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The Mediating Role of Repurchase Intention in the Relationship between Satisfaction and eWOM in Online Shopping Behavior

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Abstract: This study aims to analyze the role of e-satisfaction in influencing e-WOM, both directly and indirectly through e-repurchase intention, in the context of online shopping behavior. This study uses a quantitative approach with a survey design. Data were collected through a purposive sampling technique from respondents who have shopping experience on a marketplace platform and have made repeat purchases. Data analysis was conducted using PLS to test the research model. The results showed that e-satisfaction has a positive and significant effect on e-repurchase intention and e-WOM. In addition, e-repurchase intention was proven to have a positive and significant effect on e-WOM, and mediates the relationship between e-satisfaction and e-WOM. These findings indicate that customer satisfaction not only drives repurchase intention but also strengthens consumers' tendency to spread positive things and positive recommendations online. This contribution provides an understanding of the mediation mechanism in the relationship between e-satisfaction and e-WOM, and provides practical implications for platform managers to increase customer loyalty and positive communication through managing satisfying shopping experiences.

Keyword: eWOM, Satisfaction, Repurchase Intention, Online Shopping, Marketplace.

INTRODUCTION

Digital transformation has fundamentally reshaped the landscape of consumer behavior, particularly in the context of online shopping. Marketplace platforms are no longer merely transactional intermediaries: rather, they have evolved into interactive environments where consumers evaluate, communicate, and exchange experiences. In this highly competitive setting, platform success is determined not only by the acquisition of new customers but also by the ability to retain existing ones and cultivate them as brand advocates. Consequently, understanding the factors that foster customer loyalty and positive online communication has become increasingly critical.

Within the marketing literature, satisfaction is widely recognized as a primary determinant of post-purchase behavior (Fauzi & Ali, 2021; Fauzy & Ali, 2019). Satisfaction reflects customers' overall evaluation of their consumption experience relative to their initial expectations (Irvana & Ali, 2024; Miao et al., 2021). In the online context, satisfaction extends beyond product quality to encompass user experience, ease of navigation, delivery speed, and system reliability (Larasetiati & Ali, 2019). High levels of satisfaction are believed to strengthen long-term relationships between customers and digital platforms.

One important consequence of satisfaction is repurchase intention, which represents a customer's behavioral commitment to continue purchasing from the same provider (Ali et al., 2022; Hamdan, Ali, et al., 2023; Hamdan et al., 2023; Miao et al., 2021; Syachrony et al., 2023). Repurchase intention is frequently used as an indicator of loyalty because it reflects sustained preference for a particular platform. Simultaneously, the rise of social media and online review features has expanded the consumer's role as an information disseminator through electronic word-of-mouth (eWOM), defined as informal, internet-based communication concerning experiences with products or services (Roy et al., 2024). eWOM holds strategic significance because it can shape other consumers' perceptions, trust, and purchase decisions (Fitriana et al, 2021; Hamdan & Rizka, 2021).

Prior studies have examined the relationship between satisfaction and repurchase intention, as well as between satisfaction and eWOM, separately (Duarte et al., 2018; Ruiz-Alba et al., 2021). However, most existing research positions these variables within direct relationships, without explicitly testing the mechanism through which satisfaction may translate into digital advocacy behavior via repurchase intention. Theoretically, satisfaction that fosters repurchase commitment may strengthen customers' emotional attachment, which in turn increases their propensity to provide positive online recommendations.

Accordingly, a research gap exists in understanding the mediating process underlying the relationship between satisfaction and eWOM in the context of online shopping. Empirical studies integrating these three variables within a single structural model remain relatively limited, particularly in explaining the psychological pathway that links experiential evaluation (satisfaction), behavioral commitment (repurchase intention), and advocacy communication (eWOM).

Based on this background, the central research question of this study is: Does repurchase intention mediate the relationship between satisfaction and eWOM in online shopping behavior? In line with this question, the objectives of this study are to: (1) analyze the effect of e-satisfaction on e-repurchase intention; (2) examine the effect of satisfaction on eWOM; (3) analyze the effect of repurchase intention on eWOM; and (4) test the mediating role of e-repurchase intention in the relationship between satisfaction and eWOM.

The novelty of this study lies in testing a mediation model that integrates satisfaction, repurchase intention, and eWOM within a unified conceptual framework in the online shopping context. This research positions repurchase intention as the explanatory mechanism through which customer satisfaction is transformed into digital advocacy behavior. Theoretically, the study contributes to the digital marketing literature by elucidating the process through which experiential evaluation evolves into positive online communication. Practically, the findings offer implications for e-commerce managers in managing customer satisfaction not only to stimulate repeat purchases but also to strengthen eWOM. The conceptual relationships among the variables are elaborated further to develop the proposed research model.

e-Satisfaction and e-Repurchase Intention

Although consumer behavior theory posits that customer satisfaction encourages repurchase intention, empirical evidence suggests that this relationship is not always

consistent in the context of online shopping (Miao et al., 2021). Several studies report a positive effect of satisfaction on repurchase intention. However, the relationship is often statistically insignificant, particularly when other factors, such as trust, service quality, or user experience, simultaneously influence purchase decisions (Nafisah & Istanti, 2025; Prahiawan et al., 2021). For instance, even when consumers report high levels of satisfaction, they may still consider platform trustworthiness and user reviews before deciding to make a repeat purchase (Nafisah & Istanti, 2025). This phenomenon indicates that satisfaction does not function as a sole predictor of repurchase intention. Instead, its influence appears to be contextual, contingent upon consumer characteristics and the specific conditions of the e-commerce platform. Accordingly, the proposed hypothesis is as follows:
H1: E-satisfaction positively influences repurchase intention.

e-Satisfaction and e-WOM

The findings of (Redditt et al., 2022) reveal inconsistencies with prior research concerning the relationship between customer satisfaction and electronic word of mouth (eWOM). In their study, the effect of satisfaction on eWOM was not statistically significant at the 5% significance level within the context of peer-to-peer accommodation, although it was found to be significant in the timeshare context. These results contrast with the findings of (Ruiz-Alba et al., 2021), who reported that customer satisfaction exerts a positive influence on eWOM, indicating that higher levels of satisfaction increase the likelihood that customers will share positive online reviews or comments. Similarly, (Duarte et al., 2018) demonstrated that consumers' satisfaction with their online shopping experience positively affects their propensity to generate eWOM. Collectively, these contrasting findings suggest that the influence of satisfaction on eWOM is not universally consistent and may vary depending on the type of service or platform under investigation. This indicates that the relationship is contextual in nature and cannot be generalized across all settings. Based on this discussion, the following hypothesis is proposed:
H2: E-satisfaction positively influences eWOM.

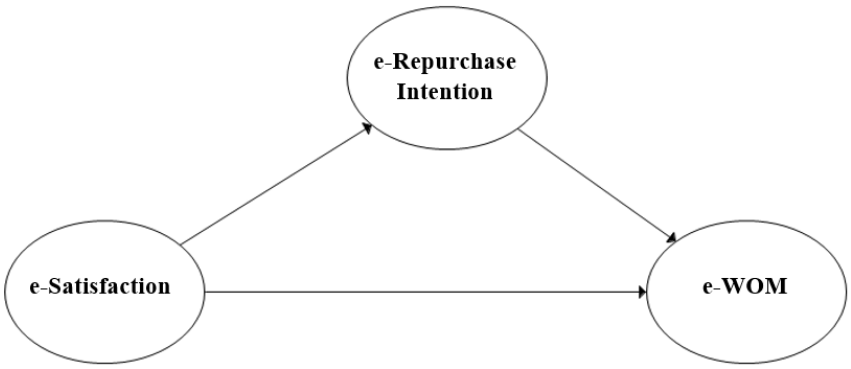
e-Repurchase Intention and e-WOM

In the marketing literature, the majority of studies have examined the influence of electronic word of mouth (eWOM) on repurchase intention. Empirical findings generally indicate that eWOM plays a positive role in enhancing repurchase intention within the context of online shopping behavior (Aakash & Aggarwal, 2019; Çelik & Topuz, 2021; Dandis et al., 2026; Phan Tan, 2024; Wandoko & Panggati, 2022). These studies suggest that online information, reviews, and recommendations strengthen consumers' confidence and reinforce their intention to make repeat purchases. However, the direction of the relationship proposed in this study differs by positioning repurchase intention as an antecedent of eWOM behavior. From this perspective, consumers who possess a strong intention to repurchase are assumed to be more motivated to recommend a particular product, service, or shopping application and to consistently share positive comments regarding their experiences. This viewpoint is supported by recent empirical evidence (Ngo et al., 2025), which demonstrates that repurchase intention exerts a positive and significant effect on eWOM. In other words, customers with a strong intention to repurchase are more likely to actively disseminate positive experiences online. Thus, there exists a divergence in the direction of the relationship: on one hand, eWOM is positioned as a determinant of repurchase intention; on the other hand, repurchase intention is conceptualized as influencing eWOM. This indicates that the relationship between the two variables is dynamic and context-dependent. Accordingly, the proposed hypothesis is:
H3: E-repurchase intention positively influences eWOM.

e-Repurchase Intention Mediation

The mediating mechanism between e-satisfaction and eWOM through e-repurchase intention can be explained both conceptually and empirically. Theoretically, customer satisfaction represents an affective evaluation of the consumption experience that stimulates the formation of subsequent behavioral intentions, including repurchase intention (Miao et al., 2021). Although the effect of satisfaction on repurchase intention in the online context is not always consistent (Nafisah & Istanti, 2025; Prahiawan et al., 2021), a number of studies continue to demonstrate a positive association between the two constructs. Furthermore, a strong repurchase intention reflects consumer loyalty and commitment toward a platform, which may encourage customers to share recommendations and positive experiences online. Empirical evidence from Ngo et al. (2025) indicates that e-repurchase intention has a positive and significant influence on eWOM among Generation Z consumers in the e-commerce industry. Thus, satisfaction may influence eWOM not only directly (Duarte et al., 2018; Ruiz-Alba et al., 2021), but also indirectly through the enhancement of repurchase intention as a mediating variable. This mediating mechanism also helps explain the inconsistencies found in some prior studies regarding the direct relationship between satisfaction and eWOM (e.g., Redditt et al., 2022). In certain contexts, the influence of satisfaction on eWOM may operate through repurchase intention before being manifested in electronic communication behavior. In other words, customers may first develop a commitment to repurchase, which subsequently strengthens their willingness to engage in positive online advocacy. Accordingly, the proposed hypothesis is:

H4: E-repurchase intention mediates the relationship between e-satisfaction and eWOM.



Source: Source: Processed by Researchers

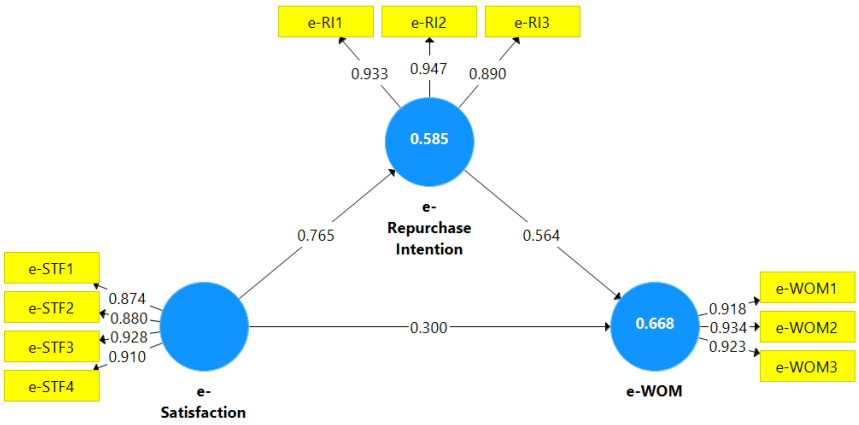
Figure 1. Research Model

METHOD

This study uses a quantitative approach with a causality design to test the relationship between variables formulated in the research hypothesis. The quantitative approach was chosen because it allows for objective measurement of variables and statistical analysis of structural relationships. The sampling technique used purposive sampling, which is the selection of respondents based on certain criteria relevant to the research objectives, namely consumers who have experience shopping online on a particular platform, so that the sample obtained matches the characteristics of the population studied. Data analysis was conducted using PLS, which is suitable for testing latent variable-based structural models and analyzing direct and indirect relationships between constructs simultaneously. PLS was chosen because the construct model is reflective.

RESULTS AND DISCUSSION

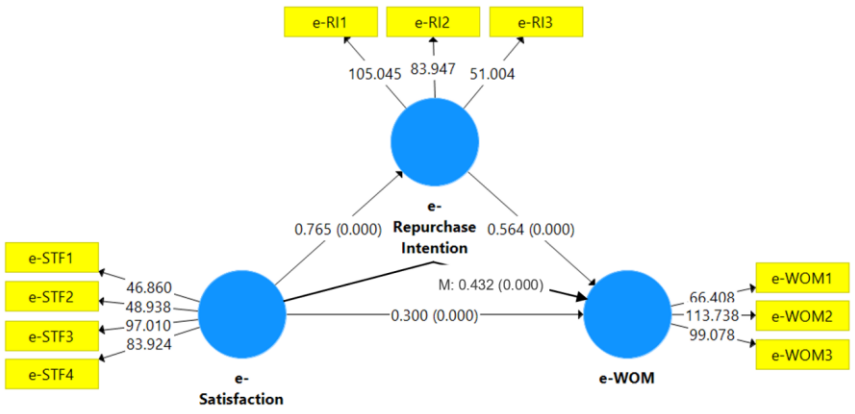
Data collected from respondents who met the research criteria were deemed appropriate and representative as empirical data. The respondent profiles analyzed included gender, age, and highest level of education to describe the sample characteristics. The analysis was conducted using PLS with a measurement model evaluation. The results showed that all factor loading values were above 0.70, according to the reflective indicator criteria (Hair et al., 2022). The AVE value for each construct also exceeded 0.50, indicating convergent validity. Furthermore, the HTMT values for all constructs were below the threshold of 0.90, thus meeting discriminant validity. Overall, the developed measurement model proved to be valid and empirically reliable.



Source: Outpu SmartPLS

Figure 2. Measurement Model Results

After the measurement model obtained results according to the rules established in the PLS procedure, the next step was to construct a structural model. The structural model was assessed using the R^2, Q^2, and path coefficient approaches. Based on the test at the structural model stage, the R^2 value for e-repurchase intention was 0.585 (moderate), and the value for e-WOM was 0.668 (moderate). This indicates that the ability of exogenous variables to explain endogenous variables is still weak. Furthermore, the Q^2 values for all constructs were above 0, indicating that the model has relevant predictive ability. Finally, the path coefficient test, which is the main analysis in this study, is presented in the following figure.



Source: Output SmartPLS Information: M (Mediation)

Figure 3. Struktural Model Results

Direct Effects

The results of the **first hypothesis (H1)** testing indicate that e-satisfaction has a positive and significant effect on e-repurchase intention ($\beta = 0.765$; $p < 0.05$), thereby **supporting the first hypothesis**. The relatively high coefficient value underscores the role of satisfaction as a primary determinant in shaping repurchase intention within the online shopping context. This finding is consistent with prior studies (Hamdan, Ali, et al., 2023; Miao et al., 2021), which demonstrate that satisfaction enhances consumers' willingness to engage in repeat purchases. Conceptually, satisfaction functions as an evaluative mechanism through which consumers compare their initial expectations with the actual performance received. When the shopping experience meets or exceeds expectations, consumers develop a positive attitude toward the platform or seller. This favorable attitude subsequently increases the likelihood of repeat purchases as a manifestation of behavioral consistency and a strategy to reduce perceived risk in future transactions.

Furthermore, the results of the **second hypothesis (H2)** testing reveal that e-satisfaction exerts a positive and significant influence on eWOM ($\beta = 0.300$; $p < 0.05$), indicating that the **second hypothesis is accepted**. This finding aligns with prior research (Ruiz-Alba et al., 2021), which reports that satisfaction significantly affects eWOM in the context of online purchasing behavior. Theoretically, satisfaction in the digital environment arises from consumers' cognitive and affective evaluations of their online shopping experience, encompassing information quality, system usability, delivery speed, transaction security, and product, expectation congruence. When consumers experience satisfaction, they are more inclined to express their positive experiences through digital media as a form of appreciation and social participation. In an interactive online environment, satisfaction serves as a key driver of positive communication among consumers. Satisfied consumers not only complete their transactions but are also motivated to share their experiences to assist others in their decision-making processes.

In addition, the results of the **third hypothesis (H3)** testing demonstrate that e-repurchase intention has a positive and significant effect on eWOM ($\beta = 0.564$; $p < 0.05$), thereby **supporting the third hypothesis**. Conceptually, this finding suggests that the stronger consumers' intention to repurchase from an online shopping platform, the greater their tendency to disseminate information, recommendations, or positive reviews through digital media. This result is consistent with the findings of Ngo et al. (2025), which indicate that repurchase intention positively influences eWOM. In the context of online shopping behavior, repurchase intention reflects a favorable post-purchase evaluation and consumer confidence in the quality of products, services, and transaction experiences. Such conditions foster voluntary advocacy behavior, whereby consumers not only engage in repeat purchases but also actively participate in sharing their positive experiences with prospective customers through reviews, comments, and recommendations on social media platforms and online marketplaces.

Indirect Effects (Mediation Model)

Based on the results of the **fourth hypothesis (H4)** model testing presented in Figure 3, e-satisfaction exerts a positive and significant effect on eWOM through e-repurchase intention ($\beta = 0.432$; $p = 0.000 < 0.05$). Thus, the **fourth hypothesis is supported**. This finding indicates the presence of a mediating mechanism, whereby consumer satisfaction in online shopping not only directly encourages positive communication but also initially fosters repurchase intention, which subsequently strengthens consumers' propensity to disseminate digital recommendations. Conceptually, e-satisfaction represents consumers' overall evaluation of their online transaction experience, encompassing product quality, service reliability, system usability, payment security, and delivery timeliness. When these aspects meet or exceed expectations, consumers develop a positive attitude toward the platform or

seller. This favorable attitude forms the foundation for the emergence of e-repurchase intention, defined as a behavioral commitment to engage in future transactions. In turn, such commitment enhances the likelihood that consumers will engage in positive electronic word of mouth, thereby reinforcing the indirect effect of satisfaction on digital advocacy behavior.

CONCLUSION

Consumers' online shopping behavior is shaped through a systematic relational mechanism linking e-satisfaction, e-repurchase intention, and eWOM. The findings indicate that e-satisfaction has a positive and significant effect on e-repurchase intention, suggesting that customer satisfaction serves as a primary determinant in the formation of repeat purchase intentions. When the online shopping experience meets or exceeds consumers' expectations, a commitment emerges to conduct future transactions on the same platform. Moreover, both e-satisfaction and e-repurchase intention are found to exert positive and significant effects on eWOM. This demonstrates that satisfaction and loyalty extend beyond customer retention outcomes and contribute to the creation of consumer-driven positive communication in the form of digital reviews, recommendations, and shared experiences. Furthermore, the mediation analysis confirms that e-satisfaction significantly influences eWOM through e-repurchase intention, indicating that repurchase intention functions as a linking mechanism that strengthens the transformation of satisfaction into digital advocacy behavior. Accordingly, the established relational pattern suggests that e-satisfaction enhances e-repurchase intention, which in turn reinforces positive eWOM.

From a managerial perspective, these findings underscore the importance of comprehensively managing customer experience within the online shopping environment. Companies must ensure that every digital touchpoint, ranging from product information quality, ease of navigation, transaction security, to delivery speed and accuracy, consistently generates high levels of customer satisfaction. Such satisfaction should be further reinforced through retention strategies, including loyalty programs, personalized offerings, and repeat purchase incentives, so that customers not only feel satisfied but also develop long-term commitment. In addition, firms should facilitate the development of positive eWOM by optimizing review features, rating systems, and user-generated content campaigns, while maintaining the authenticity of customer experiences. Through a long-term relationship marketing orientation, companies can leverage satisfaction as the foundation of loyalty, and loyalty as a driver of credible and sustainable organic promotion in an increasingly dynamic and competitive digital marketplace.

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