



The Influence Of Celebrity Endorser, Brand Image And Word of Mouth on Purchase Decision

Ruth Natalina¹, Agung Kresnamurti Rivai², Andi Muhammad Sahdat³

^{1,2,3} Universitas Negeri Jakarta, Indonesia

Corresponding Author : ✉ ruthns1220@gmail.com

ABSTRACT

The aims of this study to analyze the significant effect of celebrity endorser on word of mouth, to analyze the significant effect of brand image on word of mouth, to analyze the significant effect of celebrity endorser on brand image, to analyze the significant effect of celebrity endorser on purchase decision, to analyze the significant effect of brand image on purchase decision, to analyze the significant effect of word of mouth on purchase decision. to analyze the significant effect of celebrity endorser and word of mouth on purchase decision, to analyze the significant effect of brand image and word of mouth on purchase decision, to analyse the significant effect of celebrity endorser, brand image and word of mouth on purchase decision. The data collection in this study was by distributing questionnaires to 200 customer respondents in DKI Jakarta using MS Glow. In analyzing the research data, the Structural Equation Model (SEM) approach was used with the Lisrel application version 8.8. The results of this study are there is a positive and significant effect on e-satisfaction on electronic word of mouth, there is a positive and significant influence on e-trust on electronic word of mouth, there is a positive and significant influence on electronic word of mouth on repurchase intention, there is a positive influence and significant on e-satisfaction on repurchase intention, there is a positive and significant effect on e-trust on repurchase intention, there is a positive and significant effect on e-satisfaction on repurchase intention through electronic word of mouth, there is a positive and significant effect on e-trust on repurchase intentions through electronic word of mouth.

Keywords

Celebrity Endorser, Brand Image, Word of Mouth, Purchase Decision



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INTRODUCTION

Increasingly competitive competition in today's business world requires business actors to be able to make the best strategy in order to attract consumers' attention with purchasing decisions. Business competition that is in great demand by business actors today is the beauty industry such as skincare or cosmetics. No wonder the opportunity for the beauty industry is very promising, seeing that many consumers always use these products.

Skincare is a human need that is no less important, both men and women definitely use these products. As we know, there are many skincare products circulating in Indonesia. The problem that consumers are currently experiencing is that many consumers see a skincare product as a cheap price that guarantees instant results.

Some consumers are not careful in choosing beauty products from a safety perspective and are tempted by products that provide instant results at affordable prices that are sold freely and are not listed by BPOM. Therefore, the importance of information related to quality care products so that consumers believe in these products that are safe and comfortable for skin health and do not cause side effects. One of the beauty products that has received a halal certificate and BPOM from the Indonesian government is Ms Glow.

One of the factors that attract consumers is Celebrity Endorser. According to Kiswalini and Nurcahya (2017) Celebrity endorsers can influence purchasing decisions so that they can increase product sales. It is believed that the allure possessed by a celebrity can influence others when promoting and recommending a product. If the celebrity endorser is attractive, the more likely the consumer is to make a purchase decision and generate a more positive brand image.

The promotion strategy carried out by MS Glow is by using a celebrity endorser so that consumers are interested in the products being marketed. The celebrities used by MS Glow are very well-known celebrities who have the most number of followers on social media and have several considerations including in terms of personality, the way he promotes a product, intelligence such as Raffi Ahmad, Luna Maya, Ayu Ting-Ting etc.

With the successful MS Glow Brand Image, MS Glow is believed to be a safe beauty product. Therefore it is important for MS Glow to maintain a positive image. Brand image must be able to be conveyed through existing communication media and disseminated continuously so as to be able to retain existing customers.

Thus, companies that have a good brand image will provide the best quality products and will pay attention to consumer perceptions. Therefore experience, opinions and feelings of consumers towards a product is very influential on the brand image. According to Rachman and Cahaya (2015) Word of mouth is a person's experience, either positive or negative, about a product that has been purchased and used and will tell other individuals because they have felt the benefits after using the product. Consumers who are satisfied after using MS Glow products will recommend them to other consumers who have never used

them. The more people who are satisfied and give positive comments after using MS Glow products, the more the buying decision will increase.

Before consumers make a decision to buy MS Glow products, there are several influencing factors and one of them is information. This information is usually obtained from celebrity endorsers or other individuals who recommend their experience using MS Glow products. Purchasing decisions are actions taken by consumers such as seeking information about Ms Glow, evaluating information, buying MS Glow products and evaluating behavior after purchasing MS Glow products before consumers finally make a purchasing decision.

RESEARCH METHOD

Research Approach

This study uses a quantitative approach. According to (Sugiyono, 2016) the quantitative approach is a research approach used to test hypotheses with research instruments through certain samples and populations. The reason for using a quantitative approach is to determine the effect between research variables. This research started from Juli 2022 - August 2022 to look for phenomena related to the variables in this study.

Data and Sample

The sampling technique in this study used purposive sampling. According to (Sugiyono, 2016) purposive sampling is a sampling technique for certain reasons. This technique was chosen because the sample used in this study has certain characteristics. The sample criteria in this study are domiciled in DKI Jakarta and have purchased MS Glow with an age range of 17-55 years. In determining the sample size, this study refers to the formula (Hair et al., 2010), namely the minimum sample size for analysis using LISREL, which is 200 samples. So, this study used a sample of 200 respondents.

Data Collection Techniques

The data used in this research is primary data, using a survey method through distributing questionnaires through Google Forms on several social media to MS Glow customers. The variables in this study were measured using a Likert scale. The Likert scale is used to measure the views, opinions, and attitudes of an individual or group of people towards social phenomena (Sugiyono, 2016). This study uses a Likert-type scale with an interval of 1 to 5 (1 = totally disagree, 2 = disagree, 3 = slightly agree, 4 = agree, 5 = totally agree).

Data Analysis Techniques

The data analysis technique that will be used in this research is multivariate analysis method with Structural Equation Modeling (SEM). SEM is used in this

study because it can determine the direct and indirect effects and their magnitude. In the data processing, the researcher used SPSS Version 26 as a statistical application to test validity and reliability, and also LISREL Version 8.8 software for confirmatory factor analysis (CFA) testing and hypothesis testing.

RESULT AND DISCUSSION

Based on the results of the questionnaires that had been filled in by 200 respondents, it showed that the most frequently filled questionnaires were women, 59.5% and men, 40.5%. Based on age, most of the questionnaires were filled with the age range of 17-24 years, namely 59.5 years, 25-34 years of 31.0%, 35-44 years of 9.0%, and 44-55 years of 0.5%. Based on domicile, most of the domiciles are East Jakarta with 38.0%, Central Jakarta with 20.0%, South Jakarta with 18.0%, West Jakarta with 14.0%, North Jakarta with 8.0%, and the Seribu Islands with 2.0%. Based on occupation, most of the questionnaires were filled out by students or university students by 46.5%, private employees by 25.5%, entrepreneurs by 19.5%, and civil servants by 7.5%. Based on the last education, most of the questionnaires were filled with bachelor's degree education by 70.5%, high school education by 18.5%, diploma education by 5.5% and under high school by 5.5%.

The validity test is carried out by taking into account the validity requirements, if $r \text{ count} \geq r \text{ table}$ then it is said to be valid with a significance level of 5%, which in this case the value of $r \text{ table}$ from the number of samples 200 is 0.138. The results of the validity test show that all indicators are said to be valid.

Table 1.
Validity test result

| Variables | Indicators | r-value | r-table | Explanation |
|---|-------------------|----------------|----------------|--------------------|
| Celebrity Endorser (X ₁) | CE1 | 0,910 | 0,138 | Valid |
| | CE2 | 0,929 | 0,138 | Valid |
| | CE3 | 0,904 | 0,138 | Valid |
| | CE4 | 0,938 | 0,138 | Valid |
| | CE5 | 0,930 | 0,138 | Valid |
| | CE6 | 0,886 | 0,138 | Valid |
| Brand Image (X ₂) | BI1 | 0,768 | 0,138 | Valid |
| | BI2 | 0,907 | 0,138 | Valid |
| | BI3 | 0,924 | 0,138 | Valid |
| | BI4 | 0,937 | 0,138 | Valid |
| | BI5 | 0,769 | 0,138 | Valid |
| | BI6 | 0,774 | 0,138 | Valid |

| | | | | |
|------------------------------------|------|-------|-------|-------|
| | BI7 | 0,848 | 0,138 | Valid |
| | BI8 | 0,852 | 0,138 | Valid |
| Word of mouth (X ³) | WOM1 | 0,947 | 0,138 | Valid |
| | WOM2 | 0,885 | 0,138 | Valid |
| | WOM3 | 0,957 | 0,138 | Valid |
| | WOM4 | 0,960 | 0,138 | Valid |
| | PD1 | 0,828 | 0,138 | Valid |
| Purchase Decision (Y) | PD2 | 0,764 | 0,138 | Valid |
| | PD3 | 0,682 | 0,138 | Valid |
| | PD4 | 0,695 | 0,138 | Valid |
| | PD5 | 0,886 | 0,138 | Valid |
| | PD6 | 0,906 | 0,138 | Valid |
| | PD7 | 0,924 | 0,138 | Valid |
| | PD8 | 0,900 | 0,138 | Valid |

Source: Data processed by author (2022)

The reliability test in this study used Cronbach's Alpha method. If Cronbach's alpha value is less than 0.6 then it is said to be less good, but if Cronbach's alpha value is 0.7 then it is said to be accepted, and if Cronbach's alpha value is 0.8 then it is said to be good. The results of the reliability test show that all indicators are said to be reliable.

Table 2.
Reliability test result

| Variables | Cronbach's Alpha | Explanation |
|--------------------------------------|------------------|-------------|
| Celebrity Endorser (X ₁) | 0,961 | Reliabel |
| Brand Image (X ₂) | 0,942 | Reliabel |
| Word of Mouth (Y) | 0,954 | Reliabel |
| Purchase Decision (Y) | 0,932 | Reliabel |

Source: Data processed by author (2022)

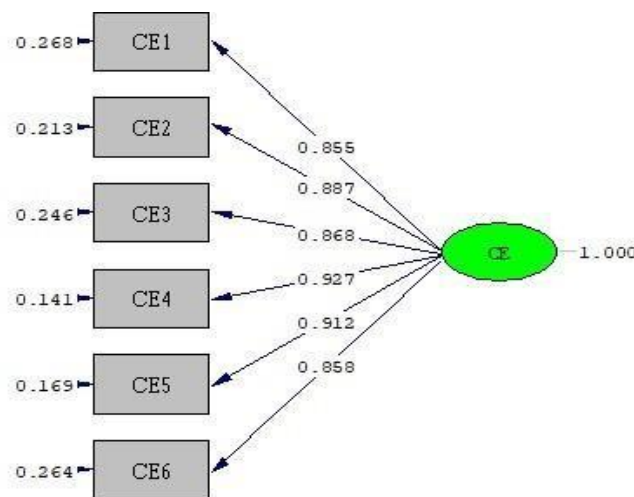
Confirmatory Factor Analysis (CFA) is an analysis used to check whether the measurement model built is in accordance with the initial hypothesis through a standardized solution of ≥ 0.5 for each indicator (Hair et al., 2010). This study uses First Order Confirmatory analysis.

Table 3.
Celebrity Endorser first order construct

| Goodness of Fit Indices | Cut-Off Value | Hasil | Evaluasi Model |
|-------------------------------|---------------|-------|----------------|
| Chi-Square (<i>p-value</i>) | > 0,05 | 0,04 | NOT FIT |
| RMSR | ≤ 0.05 | 0,02 | FIT |
| GFI | ≥ 0.90 | 0,85 | NOT FIT |
| RSMEA | ≤ 0.08 | 0,07 | FIT |
| AGFI | ≥ 0.90 | 0,66 | NOT FIT |
| CFI | ≥ 0.90 | 1,00 | FIT |
| NNFI | ≥ 0.90 | 0,99 | FIT |

Source: Data processed by author (2022)

Picture 2.
Celebrity Endorser first order construct model



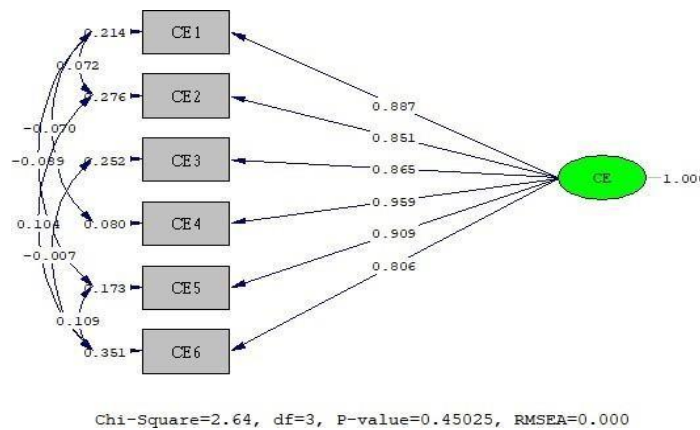
Chi-Square=17.71, df=9, P-value=0.03868, RMSEA=0.070

Source: Data processed by author (2022)

The result is that there are three values of Goodness of Fit Indices that are not fit or do not meet the cut-off value requirements, namely the values of Chi-Square, GFI, and AGFI, so it is necessary to do re-testing by modifying indices according to the suggestions given by the Lisrel software.

Table 4.
Last order construct celebrity endorser

| <i>Goodness of Fit Indices</i> | <i>Cut-Off Value</i> | Hasil | Evaluasi Model |
|--------------------------------|----------------------|--------------|-----------------------|
| Chi-Square (<i>p-value</i>) | > 0,05 | 0,45 | <i>FIT</i> |
| RMSR | ≤ 0.05 | 0,01 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0,98 | <i>FIT</i> |
| RSMEA | ≤ 0.08 | 0,00 | <i>FIT</i> |
| AGFI | ≥ 0.90 | 0,91 | <i>FIT</i> |
| CFI | ≥ 0.90 | 1,00 | <i>FIT</i> |
| NNFI | ≥ 0.90 | 1,00 | <i>FIT</i> |



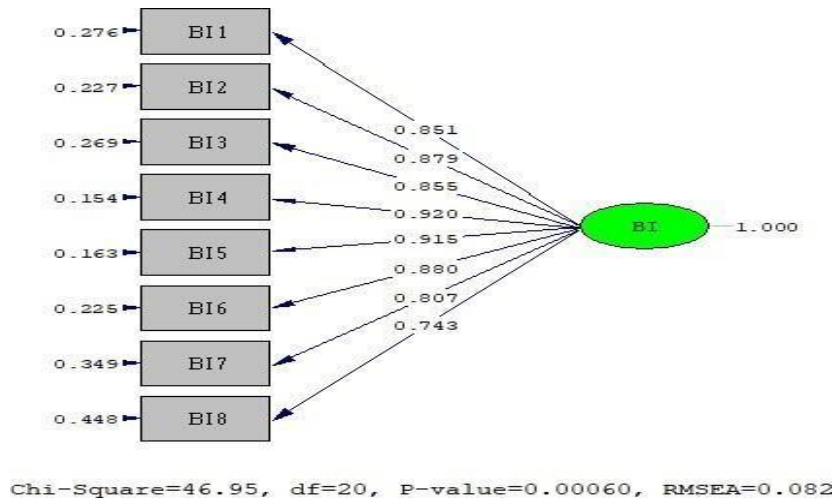
Picture 3.
Celebrity endorser last order construct model

After re-testing by modifying indices according to the suggestions given by the Lisrel software, namely by adding error covariance to meet the fit model requirements. The results of the Goodness of Fit Indices have fulfilled the cut-off value requirements with a Chi-Square (*p-value*) result of 0.45; RMSR 0.01; GFI 0.98; RMSEA 0.00; AGFI 0.91; CFI 1.00; NNFI 1.00.

Table 5 .
Brand Image first order construct

| <i>Goodness of Fit Indices</i> | <i>Cut-Off Value</i> | Hasil | Evaluasi Model |
|--------------------------------|----------------------|--------------|-----------------------|
| Chi-Square (<i>p-value</i>) | > 0,05 | 0,00 | <i>NOT FIT</i> |
| RMSR | ≤ 0.05 | 0,03 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0,80 | <i>NOT FIT</i> |
| RSMEA | ≤ 0.08 | 0,08 | <i>NOT FIT</i> |

| | | | |
|------|--------|------|---------|
| AGFI | ≥ 0.90 | 0,64 | NOT FIT |
| CFI | ≥ 0.90 | 0,99 | FIT |
| NNFI | ≥ 0.90 | 0,99 | FIT |

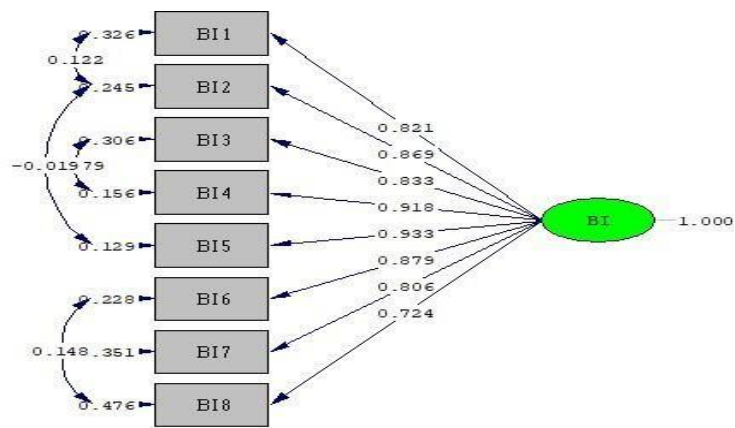


Picture 4.
Brand Image first order construct model

Based on the above instrument testing of the brand image variable with the first order construct, the results show that there are three values of Goodness of Fit Indices that do not fit or do not meet the cut-off value requirements, namely the values of Chi-Square, GFI, RMSEA and AGFI, so it is necessary to test again by modifying indices according to the suggestions given by the Lisrel software.

Table 6.
Brand image last order construct

| Goodness of Fit Indices | Cut-Off Value | Hasil | Evaluasi Model |
|-------------------------------|---------------|-------|----------------|
| Chi-Square (<i>p-value</i>) | > 0,05 | 0,07 | FIT |
| RMSR | ≤ 0.05 | 0,02 | FIT |
| GFI | ≥ 0.90 | 0,91 | FIT |
| RSMEA | ≤ 0.08 | 0,05 | FIT |
| AGFI | ≥ 0.90 | 0,92 | FIT |
| CFI | ≥ 0.90 | 1,00 | FIT |
| NNFI | ≥ 0.90 | 1,00 | FIT |



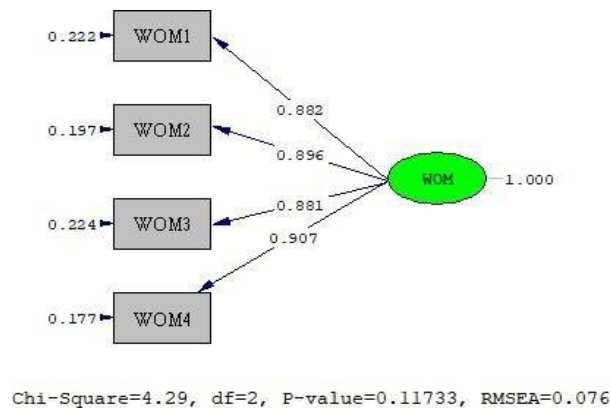
Chi-Square=24.77, df=16, P-value=0.07399, RMSEA=0.052

Picture 5.
Brand Image last order construct model

After re-testing by modifying indices according to the suggestions given by the Lisrel software, namely by adding error covariance to meet the fit model requirements. The results of the Goodness of Fit Indices have fulfilled the cut-off value requirements with a Chi-Square (p-value) result of 0.07; RMSR 0.02; GFI 0.91; RMSEA 0.05; AGFI 0.92; CFI 1.00; NNFI 1.00.

Table 7.
Word of mouth first order construct

| Goodness of Fit Indices | Cut-Off Value | Hasil | Evaluasi Model |
|-------------------------------|---------------|-------|----------------|
| Chi-Square (<i>p-value</i>) | > 0,05 | 0,12 | <i>FIT</i> |
| RMSR | ≤ 0.05 | 0,02 | <i>FIT</i> |
| GFI | ≥ 0.90 | 0,92 | <i>FIT</i> |
| RSMEA | ≤ 0.08 | 0,07 | <i>FIT</i> |
| AGFI | ≥ 0.90 | 0,92 | <i>FIT</i> |
| CFI | ≥ 0.90 | 1,00 | <i>FIT</i> |
| NNFI | ≥ 0.90 | 0,99 | <i>FIT</i> |

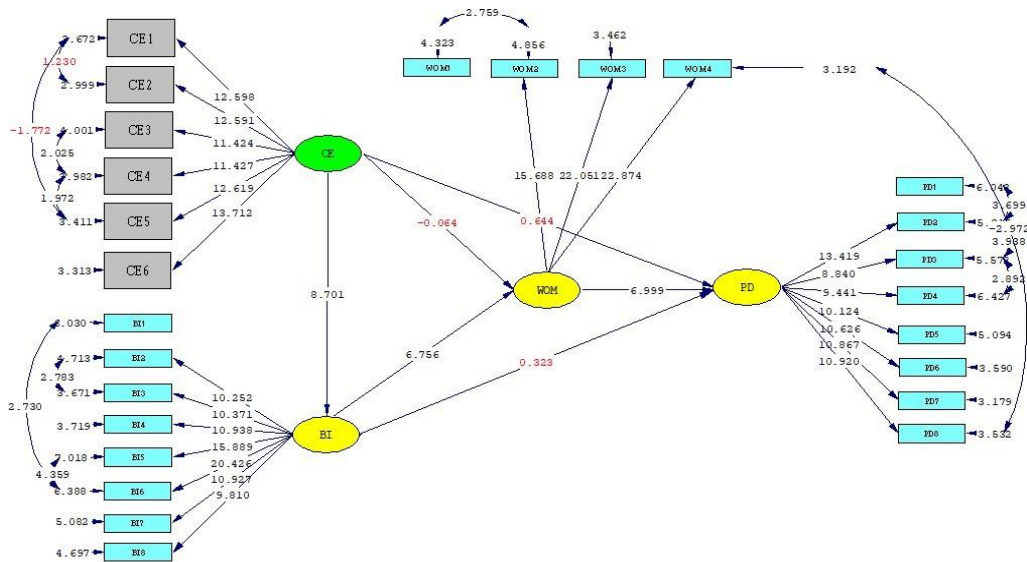


Picture 6.
Word of mouth first order construct model

After Based on instrument testing on the 4 indicators of the word of mouth variable with the first order construct, the results show that all of the Goodness of Fit Indices values are fit. The results of the Goodness of Fit Indices meet the cut-off value requirements with a Chi-Square (p-value) result of 0.12; RMSR 0.02; GFI 0.92; RMSEA 0.07; AGFI 0.92; CFI 1.00; NNFI 0.99.

Table 8.
Purchase decision first order construct

| Goodness of Fit Indices | Cut-Off Value | Hasil | Evaluasi Model |
|-------------------------------|---------------|-------|----------------|
| Chi-Square (<i>p-value</i>) | > 0,05 | 0,00 | NOT FIT |
| RMSR | ≤ 0.05 | 0,03 | FIT |
| GFI | ≥ 0.90 | 0,80 | NOT FIT |
| RSMEA | ≤ 0.08 | 0,08 | NOT FIT |
| AGFI | ≥ 0.90 | 0,64 | NOT FIT |
| CFI | ≥ 0.90 | 0,99 | FIT |
| NNFI | ≥ 0.90 | 0,99 | FIT |



Picture 9.
 T-values SEM

If the t-value in the contention model is > 1.96 , then it indicates that the hypothesis can be accepted or there is a significant influence between variables, conversely if the t-value < 1.96 then it indicates that the hypothesis is rejected or there is no significant effect between variables. Based on the table above, it shows that there are nine hypotheses that have been tested and gives the result that the five hypotheses have a significant effect because they have t-values > 1.96 . 1). celebrity endorser on Brand Image, has a standardized total effects value of 0.836 and t-values of $8.701 > 1.96$. These results indicate that the first hypothesis (H1) can be accepted because it has a significant effect. 2). Brand Image to Word of Mouth, has a standardized total effects value of 0.890 and t-values of $6.756 > 1.96$. These results indicate that the second hypothesis (H2) can be accepted because it has a significant effect. 3). Celebrity Endorser to Word of Mouth, has a standardized total effects value of -0.006 and t-values of $-0.064 < 1.96$. These results indicate that the third hypothesis (H3) cannot be accepted because it has no significant effect. 4). Celebrity endorser on purchase decision, has a standardized total effects value of 0.045 and t-values of $0.644 < 1.96$. These results indicate that the fourth hypothesis (H4) cannot be accepted because it has no significant effect. 5). Brand Image on Purchase Decision, has a standardized total effects value of 0.043 and t-values of $0.323 < 1.96$. These results indicate that the fifth hypothesis (H5) cannot be accepted because it has no significant effect. 6). Word of Mouth on Purchase Decision, has a standardized total effects value of 0.877 and t-values of $6.999 > 1.96$. These results indicate that the sixth hypothesis

(H6) can be accepted because it has a significant effect. 7). Celebrity endorser on purchase decision through brand image, has a standardized total effects value of 0.036 and a t value of 0.323 <1.96. These results indicate that the seventh hypothesis (H5) cannot be accepted. 8). Brand image on purchase decisions through word of mouth, has a standardized total effects value of 0.781 and t-values of 13.491 > 1.96. These results indicate that the eighth hypothesis (H8) can be accepted because it has a significant effect. 9) celebrity endorser on purchase decision through brand image and word of mouth, has an r squared value of 0.900 and t-values of 8.910 > 1.96. These results indicate that the ninth hypothesis (H9) can be accepted because it has a significant effect.

CONCLUSION

the celebrity endorser variable, the indicator that gets the highest positive response to the celebrity endorser statement on the MS Glow product has the ability to attract consumer interest. While the indicator that gets the highest negative response with the celebrity endorser's statement on the MS Glow product has an honest attitude. It can be said that MS Glow can improve the quality of celebrity endorsers, especially choosing celebrities who have honesty. However, in the brand image variable, the indicator that received the highest positive response to the statement by Ms. Glow was a well-known brand. While the indicators that get the highest negative responses with statements that they are more confident about using MS Glow because of the quality of the products and the feeling of security using MS Glow products. from these results it can be said that ms. glow can improve brand image to customers by focusing on product quality and safety of ms. glow's products, this can be done through clinical evidence that has been tested by MS Glow, and this becomes part of the product campaign to consumers.

Furthermore, on the word of mouth variable, the indicator that received the highest positive response with the statement when telling other people about Ms. Glow, talked about it in great detail. while indicators that get negative responses with statements intend to invite the closest people such as friends, family and relatives to buy MS Glow products. From these results it can be said that MS Glow can improve the quality of word of mouth through providing discounted prices, or membership to consumers who make product recommendations to the closest people such as friends, family and relatives to buy MS Glow. In the purchase decision indicator variable that gets the highest positive response with statements evaluating the product in making purchasing decisions. Meanwhile, the indicators that received negative responses were statements of satisfaction with the purchase of MS Glow products. From these results it can be said that MS

Glow can increase product purchase satisfaction by providing discounts, or special services for repeat purchases for customers, so that it will strengthen consumer purchasing decisions.

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