THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION AMONG TIKTOK LIVE STREAMING USERS IN JAKARTA

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Abstract:

This research aims to investigate the factors influencing repurchase intention among consumers of fashion products through TikTok live streaming in Jakarta. There are five variables investigated in this study: brand experience, brand trust, customer satisfaction, word of mouth (WOM), and repurchase intention. Data collection was carried out in Jakarta from May to July 2023. The data was collected through the distribution of online questionnaires using the purposive sampling method. The total number of respondents in this study was 260, comprising 51 males and 209 females who are residing in Jakarta. The data analysis techniques employed for processing the data included validity and reliability tests using SPSS software, and Structural Equation Modeling (SEM) using AMOS 24 software. The results of this research indicate that all indicators are valid and reliable. Subsequently, the research findings reveal that brand experience has a positive and significant influence on brand trust, customer satisfaction, and WOM. Furthermore, customer satisfaction and WOM have a positive and significant impact on repurchase intention. However, there is no significant influence between brand trust and repurchase intention.

Keywords: brand experience, brand trust, customer satisfaction, WOM, repurchase intention, tiktok live streaming

BACKGROUND

The current advancements of the Fourth Industrial Revolution bring about new changes in human life, especially in the fields of technology and information. One of the technological and informational advancements that greatly impact humans is the internet. The internet has been widely used in almost all aspects of human life in various fields (economy, politics, education, etc.). The existence of the internet provides convenience for humans to carry out their daily activities more effectively and efficiently (Syawal et al., 2017).

The rapid development of information and communication technology has led to various digital platforms with different versions and functions that can be utilized by various segments of society, such as TikTok, Facebook, Whatsapp, and Instagram. According to a report by We Are Social & Hootsuite (2023), TikTok ranks fourth in the list of most popular social media applications among the public, making it one of the sought-after platforms after Whatsapp, Instagram, and Facebook.

TikTok emerged in Indonesia in September 2017. TikTok is a digital platform that allows users to create and display short video content with a duration of 15 to 60 seconds, accompanied by audio. based on data obtained from good states, shows that Indonesia ranks second as the country with the largest number of TikTok users in the world, with a user base of 99.07 million people, just below the United States with a total of 136.42 million users, while Brazil ranks third with 73.58 million TikTok users (Aditiya, 2023).

The significant number of TikTok users in Indonesia provides significant opportunities for innovation and development in various aspects of life, including business and marketing. According to a news article on Smesco Indonesia by Maullana Ishak (2021) with over 10 million active users in Indonesia, the TikTok app can be seen as a suitable target market opportunity for promoting products from Small and Medium Enterprises (SMEs) and Micro, Small, and Medium Industries (MSMEs).
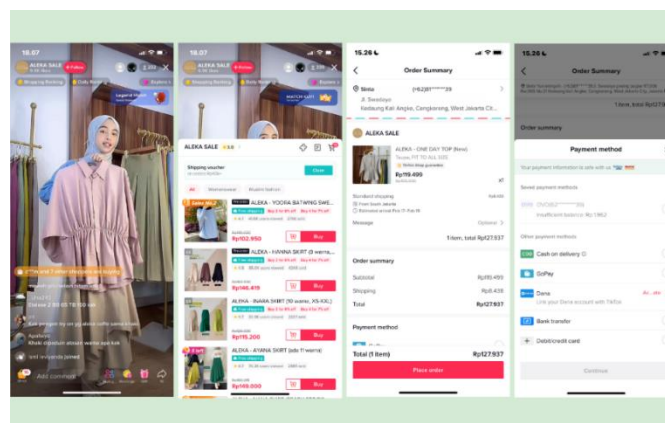

Figure 1 TikTok Live Streaming Features
Source: TikTok Shop (2023)

Currently, the trend of online shopping is experiencing rapid growth, in line with the increasing digital penetration. According to Kontan.co.id (2022) Bank Indonesia (BI) stated that e-commerce transactions in Indonesia reached Rp 227.8 trillion in the first semester of 2022, an increase of 22.1% from the previous year. One application that can be used by the public for online shopping is the TikTok application. In April 2021, TikTok introduced a new feature called TikTok Shop (Stephanie, 2021). Moreover, TikTok also introduced the live streaming feature to provide a new experience for users in terms of buying and selling products. Live streaming is an interactive internet-based multimedia entertainment format that has gained rapid popularity worldwide since 2011 (Bruce et al., 2018). The TikTok live streaming feature can be utilized by creators or online stores to promote and sell various products. What's interesting about the live streaming feature on TikTok is that users can watch, interact, and even negotiate prices directly, just like in a real market when sellers are doing live streams.

The development of product sales in Indonesia, that supported by the advancement of technology and information, has brought about changes in various industries, including the fashion industry. According to Databoks Indonesia website by Adi Ahdiat (2022) fashion products rank first as the best-selling products in e-commerce, accounting for 58%. The increasing trend of online shopping for fashion products among the public has intensified competition in the fashion industry. This has driven fashion industry players to be more creative and innovative in promoting their products through digital platforms. Business owners are competing to market their products through attractive video or photo content on digital platforms. In this context, a new phenomenon emerges in promoting fashion products through live streaming content via the TikTok application.

Several studies have been conducted by researchers such as Putra et al. (2020), Saputra (2020), and Wijaya and Farida (2018) that explore the influence of variables such as brand experience, brand trust, customer satisfaction, word of mouth, and repurchase intention in the context of online shopping. However, research specifically exploring online shopping in the context of live streaming is still limited in previous studies.

Based on the background above, the researcher is motivated to analyze the role of brand experience, brand trust, customer satisfaction, WOM, and repurchase intention. The aim of this study is to investigate the factors influencing repurchase intention among TikTok live streaming fashion product consumers in Jakarta. In this study, five variables are examined: brand experience, brand trust, customer satisfaction, WOM, and repurchase intention. Data collection will be conducted in Jakarta from May to July 2023. The data will be collected by distributing online questionnaires using a purposive sampling method.

THEORETICAL FRAMEWORK

Brand Experience

Brand experience is defined as sensations, feelings, cognitions, and behavioral responses elicited by stimuli when there is direct or indirect interaction between the consumer and the brand (Mukerjee, 2018)). According to Zollo et al., (2020) experience is a person's response that arises in several stimuli, for example, the consumer's response before and after making a purchase. A well-managed brand experience allows consumers to feel more connected to the brand and motivates consumers to make shopping an entertaining activity (Nikhashemi et al., 2019). Baek et al., (2020) stated that there are four important indicators in brand experience, namely sensory experience, emotional experience, and behavioral experience.

Brand Trust

Brand trust can be defined as the expectation held by consumers that a brand will consistently fulfill its promises (Ramirez & Merunka, 2019)). Meanwhile, according to Shin et al., (2019) brand trust is a confident expectation of reliability and brand intent in situations that involve risks for customers. Febrian and Fadly (2021) added that to increase consumer trust in a brand, a brand must provide a satisfying experience to consumers so that the trust that has been built can create long-term relationships between brands and consumers. According to Kim and Chao (2019) there are two indicators that can be used to measure brand trust variables, namely trust and reliability. Meanwhile, according to Portal et al., (2019) states that there are two other indicators that can be used to measure brand trust, namely brand intentions and brand reliability.

Customer Satisfaction

According to Ginting and Yusriadi (2023) customer satisfaction is a condition in which consumer needs, wants and expectations for a product can be fulfilled. Then Wijaya (2018) defines customer satisfaction in the context of online shopping as a consumer evaluation of the products and services offered by online stores in meeting customer wants and needs. Customer satisfaction is a very important element in a business to understand and satisfy consumer needs and desires (Phuong & Trang, 2018). In addition, customer satisfaction is considered as an aspect that plays an important role in marketing activities because it can affect profitability and market share which can be felt when repeat purchases and referrals occur (Hussein, 2018). Jahwari et al., (2018) said that there are four indicators to measure consumer satisfaction, namely product quality, security, delivery guarantees, and offers.

WOM

According to Widayati et al., (2020) word of mouth (WOM) is a process of sending information from one person to another and plays an important role in influencing a person's buying decision. According to Taheri et al., (2021) WOM is informal communication from one consumer to another regarding ownership, use, or characteristics of certain goods or services, and/or brands or sellers. Because WOM is informal and non-commercial in nature, it is considered to have high credibility and persuasive power (Suarez & Veloso, 2020). Miswanto and Angelia (2019) verified that although word of mouth (WOM) is often considered a traditional marketing strategy, word of mouth (WOM) is one of the most effective marketing methods in convincing consumers. People usually believe more in what other people say than advertisements that appear in various media. According to Suhud and Bajunaid (2018) there are three indicators to measure customer satisfaction, namely telling, recommending, and inviting.

Repurchase intention

According to Yun and Park (2022) repurchase intention is a person's decision to use a service more than once and decide to participate in future activities with the same brand and in the same form. Meanwhile, according to Sihombing et al., (2021) repurchase intention is a purchase made by consumers after they have made their first purchase of a product or service which is made repeatedly within a certain period of time and actively likes and has a positive attitude towards a product or services, based on experience. Putra et al., (2020) stated that there are two possibilities that cause someone to use the same product and brand. First, because consumers are satisfied with the products they have purchased. Second, consumers who are dissatisfied with the product they bought but still want to make a repurchase. According to Ginting and Yusriadi (2023) there are four indicators to measure repurchase intention, namely transaction interest, referential interest, preferential interest and explorative interest.
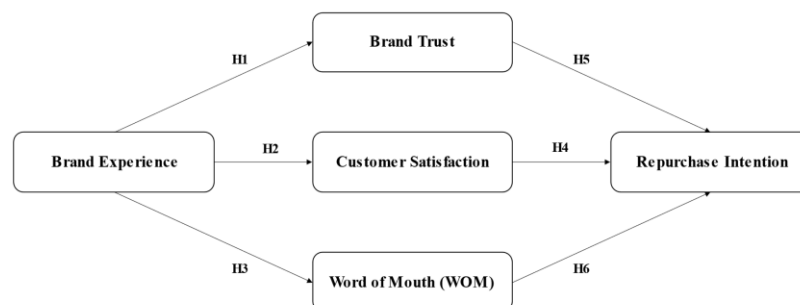

Figure 2 The Proposal Research Model
Source: Written by researcher (2023)

Research hypothesis

Based on the relationship between conceptual framework variables, the researcher formulated the following hypothesis:

H_1 : Brand experience will have a postive and significant effect on brand trust.

H_2 : Brand experience will have a postive and significant effect customer satisfaction.

H_3 : Brand experience will have a postive and significant effect word of mouth (WOM)

H_4 : Customer satisfaction will have a postive and significant effect repurchase intention.

H_5 : Brand trust will have a postive and significant effect repurchase intention.

H_6 : Word of mouth (WOM) will have a postive and significant effect repurchase intention.

METHOD

In this study, a quantitative research approach will be used as the research design, supported by data collection using a survey method by distributing online questionnaires to respondents who have made at least one purchase of fashion products through TikTok live streaming. The researcher will employ quantitative research with a survey method to examine the relationships between variables according to the research objectives. The variables to be tested in this study include brand experience, brand trust, customer satisfaction, word of mouth, and repurchase intention.

Population

The target population in this study is the people of DKI Jakarta who use the TikTok application.

Sample

In this study, the researcher used a purposive sampling method. The determination of the sample was based on specific criteria set by the researcher according to the research objectives, with a sample size of 260 individuals. Purposive sampling is a part of non-probability sampling method where the samples are selected based on predetermined criteria by the researcher, which can support the research. The considerations for the criteria of the sample that can support this research include:

1. Communities residing in the DKI Jakarta area.
2. People who have purchased fashion products via TikTok live streaming at least once in the last 6 months.
3. People aged >17 years.

Data Collection Techniques

The data collection technique used in this study is through primary data. The primary data is obtained by the researcher through the distribution of online questionnaires using the Microsoft Form platform, which is directed to the respondents. The questionnaires are distributed through social media channels such as WhatsApp, Instagram, Line, and Twitter.

Data analysis technique

The data analysis method used in this study is Structural Equation Modeling (SEM) which will be conducted using a software program called AMOS 24. SEM is considered capable of examining the interactions of the interactions between variables and its relationships.

RESULT
Characteristics of Respondents

Table 1 presents the profile of respondents involved in this study. The study involved 260 respondents, consisting of 209 females (80.4%) and 51 males (19.6%). The most dominant age group among the respondents was 21-24 years old, with 172 respondents (66.2%). Furthermore, most of respondents were domicile in West Jakarta, with 136 respondents (52.3%). Regarding employment status, the most dominant group was unemployed respondents, accounting for 157 respondents (60.4%). Additionally, most of respondents in this study were unmarried, with 252 respondents (96.9%), while only 8 respondents (3.1%) were married. In terms of education level, respondents with a high school education were the most dominant, with 163 respondents (62.7%).

Table 1 Profile of Participants

	Frequency	Percent
Male	51	19,6
Female	209	80,4
Total	260	100
	Frequency	Percent
17-20	79	30,4
21-24	172	66,2
25-29	3	1,2
30-34	5	1,9
40-44	1	0,4
Total	260	100
	Frequency	Percent
West Jakarta	136	52,3
Central jakarta	14	5,4
South Jakarta	41	15,8
East Jakarta	56	21,5
North Jakarta	13	5
Total	260	100
	Frequency	Percent
Employed	93	35,8
Unemployed/not working	157	60,4
Self-employed	10	3,8
Total	260	100
	Frequency	Percent

	Frequency	Percent
Unmarried	252	96,9
Married	8	3,1
Total	260	100
	Frequency	Percent
Less than high school	33	12,7
High school graduated	163	62,7
Diploma	15	5,8
Undergraduated	45	17,3
Postgraduated	4	1,5
Total	260	100

Source: Written by researcher (2023)

Validity Test and Reliability Test

Table 2 shows that of the six brand experience indicators used in this study, five of them had factor loadings above 0.4, ranging from 0.743 to 0.801. So, it can be concluded that the five indicators are declared valid and there is one indicator that needs to be removed because it has a factor loading value below 0.4. Additionally, this variable has a value cronbach's alpha of $\alpha = 0.830$ which means that this variable is declared reliable.

Table 2 Brand Experience

Item	Indicators	Factor Loadings	Cronbach's Alpha
BE4	The experiences I have had make me more interested in shopping for fashion products through TikTok live streaming.	0,801	0.830
BE6	The curiosity towards the products is very high when watching fashion product live streams.	0,773	
BE1	Buying fashion products through TikTok live streaming creates a strong impression on all my senses.	0,773	
BE2	I feel that buying fashion products through TikTok live streaming is appealing in terms of sensory aspects.	0,753	
BE3	Buying fashion products through TikTok live streaming adds a new shopping experience for me.	0,743	

Source: Written by researcher (2023)

Table 3 shows that there is no indicator that needs to be removed. This is because all indicators have factor loading values above 0.4, ranging from 0.676 to 0.883. So, it can be concluded that all indicators of brand trust are declared valid. Additionally, this variable has a value cronbach's alpha of $\alpha = 0.892$ which means that this variable is declared reliable.

Table 3 Brand trust

Item	Indicators	Factor Loadings	Cronbach's Alpha
BT2	I will trust TikTok live streaming to buy fashion products.	0,883	0.892
BT3	Buying fashion products through TikTok live streaming will guarantee my satisfaction.	0,866	
BT1	I will rely on TikTok live streaming to purchase fashion products.	0,842	
BT5	I can rely on TikTok live streaming when I want to buy fashion products.	0,804	
BT4	The fashion products I buy through TikTok live streaming never disappoint me.	0,765	
BT6	The fashion brand I buy through TikTok live streaming will provide compensation if there is an issue with the product.	0,676	

Source: Written by researcher (2023)

Table 4 shows that there is no customer satisfaction indicator that needs to be omitted. This is because all indicators have factor loading values above 0.4, ranging from 0.771 to 0.886. So, it can be concluded that all indicators of customer satisfaction are declared valid. Additionally, this variable has a value cronbach's alpha of α = 0.905 which means that this variable is declared reliable.

Table 4 Customer Satisfaction

Item	Indicators	Factor Loadings	Cronbach's Alpha
CS4	I feel comfortable when buying fashion products through TikTok live streaming.	0,886	0,905
CS6	Overall, I feel satisfied shopping for fashion products through TikTok live streaming.	0,857	
CS3	The security of buying fashion products through TikTok live streaming is guaranteed.	0,821	
CS1	I feel happy and will purchase fashion products through TikTok live streaming again.	0,802	
CS2	Buying fashion products through TikTok live streaming feels easy and fast.	0,801	
CS5	The service when buying fashion products through TikTok live streaming is very enjoyable.	0,771	

Source: Written by researcher (2023)

Table 5 shows that there is no word of mouth (WOM) indicator that needs to be removed. This is because all indicators have factor loading values above 0.4, starting from 0.788 to 0.873. So, it can be concluded that all indicators are declared valid. Additionally, this variable has a value cronbach's alpha of α = 0.922 which means that this variable is declared reliable.

Table 5 WOM

Item	Indicators	Factor Loadings	Cronbach's Alpha
WOM3	I will encourage people around me to buy fashion products through TikTok live streaming.	0,873	0.922
WOM2	I am interested in telling my close ones that I enjoy shopping on TikTok live streaming.	0,872	
WOM4	I will share information about the fashion products I have bought on TikTok live streaming.	0,860	
WOM1	I will recommend people to buy fashion products through TikTok live streaming.	0,858	
WOM6	I try to provide information about TikTok live streaming products and services to others.	0,834	
WOM5	I will discuss positive aspects of the fashion brand I bought through TikTok live streaming.	0,788	

Source: Written by researcher (2023)

Table 6 shows that there is no repurchase intention indicator that needs to be removed. This is because all indicators have factor loading values above 0.4, ranging from 0.810 to 0.878. So, it can be concluded that all repurchase intention indicators are declared valid. Additionally, this variable has a value cronbach's alpha of α = 0.891 which means that this variable is declared reliable.

Table 6 Repurchase Intention

Item	Indicators	Factor Loadings	Cronbach's Alpha
RI2	I intend to buy more fashion products through TikTok live streaming.	0,878	0,891
R14	I will recommend the fashion products I have purchased through TikTok live streaming to people close to me.	0,834	
RI5	TikTok live streaming is my top choice when I want to buy fashion products.	0,831	
RI3	I intend to repurchase fashion products that I have bought through TikTok live streaming.	0,822	
RI1	I intend to use TikTok live streaming when shopping for fashion products.	0,810	
RI6	I will seek information about the fashion products I plan to buy through TikTok live streaming.	0,669	

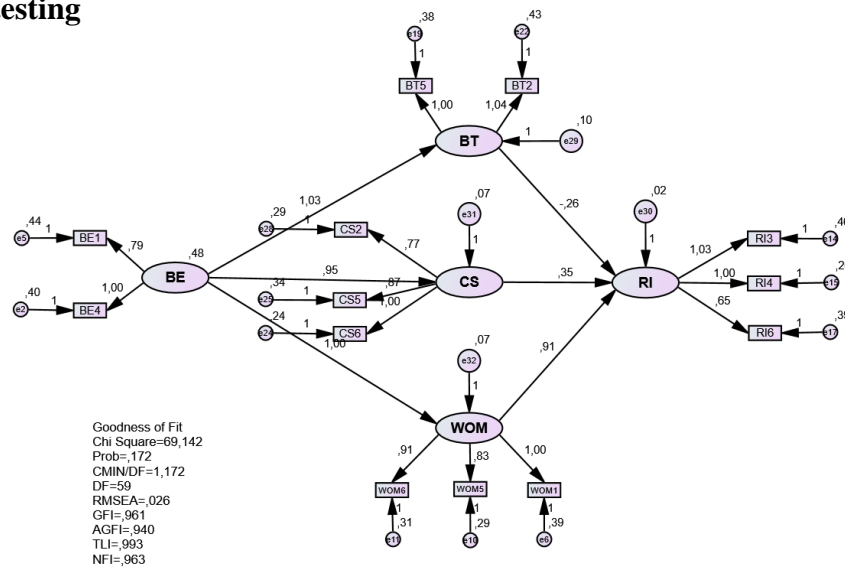Source: Written by researcher (2023)

Hypothesis testing

Figure 3 Fit SEM Model
Source: Written by researcher (2023)

After the model is analyzed through Confirmatory Factor Analysis and each indicator can be defined as a latent construct, then a full SEM model can be analyzed. AMOS processing results are as shown in Figure 3.

Based on the table 7, it is shown that there are five accepted hypothesis and one rejected hypothesis. The indication of wether the hypothesis is accepted or not can be seen from critical ration (CR) value and p-value. A hypotesis can be called accepted if the critical ratio (CR) value is > 1.96, and p-value is 0,05. First hypothesis, stating that brand experience has a positive and significant effect on brand trust, is accepted because it has critical ratio value of 11,223 (CR> 1.96) and p-value of 0,000 (<0,05). Second hypothesis, stating that brand experience has a positive and significant effect on customer satisfaction, is accepted

because it has a critical ratio (CR) value of 11,299 (CR>1.96) and p-value of 0,000 (<0,05). Third hypothesis, stating that brand experience has a positive and significant effect on WOM, is accepted because it has a critical ratio (CR) value of 11,997 (CR> 1.96) and p-value of 0,000 (<0,05). Fourth hypothesis, stating that customer satisfaction has a positive and significant effect on repurchase intention, is accepted because it has a critical ratio (CR) value of 2,146 (CR> 1.96) and p-value of 0,032 (<0,05). Fifth hypothesis, stating that customer satisfaction has a positive and significant effect on repurchase intention, is rejected because it has a critical ration (CR) value of -1,660 (CR<1.96) and p-value of 0,097 (>0,05). The last hypothesis or sixth hypothesis, stating that WOM has a positive and significant effect on repurchase intention, is accepted because it has a critical ratio (CR) value of 4,873 (CR> 1.96).and p-value of 0,000 (<0.05).

Table 7 Hypothesis Testing Results

Hypothesis	Independent Variable		Dependent Variable	C.R.	P	Result
H_1	Brand Experience	→	Brand Trust	11,223	***	**Accepted**
H_2	Brand Experience	→	Customer Satisfaction	11,299	***	**Accepted**
H_3	Brand Experience	→	WOM	11,997	***	**Accepted**
H_4	Customer Satisfaction	→	Repurchase Intention	2,146	0,032	**Accepted**
H_5	Brand Trust	→	Repurchase Intention	-1,660	0,097	Rejected
H_6	WOM	→	Repurchase Intention	4,873	***	**Accepted**

Source: Written by researcher (2023)

DISCUSSION

Based on the test in table 7, the conclusions are as follows:

H_1 Brand experience affect brand trust

First, the test result state brand experience has a positive and significant effect on brand trust. This hypothesis is in line with research conducted by Yu (2018); Ramirez & Merunka (2019) Madeline & Sihombing (2019); Hariyanto (2018); Aslam & Ham (2018) which support that there is a positive and significant effect between brand experience and brand trust. The results of this study demonstrate that the better the perceived brand experience by consumers, the higher the level of brand trust. Consumers of TikTok live streaming in Jakarta are aware that the experiences they have had when purchasing fashion products through TikTok live streaming further motivate them to continue buying fashion products via this platform. This is because TikTok live streaming is considered to create a strong impression on the five senses, prompting consumers to use the platform for fashion shopping. The brand experience perceived by consumers subsequently forms brand trust, wherein consumers will trust the fashion product brand they have purchased through TikTok live streaming and will rely on TikTok live streaming for future fashion product purchases.

H_2 Brand experience affect customer satisfaction

Second, the test result state brand experience has a positive and significant effect on customer satisfaction. This hypothesis is in line with research conducted by Devia et al., (2018); Praditya et al., (2018); Hussein (2018) which support that there is a positive and

significant effect between brand experience and customer satisfaction. The results of this study prove that the better the brand experience perceived by consumers, the higher the level of customer satisfaction. Thus, consumers view TikTok live streaming as a platform that offers a novel shopping experience for users of TikTok live streaming in Jakarta. Consumers feel that TikTok live streaming creates a strong impression on their senses, and the experiences they have had make them increasingly interested in purchasing fashion products through TikTok live streaming. The brand experience perceived by consumers subsequently leads to customer satisfaction, as consumers feel content when shopping via live streaming. Moreover, consumers also find the service provided during transactions via live streaming enjoyable, making the transactions feel easier and faster.

H₃ Brand experience affect word of mouth (WOM)

Third, the test result state brand experience has a positive and significant effect on word of mouth (WOM). This hypothesis is in line with research conducted by Mukerjee (2018); Suarez & Veloso (2020); Khan & Fatma (2017) which support that there is a positive and significant effect between brand experience and WOM. The results of this study demonstrate that the better the brand experience perceived by consumers, the higher the level of Word-of-Mouth (WOM) communication. Users of TikTok live streaming in Jakarta believe that utilizing TikTok live streaming to purchase fashion products can create a strong impression on their senses, which arouses their interest. The perceived brand experience by consumers has an impact on WOM communication. Based on their experiences, consumers become inclined to share with close acquaintances about their experience in purchasing fashion products through TikTok live streaming. Furthermore, consumers are also motivated to recommend people around them to buy fashion products via TikTok live streaming.

H₄ Customer satisfaction affect repurchase intention

Fourth, the test result state customer satisfaction has a positive and significant effect on repurchase intention. This hypothesis is in line with research conducted by Yun & Park (2022); Suhud & Bajunaid (2018); Phuong & Trang (2018) which support that there is a positive and significant effect between customer satisfaction and repurchase intention. The results of this study prove that the better the customer satisfaction perceived by consumers, the higher the level of repurchase intention. Overall, users of TikTok live streaming feel satisfied when purchasing fashion products through the platform, as transactions are conducted easily and swiftly. Additionally, consumers find buying fashion products through TikTok live streaming enjoyable. The satisfaction experienced by consumers has an impact on repurchase intention. This is reflected in the attitude of consumers who have the desire to make repeat purchases of fashion products they have bought through TikTok live streaming. Moreover, they are also motivated to recommend fashion products they have purchased on TikTok live streaming to their close contacts.

H₅ Brand Trust does not affected repurchase intention

Fifth, the test result state brand trust has no a positive and significant effect on repurchase intention. This hypothesis is in line with research conducted by Chandra et al., (2023); Aprilia & Andarini (2023) which support that there is no a positive and significant effect between brand trust and repurchase intention. The results of this study prove that brand trust among consumers of fashion products through TikTok live streaming in Jakarta does not have a positive and significant influence on repurchase intention. This is evidenced by the research data, which indicates that consumers are aware that sellers will provide compensation if there are issues with the fashion products they purchase through TikTok live streaming. However, this does not significantly influence consumer trust to consistently rely on TikTok live streaming as a place to purchase fashion products.

H₆ WOM affected repurchase intention

Sixth, the test result state WOM has a positive and significant effect on repurchase intention. This hypothesis is in line with research conducted by Prabowo et al., (2020); Saputra (2020); Putra et al., (2020); Suhud & Bajunaid (2018) which support that there is a positive and significant effect between WOM and repurchase intention. The results of this study demonstrate that the better the Word-of-Mouth (WOM), the higher the level of repurchase intention. This is evident from the behavior of TikTok live streaming users in Jakarta who are interested in informing their close acquaintances that they enjoy shopping for fashion products through TikTok live streaming. Additionally, consumers are also motivated to invite and recommend people around them to buy fashion products via live streaming. In this context, WOM can influence the repurchase intention of TikTok live streaming consumers in Jakarta, as reflected in their attitude when they intend to make TikTok live streaming their primary choice for purchasing fashion products and intend to make repeat purchases.

CONCLUSIONS AND SUGGESTIONS
Conclusions

By looking at the results of the research discussed, author can draw the following conclusions:

1. Brand experience has a positive and significant effect on brand trust. This shows that the more positive the brand experience, brand trust will increase.
2. Brand experience has a positive and significant effect on customer satisfaction. This shows that the more positive the brand experience, customer satisfaction will increase.
3. Brand experience has a positive and significant effect on WOM. This shows that the more positive the brand experience, WOM will increase.
4. Customer satisfaction has a positive and significant effect on repurchase intention. This shows that brand trust and repurchase intention in this study is not highly correlated.

5. Brand trust has no positive and significant effect on repurchase intention. This shows that the more positive brand trust, repurchase intention will increase.
6. WOM has a positive and significant effect on repurchase intention. This shows that the more positive WOM, repurchase intention will increase.

Suggestions

For future research, the authors recommends to provide further studies to determine the determinant of repurchase intention by expanding other variables that may potentially effect repurchase intention, such as web quality according to Saputra (2020) & Wilson et al (2019), rating review variables according to Nofrialdi (2021), price perception and brand image variables according to Mudiantono dan Andhike (2019). Furthermore, future research can delve deeper by utilizing more accurate and current data and references from various other sources.

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