DIJEMSS: Dinasti International Journal of Education Management and Social Science
E-ISSN: 2686-6331
P-ISSN: 2686-6358
DINASTI PUBLISHER
https://dinastipub.org/DIJEMSS dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijemss.v7i1.5255
https://creativecommons.org/licenses/by/4.0/
Received: 21 July 2025 | **Revised:** 22 September 2025 | **Accepted:** 17 October 2025

The Influence of Product Quality and Word of Mouth on Repurchase Intention with Purchase Decision as a Mediating Variable in the Use of Online Transportation

Asmarani Pandabandjal[1], Arini Hidayah[2], Wida Purwidianti[3], Irawan Randikaparsa[4]
[1]Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia, asmraniiii03@gmail.com
[2]Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia, arinihidayah@ump.ac.id
[3]Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia
[4]Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia

Corresponding Author: asmraniiii03@gmail.com[2]

Abstract: This study aims to analyze the influence of product quality and word of mouth on repurchase intention, with purchase decision as a mediating variable among users of Gojek services. This research adopts a quantitative approach through a survey of active Gojek users. The population in this study consists of all Gojek service users in Indonesia. The sample was determined using the Lemeshow formula, resulting in a total of 200 respondents. Data were analyzed using the Structural Equation Modeling (SEM) method. The results indicate that product quality and word of mouth have a positive effect on purchase decision and repurchase intention. Furthermore, purchase decision significantly mediates the relationship between product quality and word of mouth on repurchase intention. These findings highlight the importance of improving service quality and encouraging positive word of mouth to build

Keyword: Product Quality, Word of Mouth, Repurchase Intention, dan Purchase Decision

INTRODUCTION

In today's era of globalization, technological advancements are occurring rapidly across various sectors, including the fields of information and communication. This rapid technological progress brings numerous benefits to many countries, including Indonesia. One of the most essential forms of technological advancement today is access to the internet. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2018, the number of internet users in Indonesia reached 171.1 million people. (https://apjii.or.id/survei2019x).

Observing this development, companies have also seized the opportunity to expand their businesses in the field of information technology, such as online transportation services. According to a study conducted by Shopback.com, more than 91% of the population has used online transportation services. Today, various online transportation platforms have emerged, such as Gojek, Grab, and Maxim. The entry of online transportation into Indonesia has caused concern among conventional transportation providers, as they now have to compete for passengers with these new services. However, the competition is not only between conventional

and online transportation but also among online transportation providers themselves. Due to the intense competition, companies are striving to improve the quality of their products. (https://mediaindonesia.com).



Figure 1. Most Widely Used Online Transportation Services in Indonesia

The intense competition within the transportation industry encourages companies to develop strategies aimed at motivating and retaining customers to make repeat purchases after initially deciding to use online transportation services. This is essential for companies to survive and generate profits (Marbun & Saputra, 2022). According to research by (Anggraini & Budiarti, 2020), repurchase intention arises after a purchase as a result of the customer's purchasing decision. If, after careful consideration, customers are satisfied with a product, they are more likely to repurchase that product or service. This is supported by studies from Dwiki Rachamawati D, Maria Magdalena M, (2019), Kevin & Tjokrosaputro (2021), Makkiyah & Andjarwati (2023), Maulana & Sukresna (2022), Lianto & Harianto (2024), and Putri et al. (2024), which found that repurchase intention has a positive influence on purchase decisions.

In this case, customers have already had direct experience with the product, which leads them to consider whether or not to repurchase it. According to research by Lianto & Harianto (2024), one of the factors that drives repurchase intention is the quality level of the product, which becomes a key consideration in making a purchase decision. When a product reaches a high level of quality, customers are more likely to develop an interest in learning more about it and are inclined to purchase it repeatedly.

Before a consumer develops the intention to repurchase a product or service, they will first make a purchase decision based on various considerations and go through several stages (Nur et al., 2022). The purchase decision arises from the information obtained by the consumer about the product, which also serves as a reference for future purchases. This information may include what product to buy, the quality of the product, and how others perceive the product. According to Bahy (2018), a customer's decision to choose a product is influenced by both internal and external factors. This purchase decision also affects the consumer's subsequent attitude whether they are interested in reusing the product or not. The decision to purchase is shaped by the information customers receive about the product, which then informs their future purchasing behavior.

Furthermore, Oktarini (2020) found that in terms of product design, the Gojek application is relatively simple and lightweight, making it easier for users to place orders compared to several other online transportation apps. The Gojek app is considered accessible, easy to understand, and user-friendly for most consumers. However, there are still some customers who encounter difficulties when using the application, particularly in terms of ease of use and feature completeness. Some of the issues identified include trouble locating addresses on the map, confusing language before the app update, slow system responses when searching for

destinations, and in some cases, the failure of the system to detect the intended address. This is supported by studies from Aldini et al. (2022), Haque (2020), Muriati & Rino (2022), and Lianto & Harianto (2024), which state that product quality influences purchase decisions. However, this view is not supported by Septiani & Prambudi (2021), who argue that product quality does not have a significant impact.

In addition to focusing on product quality in running a business that prioritizes customer satisfaction, another equally important factor is word of mouth communication. According to research by Muriati & Rino (2022), word of mouth is a key aspect of social networks where people talk about a product. Meanwhile, Lianto & Harianto (2024) state that word of mouth has a significant influence on product marketing, as consumers tend to use a product as a reference when many people give positive feedback about it. This can directly impact the purchase decisions made by consumers. In the context of using Gojek's services, various user comments can be found some are positive, while others express dissatisfaction. Several Gojek users reported being unsatisfied with the application, particularly in terms of ease of use and the completeness of its features. Therefore, customer reviews and feedback reflect their level of satisfaction with the product or service they have previously used. In such cases, consumers are likely to share their experiences with others regarding the product or service. As a result, business actors must pay close attention to consumer feedback and suggestions as a basis for evaluating and improving their services in the future. This is supported by research conducted by Winalda & Sudarwanto (2021), Marlius & Mutiara (2022), Dwiki Rachamawati and Maria Magdalena M (2019), and Kevin & Tjokrosaputro (2021), which confirms that word of mouth has a positive influence.

This study offers several novelties compared to previous research by Muriati & Rino (2022). First, in terms of scope, this research involves 200 Gojek users from various regions across Indonesia, making the results more representative. Second, the study employs indicators that have been specifically adapted to the context of app-based online transportation services.

METHOD

The Influence of Product Quality on Purchase Decision

According to research conducted by Fatmaningrum et al. (2021), product quality is one of the key elements considered by buyers in the process of making purchase decisions. Products with a high level of quality play an essential role in attracting consumers to purchase goods or use services. Product quality serves as a crucial determinant in the purchasing process, as superior products are capable of providing customer satisfaction, maintaining consumer trust, and fostering customer loyalty. Findings from studies by Lianto & Harianto (2024), Dwiki Rachamawati D and Maria Magdalena M (2019), as well as Makkiyah & Andjarwati (2023), demonstrate that product quality has a significant influence on purchase decisions. This suggests that when customers perceive a high level of service quality, the likelihood of them utilizing the product or service increases.

H1: Product Quality has a positive influence on Purchase Decision

The Influence of Word of Mouth on Purchase Decision

Research conducted by Ling & Pratomo (2020), Kevin & Tjokrosaputro (2021), and Maulana & Sukresna (2022) reveals that Word of Mouth (WOM) has a significant impact on purchase decisions. WOM refers to the experiences shared by consumers after using a product, directed toward potential buyers who have not yet made a purchase or are still considering it. The more positive the WOM conveyed, the greater the confidence it builds in other consumers to proceed with the purchase. Conversely, negative WOM can damage a product's image and negatively influence purchase decisions.

H2: Word of Mouth has a positive influence on Purchase Decision.

The Influence of Product Quality on Repurchase Intention

Studies by Makkiyah & Andjarwati (2023) and Lianto & Harianto (2024) indicate that product quality has a positive influence on repurchase intention. The higher the quality of a product, the stronger the customer's desire to repurchase it. Product quality reflects how effectively a product performs its function, including its reliability during use. When a product is perceived to have high quality, it increases consumer confidence that the product will function as expected.

H3: Product Quality has a positive influence on Repurchase Intention.

The Influence of Word of Mouth on Repurchase Intention

Studies by Muriati & Rino (2022), Puspitasari (2022), and Law et al. (2024) reveal that Word of Mouth has a significant influence on repurchase intention. This phenomenon indicates that positive recommendations or reviews from people around whether through face-to-face interaction or via social media platforms can enhance customer trust in a product or service. Consumers who receive positive information through Word of Mouth tend to evaluate product quality more favorably, thereby increasing the likelihood of repurchasing.

H4: Word of Mouth has a positive influence on Repurchase Intention.

The Influence of Purchase Decision on Repurchase Intention.

The findings from studies by Hidayaatullah et al. (2023), Dwiki Rachamawati D & Maria Magdalena M (2019), and Muriati & Rino (2022) indicate that purchase decisions have a direct and positive effect on repurchase intention. A favorable purchase decision reflects consumer satisfaction with the product or service they use, thereby encouraging the desire to make repeat purchases. Elements such as a smooth purchasing process, product quality that meets expectations, and competitive pricing are key factors shaping purchase decisions. Consumers who feel they have made the right purchasing choice tend to have greater trust in the brand or product, ultimately motivating them to repurchase.

H5: Purchase Decision has a positive effect on Repurchase Intention.

The Influence of Product Quality on Repurchase Intention through Purchase Decision.

The findings from studies by Shabrina & Budiatmo (2020), Puspitasari (2022), and Law et al. (2024) indicate that product quality has a positive influence on repurchase intention, either directly or through purchase decision as a mediating variable. Product quality plays a crucial role in building customer trust and satisfaction. In many cases, satisfied consumers tend to make purchase decisions that provide greater benefits, which in turn encourages their intention to repurchase in the future. This suggests that purchase decision serves as a key mechanism linking consumers' perceptions of product quality to their willingness to buy the product again.

H6: Product Quality has a positive effect on Repurchase Intention through Purchase Decision.

The Influence of Word of Mouth on Repurchase Intention through Purchase Decision.

The study findings from Lianto & Harianto (2024) and Zakiy (2019) show that Word of Mouth (WOM) influences repurchase intention through purchase decision. WOM not only has a direct impact on repurchase intention but also an indirect effect by shaping purchase decisions. For instance, information obtained through WOM can influence consumers' trust in their purchasing choices, which in turn strengthens their loyalty and desire to repurchase. Therefore, WOM serves as a key factor in the decision-making process that ultimately enhances repurchase intention.

H7: Word of Mouth has a positive effect on Repurchase Intention through Purchase Decision.

RESULTS AND DISCUSSION

Type of Research

This study employs a descriptive quantitative approach aimed at determining the extent of impact or relationships among the examined variables in numerical terms. This is carried out by collecting data related to supporting elements that influence the relationships among variables, and subsequently analyzing the data (Riadi et al., 2021).

Sampling Design

The population of this study includes all users of Gojek services in Indonesia who have made transactions and have experience using the service. In this study, the sample was selected using purposive sampling, based on the criteria that respondents must be at least 17 years old and have used Gojek at least once. Based on the Lameshow formula, this study employed a sample size of 200 respondents with a 5% margin of error (Sugiyono, 2018, as cited in Mughni & Susila, 2024).

Data Source

In this study, data were obtained through questionnaires completed by respondents, which were distributed by the researcher to Gojek users. The questionnaire contained questions related to several research variables that had been prepared by the researcher for the respondents.

Data Collection Method

For data collection, a Likert scale–based instrument was used, with a score range from 1 to 5. The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals or groups regarding a social phenomenon. After the data were collected, they were analyzed using SmartPLS 3.0, aiming to examine the influence of independent variables on the dependent variable by applying bootstrapping analysis. This analysis helps to determine whether the independent variables have a direct effect on the dependent variable.

RESULTS DISCUSSION

Respondent Profile

This study involved 200 respondents, all of whom are active users of Gojek services. Based on the gender distribution, the majority of respondents were female, totaling 136 individuals (68%), while male respondents numbered 64 individuals (32%). In terms of age group, the highest number of respondents fell within the age range of 20 to 22 years, with a total of 80 individuals (40%). These findings indicate that most respondents are within the early productive age range, which typically reflects a high level of adaptability to technology and digital services.

Regarding employment status, the majority of respondents were students, totaling 98 individuals (49%). This reflects the dominance of the younger age group that actively utilizes Gojek services in various daily activities such as transportation, food ordering, and package delivery. The most frequently used Gojek services among respondents include GoRide, GoFood, and GoSend. This indicates a high level of user engagement and demonstrates the relevance of Gojek's services in everyday life.

Table 1. Respondent Profile

Characteristics	Details	Quality	Percentage
Gender	Male	136	68%
	Female	64	32%
Age	17-19	20	10%
	20-22	80	40%
	23-25	27	13,5%

	26-28	25	12,5%
	29-31	27	13,5%
	32-34	11	5.5%
	35-37	7	3.5%
	38-40	2	1,5%
Employment Status	Swasta	35	17%
	Wiraswasta	33	16,5%
	PNS	34	17%
	Pelajar/Mahasiswa	98	49%

Source: Primary Data, 2025

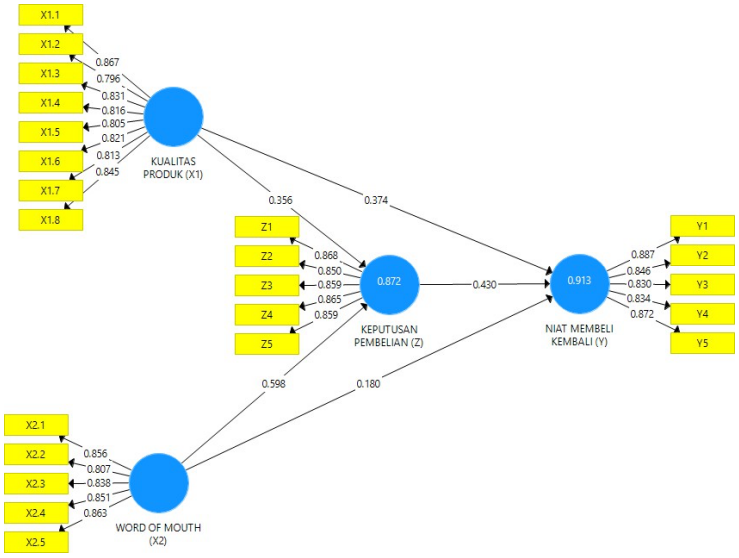

Figure 2. PLS Output of the Structural Model
Source: Primary Data, 2025

Validity and Reliability Test

Based on the validity test results, all indicators have outer loading values above 0.7, indicating that each indicator significantly represents the construct being measured. The product quality construct shows outer loading values ranging from 0.845 to 0.867, while the word of mouth construct ranges from 0.856 to 0.863. The repurchase intention construct has outer loading values between 0.872 and 0.887. Meanwhile, the purchase decision construct also meets the convergent validity criteria with outer loading values ranging from 0.859 to 0.868. The results of the VIF (Variance Inflation Factor) test show that all indicators are below the threshold of 5. This indicates that the data are not significantly affected by common method bias, thus allowing the SmartPLS analysis to proceed with a high level of reliability.

The reliability test results show that all constructs have Cronbach's Alpha and Composite Reliability values above 0.7, indicating good internal consistency among the indicators. In addition, the Average Variance Extracted (AVE) values for each construct are above the minimum threshold of 0.5. The purchase decision construct has the highest AVE value at 0.740, followed by the repurchase intention construct with a value of 0.730. Therefore, overall, the model meets the validity and reliability requirements, and it is deemed appropriate for analyzing the influence of product quality and word of mouth on repurchase intention, with purchase decision as a mediating variable in the context of Gojek service usage.

Table 2. Validity and Reliability Test

Constructs	Validity	Reliability				
	Items	Outer Loading	VIF	Chonbach's Alpha	Composite Reliability	AVE
Product Quality	Kinerja	0.867	3.291			
	Fitur	0.796	2.357			
	Daya Tahan	0.831	2.840			
	Keandalan	0.816	2.902			
	Konfirmasi	0.805	2.709	0.932	0.944	0.679
	Servis	0.821	2.567			
	Estetika	0.813	2.550			
	Prsesepsi terhadap kualitas	0.845	2.985			
WOM	Talkers	0.856	2.582			
	Topics	0.807	2.113			
	Tools	0.838	2.379	0.898	0.925	0.711
	Talking part	0.851	2.409			
	Tracking	0.863	2.558			
Purchase Decision	Pengenalan Masalah	0.868	2.668			
	Pencarian informasi	0.850	2.613			
	Evaluasi alternatif	0.859	2.803	0.912	0.934	0.740
	Keputusan pembelian	0.865	2.766			
	Perilaku pasca pemeblian	0.859	2.722			
Repurchase Intention	Bersedia konsusmsi kembali	0.887	3.092			
	Bersedia memebeli kembali	0.846	2.722			
	Bersedia menceritkan keorang lain	0.830	2.539			
	Bersedia menceritkan nilai positif dari produk kepada orang lain	0.834	2.675	0.907	0.931	0.730
	Selalu mencari infromasi mengenai produk yang diniatinya	0.872	2.809			

Source: Primary Data, 2025

Discriminant Validity

Based on Table 3, the results of the discriminant validity test show that each indicator has the highest correlation with its respective construct (Product Quality, Word of Mouth, Repurchase Intention, and Purchase Decision) compared to other constructs. This indicates that the discriminant validity criteria have been met. Referring to the approach recommended by Henseler et al. (2015), as cited in Muriati & Rino (2022), with a threshold ratio of 0.9, it can be

concluded that the constructs measured in this study demonstrate a good level of reliability for the research findings.

Table 3. Discriminant with Heterotrait-Monotrait Ratio (HTMT)

	Product Quality	Word of Mouth	Purchase Decision	Repurchase Intention
Product Quality				
Word Of Mouth	0.553			
Purchase Decision	0.530	0.734		
Repurchase Intention	0.408	0.644	0.524	

Source: Primary Data, 2025

Inner Model Assessment

Table 4 presents the results of the significance testing of the interactions among the variables investigated in this study, providing an overview of the relationships between product quality, word of mouth, repurchase intention, and purchase decision. The path from product quality to purchase decision shows a coefficient value of 0.356 with a p-value of 0.000, indicating a significant effect. This suggests that the stronger the perceived product quality, the more likely it is to enhance consumer purchase decisions.

The influence of word of mouth on purchase decision is even more significant, with a coefficient of 0.598 and a p-value of 0.000, indicating that word of mouth significantly affects consumer purchase decisions. In addition, product quality also significantly affects repurchase intention, with a coefficient of 0.374 and a p-value of 0.000, confirming the importance of product quality in driving repurchase intention.

Word of mouth also has a significant direct effect on repurchase intention, with a path coefficient of 0.180 and a p-value of 0.047, indicating that word of mouth directly influences the intention to repurchase. Furthermore, purchase decision has a significant influence on repurchase intention, with a coefficient of 0.430 and a p-value of 0.000, demonstrating that purchase decisions can effectively increase consumer repurchase intention.

The mediation test indicates that product quality has a positive and significant indirect effect on repurchase intention through purchase decision, with a path coefficient of 0.153 and a p-value of 0.002. Similarly, word of mouth has a positive and significant indirect effect on repurchase intention through purchase decision, with a coefficient of 0.257 and a p-value of 0.000.

Tabel 4. Hasil Uji Koefisien Jalur (Path Coefficients)

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
PQ→PD	0.356	0.360	0,081	4.417	0.000	H1 Diterima
WOM→PD	0.598	0.593	0.082	7.297	0.000	H2 Diterima
PQ→RI	0.374	0.374	0.083	4.497	0.000	H3 Diterima
WOM→RI	0.180	0.188	0.091	1.984	0.047	H4 Diterima
PQ→R1	0.430	0.422	0.089	4.824	0.000	H5 Diterima
PQ→PD→RI	0.153	0.153	0.050	3.058	0.002	H6 Diterima
WOM→PD→RI	0.257	0.249	0.058	4.459	0.000	H7 Diterima

Source: Primary Data, 2025

Discussion

This study underscores the pivotal roles of product quality and word of mouth (WOM) in shaping both purchase decisions and repurchase intentions. These results reinforce the findings of previous studies (Lianto & Harianto, 2024; Muriati & Rino, 2022; Puspitasari, 2022), which indicate that both product quality and WOM have significant impacts on purchase decisions. High product quality serves as a key driver for consumers to make purchases, as trustworthy and expectation-aligned products enhance purchasing decisions. Furthermore, WOM substantially shapes consumer perceptions of a product; positive recommendations from others further reinforce purchase decisions and stimulate repurchase intention.

This study also extends the research of Kevin & Tjokrosaputro (2021), Aldini et al. (2022), and Haque (2020), by indicating that product quality and WOM not only directly influence purchase decisions, but also affect consumers' repurchase intentions. The findings presented in Table 3 support this view, showing significant positive relationships between product quality, WOM, purchase decision, and repurchase intention. High product quality directly influences purchase decisions, while WOM has a significant impact on repurchase intention, particularly when mediated by purchase decision. These results emphasize the importance of product quality and WOM in shaping consumer preferences and purchasing behavior, as also identified in previous research by Dwiki Rachamawati D & Maria Magdalena M (2019), Lianto & Harianto (2024), and Ardiyansyah & Abadi (2023).

Furthermore, purchase decision emerges as a key mediating variable in the relationship between product quality, WOM, and repurchase intention. When consumers make purchasing decisions based on high product quality and positive recommendations, these decisions strengthen their intention to repurchase. The mediating effect of purchase decision shows that choosing high-quality, highly recommended products plays an essential role in shaping consumers' repurchase intentions.

An important insight from these findings is the need to integrate product quality, WOM, and purchase decision in shaping consumer purchasing behavior and repurchase intention. Businesses aiming to drive purchasing behavior and enhance customer loyalty are advised to focus on improving product quality and leveraging WOM as a tool to build consumer trust. In addition, companies should recognize how positive purchase decisions can act as a bridge between these factors and significantly increase consumers' intention to repurchase.

CONCLUSION

The findings from the hypothesis testing reveal several key insights. First, product quality has a positive and significant effect on purchase decision, indicating that the better the product quality, the more likely consumers are to decide to use Gojek services. Second, word of mouth (WOM) has a positive and significant influence on purchase decision, suggesting that favorable WOM enhances customer satisfaction toward Gojek. Third, product quality also has a direct and significant positive effect on repurchase intention, meaning that the higher the product quality, the greater the likelihood that consumers will use Gojek again. Fourth, WOM has a positive and significant impact on repurchase intention, implying that stronger positive WOM will increase consumers' intention to repurchase.

Fifth, purchase decision has a positive and significant effect on repurchase intention, indicating that better purchasing decisions increase the likelihood of repeat usage. Sixth, product quality significantly influences repurchase intention through purchase decision, confirming that the impact of product quality on repurchase intention is mediated by consumers' purchase decisions. Lastly, the seventh hypothesis reveals that WOM also significantly affects repurchase intention through purchase decision, meaning that the influence of WOM on repurchase intention is channeled through consumers' decision to purchase Gojek services.
All hypotheses in this study are supported, indicating the interconnected and influential roles of product quality, WOM, and purchase decision in shaping repurchase intention.

REFERENCE

Aldini, Ahmad Feriyansyah, & Sella Venanza. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Oppo Di Kota Pagar Alam. *Jurnal Aktiva : Riset Akuntansi Dan Keuangan*, *3*(1), 44–53. https://doi.org/10.52005/aktiva.v3i1.130

Anggraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, *8*(3), 86–94. https://doi.org/10.26740/jupe.v8n3.p86-94

Ardiyansyah, M., & Abadi, M. T. (2023). *Pengaruh Kualitas Layanan, Persepsi Harga, Dan Word Of Mouth Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Muslim Sebagai Pemediasi*. *XVI*(1), 79–90. https://doi.org/10.30813/jbam.v16i1.4236

Bahy, D. (2018). Pengaruh Kualitas Layanan, Harga Dan Word of Mouth Terhadap Keputusan Pembelian Jasa Di J&T Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, *7*, 1–15.

Dwiki Rachamawati D, Maria Magdalena M, P. D. P. (2019). *Pengaruh Word Of Mouth, Tingkat Pendapatan Dan Kualitas Produk Terhadap Keputusan Pembelian Yang Berdampak Pada Minat Beli Ulang Konsumen (Studi Kasus Pada Produk Bandeng Juwana Elrina Semarang)*. https://jurnal.unpand.ac.id/index.php/MS/article/view/254/250

Fatmaningrum, S. R., Susanto, & Fadhilah, M. (2021). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*. https://doi.org/10.37932/j.e.v12i2.608

Haque, M. G. (2020). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada Pt. Berlian Multitama Di Jakarta. *Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada Pt. Berlian Multitama Di Jakarta.*, *21*(134), 31–38.

Hidayaatullah, M., Tampubolon, M., Simarmata, J., Soekirman, A., & Fachrial, P. (2023). Niat Beli Ulang Melalui Keputusan Pembelian pada Perusahaan Freight Forwarding. *Jurnal Manajemen Transportasi & Logistik (JMTRANSLOG)*, *10*(3), 215. https://doi.org/10.54324/j.mtl.v10i3.1189

Kevin, L., & Tjokrosaputro, M. (2021). Pengaruh Perceived Price Dan Country Of Origin Terhadap Repurchase Intention Merek Minuman Xing Fu Tang Di Jakarta: Word Of Mouth Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, *3*(1), 52. https://doi.org/10.24912/jmk.v3i1.11287

Law, S. T. W., Fridayani, J. A., & Maridjo, H. (2024). *Kepuasan Konsumen Sebagai Mediasi Pengaruh Electronic Word Of Mouth, Kualitas Layanan, Kualitas Produk, Dan Store Atmosphere Terhadap Minat Beli Ulang Mie Gacoan Di Yogyakarta*. *12*(1), 35–56. https://doi.org/10.26740/jepk.v12n1.p35-56

Lianto, T. J., & Harianto, E. (2024). *The Influence of Product Quality , Event Marketing , and Word- of-Mouth On Repurchase Intention Mediated by Purchase Decision*. *5*(6), 1886–1897.

Ling, T. S., & Pratomo, A. W. (2020). Pengaruh Brand Image, Persepsi Harga dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen The Highland Park Resort Hotel Bogor. *Jurnal Ilmiah Pariwisata Kesatuan*, *1*(1), 31–42. https://doi.org/10.37641/jipkes.v1i1.325

Makkiyah, H., & Andjarwati, A. L. (2023). Pengaruh kualitas produk, harga, dan label halal terhadap niat beli ulang merek kosmetik lokal untuk remaja dengan pengalaman pelanggan sebagai variabel mediasi. *Jurnal Ilmu Manajemen*, *11*(2), 337–351.

Marbun, S. I. K. (2022). Pengaruh Kualitas Pelayanan, Kualitas Produk dan Promosi Terhadap Kepuasan Pelanggan Maxim Di Kota Batam. *Google Schoolar*, *5*(1), 1–10.

Marlius, D., & Mutiara, M. (2022). Pengaruh Merek, Harga, Dan Word Of Mouth Terhadap

Keputusan Pembelian (Studi Kasus Pembelian Smartphone Oppo Pada Rindo Cell di Surantih Kecamatan Sutera Kabupaten Pesisir Selatan). *Jurnal Economina*, *1*(4), 768–783. https://doi.org/10.55681/economina.v1i4.169

Maulana, A. Z., & Sukresna, M. (2022). Pengaruh Kualitas Produk, Kepuasan Pelanggan Dan Word Of Mouth Terhadap Minat Beli Ulang Konsumen (Studi: Pada Pelanggan Produk Roti Que Bread Di Kota Bogor). *Diponegoro Journal of Management*, *11*(1), 1–15. http://ejournal-s1.undip.ac.id/index.php/dbr

Mughni, A., & Susila, I. (2024). *The Influence Of Social Media Usage And Key Opinion Leader (Kol) On Purchase Decisions At Fore Coffee With Purchase Intention As A Mediating Variable*. *6*(3), 1711–1724.

Muriati, M., & Rino, R. (2022). Pengaruh Kualitas Produk dan Word of Mouth terhadap Niat Membeli Kembali dengan Keputusan Pembelian sebagai Mediasi Dalam Menggunakan Maxim. *Jurnal Ecogen*, *5*(3), 387. https://doi.org/10.24036/jmpe.v5i3.13720

Nur, I., Aini, K., Marlien, R. A., & Riva, A. R. (2022). Pengaruh Citra Merek, Pengalaman Konsumen, dan Word of Mouth Terhadap Niat Beli Ulang (Studi Pada Konsumen KFC di Kota Semarang). *Jurnal Mirai Management*, *7*(2), 263–276. https://doi.org/10.37531/mirai.v7i2.2107

Oktarini, R. (2020). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pengguna Jasa Aplikasi Gojek Di Kota Tangerang. *Jurnal Sekretari Universitas Pamulang*, *6*(2), 248. https://doi.org/10.32493/skr.v6i2.5541

Puspitasari, D. (2022). *Pengaruh Kualitas Produk, Celebrity Endorsement, Dan Brand Image Terhadap Minat Beli Kembali Smartphone Yang Dimediasi Oleh Kepuasan Konsumen*. 106. http://eprints.ums.ac.id/102950/

Putri, R. M., Anomsari, A., Purwatiningsih, A. P., Ekonomi, F., & Nuswantoro, D. (2024). *Pengaruh Harga Dan Nilai Yang Dirasakan Terhadap Minat Beli Ulang Dengan Keputusan Pembelian Sebagai Variabel Intervening Pada Konsumen Indomaret Di Semarang*. *13*(3), 748–764.

Riadi, M., Kamase, J., & Mapparenta, M. (2021). Pengaruh Harga, Promosi Dan Kualitas Layanan Terhadap Kepuasan Konsumen Mobil Toyota (Studi Kasus Pada PT. Hadji Kalla Cabang Alauddin). *Journal of Management Science (JMS)*, *2*(1), 41–60. https://doi.org/10.52103/jms.v2i1.320

Septiani, S., & Prambudi, B. (2021). Analisis Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Smartphone. *Anggaran : Jurnal Publikasi Ekonomi Dan Akuntansi*, *2*(2), 122–132. https://doi.org/10.61132/anggaran.v2i2.559

Shabrina, S. A., & Budiatmo, A. (2020). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Dengan Keputusan Pembelian Sebagai Variabel Intervening Pada Holland Bakery Pandanaran Semarang. *Jurnal Ilmu Administrasi Bisnis*, *9*(4), 475–481. https://doi.org/10.14710/jiab.2020.28771

Winalda, I. T., & Sudarwanto, T. (2021). Pengaruh Word of Mouth Dan Kualitas Produk Terhadap Keputusan Pembelian Di Rumah Makan Bebek Sinjay Bangkalan. *Jurnal Pendidikan Tata Niaga (JPTN)*, *10*(1), 1573–1582. https://doi.org/10.26740/jptn.v10n1.p1573-1582

Zakiy, G. (2019). *The Influence Of Perceived Ease Of Use And Electronic-Word Of Mouth Towards Process Of Purchase Decision That Impact On Repurchase Intention (Study Case on Bukalapak.com Users)*. *6*(1), 51–66.