hypothesis 3**

E-WOM has a positive influence of 0.519 on repurchase intention. This means that the higher the E-WOM value obtained, the higher the repurchase intention will be. From the results of the structural model test, it show that the p-value of E-wom on repurchase intention is  $<0.05$ , namely 0.000 and the t-statistics value is  $> 1.96$ , namely 5.739. This means that E-WOM has a significant effect on repurchase intention for watch products on the Shopee marketplace in Batam City.

Research by Anggriani & Sumiati (2022) and Hamdan et al., (2023) revealed the presence of a positive relationship between E-WOM and repurchase intention. This is because viral marketing allows consumers to feel satisfied with the services or

products offered by the company, making it more likely for them to make repeat purchases (Fajar et al., 2022). The results of this research are also in line with research findings by Rahmi & Amalia (2018) regarding E-WOM having a significant impact on repurchase intention for Shopee application users, with company image as a factor that mediates the relationship between the two. Finally, harmony of results was also found in research by Ginting et al., (2023) which stated that confidence in product purchasing decisions, information collected regarding products, or reviews obtained as a result of E-WOM activities can encourage customers' intentions to repurchase.

TRA reveals that his intention to act, such as organizing a repeat purchase, is influenced by the individual's attitude towards the behavior, which in turn is influenced by external factors such as E-WOM (Bernarto et al., 2024). Positive reviews and recommendations from other consumers, consumers who receive E-WOM will tend to have a positive attitude towards the product, which increases their likelihood of making repeat purchases. Thus, hypothesis H3 is accepted.

#### **Hypothesis 4**

E-WOM has a significant positive effect on repurchase intention which is mediated by customer brand engagement of 0.132. This means that the higher the E-WOM value given, it will cause an increase in customer brand engagement which has an impact on increasing repurchase intention. Findings from the structural model test show that the relationship between E-WOM and intention to repurchase intention, which is mediated by customer brand engagement, has a p-value  $<0.05$  (0.004) and a t-statistic value  $>1.96$  (2.924). This shows that E-WOM has an indirect influence on the intention to repurchase intention, and also strengthens that customer brand involvement acts as an intermediary variable between E-WOM and the intention to repurchase intention of watch products on the Shopee marketplace in Batam City.

Research by Qadri (2022) and Hamdan et al. (2023) explain that E-WOM has a positive correlation with repurchase intention which is mediated by customer brand engagement. This is because when customers are actively involved with a brand, they are more likely to receive and respond to the information they positively get through E-WOM, so brand involvement increases consumer trust and loyalty, which in turn increases their intention to make repeat purchases on products or services provided by the brand (Anggriani & Sumiati, 2022; Qadri et al., 2023). This is also in line with what was stated by Tjhin & Widyoatmodjo (2022) that online word-of-mouth marketing between customers can influence consumers' cognitive, affective, and behavioral processes in decision-making, thereby increasing their involvement. This shows an alignment with research by Majeed et al., (2022) that there is a significant influence of customer brand engagement on repurchase intentions.

According to TRA, the intention to act, such as making a repeat purchase, is influenced by attitudes towards the behavior, which is influenced by external factors such as E-WOM (Yoopetch et al., 2024). In this case, E-WOM functions as a factor that shapes consumer attitudes toward brands, which through customer brand engagement strengthens their intention to repurchase the product. Thus, hypothesis H4 is accepted.

## Hypothesis 5

Trust has a positive influence of 0.217 on the formation of repurchase intention. This means that the higher the Trust value obtained, the higher the repurchase intention will be. From the results of the structural model test, it shows that the Trust p-value for repurchase intention is  $<0.05$ , namely 0.003 and the t-statistics value is  $>1.96$ , namely 2.971. This means that Trust has a significant influence on repurchase intention for watch products on the Shopee marketplace in Batam City.

Research by Wijayajaya & Astuti (2018) and Bernarto et al., (2019) explains that there is a positive relationship between Trust and repurchase intention. This is because when customers feel trust in a brand, they will increase the possibility of repurchasing products or services offered by a brand (Liang et al., 2018). This is in line with research implemented by Hamdan et al., (2023), which revealed that trust can be a determinant of a person's intention to repurchase their product. Finally, this research also supports the findings (Ginting et al., 2023; Qadri et al., 2023) that the trust felt and formed from previous purchases can cause customers to choose not to move on from using the product, and will continue to buy the product. Thus, hypothesis H5 is accepted.

According to TRA, the intention to act, such as a repeat purchase, is influenced by attitudes towards that action. When consumers feel they have high trust in a brand, they can tend to have a positive attitude toward the product, which in turn maximizes their repurchase intentions (Yoopetch et al., 2024). Thus, hypothesis H5 is accepted.

## CONCLUSION

Following the research results, the conclusion can be stated that to test the direct influence of the perceivable behavior control variable, it has a significant effect in forming repurchase intention for watch products on the Shopee marketplace in Batam City. Trust has a significant effect on the formation of repurchase intention, e-wom has a significant effect on repurchase intention mediated by customer brand engagement. Meanwhile, based on indirect influence, the results show that customer satisfaction has no significant effect on repurchase intention.

Based on the evidence of the influence above, companies need to focus on increasing the control felt by consumers, building trust through transparency and reliable service, and utilizing E-WOM to increase consumer engagement with the brand. Even though customer satisfaction does not have a significant effect in this research, satisfaction is still important to support other factors that influence loyalty.

This research still has limitations, such as the distribution of the questionnaire which was implemented via online Google Form, which was only distributed to the researcher's social circle. Moreover, data collection was only carried out on 200 research samples, spread over 3 months, so further research is recommended to expand the samples and variables studied. Moreover, it is hoped that the findings of this research will assist companies in formulating more effective marketing strategies and improving relationships with consumers to encourage repeat purchases.

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