

Article

The Influence of Electronic Word of Mouth on Repurchase Intention with Brand Image as a Mediating Variable (Case Study of ASUS Laptop Users in Indonesia)

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Abstract: This study examines the impact of Electronic Word of Mouth (e-WOM) on repurchase intentions, with brand image as a mediating factor, among ASUS laptop consumers in Indonesia. Despite growing reliance on e-WOM in digital marketing, its role in shaping consumer loyalty remains underexplored. Using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), data from 200 purposively selected respondents were analyzed through bootstrapping. The findings reveal that e-WOM significantly influences brand image and repurchase intention, both directly and indirectly via brand image. This highlights the importance of effective e-WOM management in enhancing brand image and fostering consumer loyalty. The study provides actionable insights for businesses to optimize digital marketing strategies and leverage consumer reviews to maintain a competitive edge.

Keywords: EWOM, Epurchase intention, Brand image, Digital marketing, Consumer loyalty

1. Introduction

The development of information and communication technology has brought about major changes in various aspects of life, including the way humans access information, communicate, and carry out daily activities. In Indonesia, the impact of this development is very real, one of which is the increasing need for electronic devices, especially laptops. Laptops have become an irreplaceable tool to support various activities, ranging from teaching and learning activities in the world of education, business and work operations, to personal entertainment needs such as watching movies, playing games, or surfing the internet. The increasing need for laptop devices not only reflects changes in the lifestyle of modern society, but also triggers increasingly fierce competition among electronic device manufacturers [1].

The computer industry in Indonesia is now a competitive sector, with various brands competing to attract consumers' attention through technological innovation, product design, and marketing strategies. One of the brands that is quite dominant in the Indonesian laptop market is ASUS, a brand that is widely known by consumers for its reputation in presenting high-quality products with advanced features that suit market needs. However, the success of a brand like ASUS in maintaining its position in a competitive market is not only determined by product quality alone [2]. Consumers increasingly rely on electronic Word of Mouth (EWOM) to obtain information about a

Citation: Challoumis, C. C. Title. American Journal of Science and Learning for Development 2025, 4(1), 13-28.

Received: 9th Oct 2024
Revised: 13th Nov 2024
Accepted: 17th Des 2024
Published: 29th Jan 2025



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product or brand before making a purchase decision. EWOM includes product reviews on e-commerce platforms, consumer testimonials on social media, discussions on online forums, and product ratings on various websites.

Consumers tend to trust the experiences of other consumers conveyed through EWOM because they are considered more honest and relevant than advertisements or promotions conveyed directly by the company. More than just influencing the first purchase decision, EWOM also plays an important role in shaping consumer repurchase intention. Positive information conveyed through EWOM can strengthen brand image and encourage consumer loyalty, while negative information can reduce consumer trust in the brand and influence their future purchase decisions. Thus, the relationship between EWOM, brand image, and repurchase intention is an interesting topic to study, especially in the context of the Indonesian market which has a growing digital consumer base [3].

This study aims to explore more deeply how e-WOM influences consumer repurchase intention, both directly and through the mediating role of brand image. Some of the main questions that this study wants to answer include:

- (1) how does brand image directly influence repurchase intention,
- (2) how does e-WOM directly influence brand image,
- (3) how does e-WOM directly influence repurchase intention, and
- (4) what is the role of brand image as a mediating variable between e-WOM and repurchase intention.

Through this study, it is expected to produce useful insights regarding the importance of e-WOM as a marketing tool in the digital era. Not only that, the results of this study can also provide guidance for companies, especially in the computer industry, in managing their brand image and utilizing e-WOM strategically to drive consumer loyalty. This study also contributes to the academic literature by explaining the mechanism of the relationship between e-WOM, brand image, and repurchase intention in the context of the Indonesian market, which has unique characteristics in terms of consumer behavior and technology adoption [4].

2. Materials and Methods

Electronic Word of Mouth (e-WOM) e-WOM

is a form of marketing communication in which consumers share information and recommendations through digital platforms, such as social media, blogs, and review sites. According to Hennig-Thurau et al. (2004), e-WOM has a significant influence on consumer purchasing decisions because the information provided is considered more objective and credible.

Brand Image

It is a perception or association formed in the minds of consumers about a brand. Aaker (1991) defines brand image as a collection of consumer perceptions of brand characteristics that they consider relevant. A positive brand image can increase consumer loyalty and influence repurchase decisions [5].

Repurchase Intention

It is the tendency of consumers to repurchase a product after making a previous purchase. Hellier et al. (2003) stated that repurchase intention is often the result of positive consumer experiences with the product or brand, including a positive brand image. The Relationship between e-WOM, Brand Image, and Repurchase Intention Previous research (Jalilvand & Samiei, 2012) shows that e-WOM has a significant influence on brand image and repurchase intention. A positive brand image can strengthen consumer intentions to repurchase the same product.

Relationship between variables

Research by Chairy et al., (2020) proves that brand image has a unidirectional and significant influence on repurchase intention. Other research conducted by Moh. Erfan Arif (2019) proves that brand image has a positive effect on repurchase intention. EWOM is one of the factors that influences a brand image, because it is an effective marketing tool in controlling sales, and social media is an example of a word of mouth media (Kotler & Keller, 2016). EWOM has an influence on repurchase intention. If someone has a positive attitude towards an online review of a brand or brand, it will increase the recipient's repurchase intention towards the products and services discussed well in the review (Heryana, 2020). The findings of Krisnanda & Widagda's research (2021) prove that brand image mediates the influence of word of mouth on repurchase intention. This means that the stronger the brand image, the greater the impact on the relationship between word of mouth and repurchase intention [6].

This study attempts to answer the research questions:

1. To find out the direct influence of brand image on repurchase intention.
2. To know the direct influence of e-WOM on brand image.
3. To determine the direct influence of e-WOM on repurchase intentions.
4. Analyzing the role of brand image as a mediating variable between e-WOM and repurchase intention.

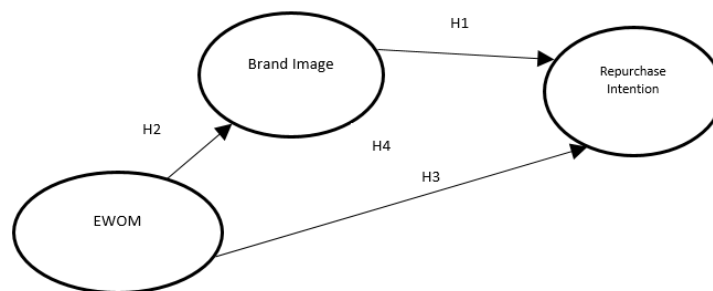


Figure 1. Conceptual Framework, 2024

This study uses a quantitative approach, bootstrapping procedures are carried out to assess the significance of the influence between variables. All original samples are used to resample again in the bootstrap procedure. The number of bootstrap samples of 5,000 is recommended with the notation of the original sample being smaller than that number, but the number of bootstrap samples of 200-1000 is said to be sufficient by some literature to correct the PLS standard error estimate (Ghozali & Latan, 2015). In the bootstrap resampling method, the significance value used (one-tailed) t-value is 1.28 (10% significance level); 1.65 (5% significance level); and 2.33 (1% significance level) [7].

This study uses a 5% significance level so that the t-value used is 1.65. SEM Analysis with Mediation Effect The procedure developed by Baron and Kenny is used in testing the mediation effect in PLS analysis (Ghozali & Latan, 2015) with the following stages: The first model, testing the impact of the independent variable on the dependent variable with significance at t-statistic >1.65 2), the second model, testing the impact of the independent variable on the mediating variable with significance at t-statistic >1.65 3), the third model, simultaneously testing the impact of the independent and mediating variables on the dependent variable. If the effect of the independent variable on the dependent is not significant while the effect of the mediating variable on the dependent variable is significant at t-statistic >1.65, then it is proven that the mediating variable mediates the effect of the independent variable on the dependent variable.

3. Results

The results of this study are based on the responses of respondents as ASUS laptop consumers in Indonesia to determine the effect of EWOM (X) on Repurchase intention (Y) with Brand Image (Z) as a mediating variable. From the respondent data collected by distributing questionnaire links created using the Google Form application to respondents online so that through this medium a response of 200 respondents was obtained [8].

Respondent Discrimination

There are 102 men (51%) and 98 women (49%). Age of respondents, 32 people (16%) aged 17-25 years, 112 people (56%) aged 26-34 years, 52 people (26%) aged 35-43 years, and the remaining 4 people (2%) aged over 44 years. Respondents' domicile area, 147 people (73.5%) came from Kalimantan, 9 people (4.5%) came from Sumatra, 8 people (4%) came from Sulawesi, 34 people (17%) came from Java, 2 people (1%) came from Papua. Respondents' last education, 129 people (64.5%) High school, 2 people (1%) Diploma, 66 people (33%) Bachelor, 3 people (1.5%) Master. Respondents' occupation, 5 people (2.5%) BUMN, 125 people (62.5%) Private employees, 37 people (18.5%) Students, 25 people (12.5%) Civil Servants, 1 person (0.5%) TNI/POLRI, 7 people (3.5%) Self-employed. Respondents' monthly income, 21 people (10.5%) 1,000,000, 39 people (19.5%) 2,000,000, 51 people (25.3%) 3,000,000, 49 people (24.5%) 4,000,000, 32 people (16%) 5,000,000, 8 people (4%) above 5,000,000. All respondents have ASUS laptops and have read/watched online reviews related to ASUS laptops.

Descriptive Statistics of Research Variables

Descriptive analysis method is an analysis method that aims to describe or explain or conclude large amounts of raw data so that the results can be interpreted (Kuncoro, 2009). The respondent's answer interval scale category is divided into seven levels based on the interval value. The interval of 1.00–1.50 is categorized as Very Low, followed by the interval of 1.51–2.00 which is classified as Low. Furthermore, the interval of 2.01–2.50 is categorized as Rather Low, while the interval of 2.51–3.00 is in the Neutral category. The interval of 3.01–3.50 is categorized as Rather High, then the interval of 3.51–4.00 is categorized as High, and finally, the interval of 4.01–5.00 is categorized as Very High [9].

SEM Analysis with SmartPLS Application

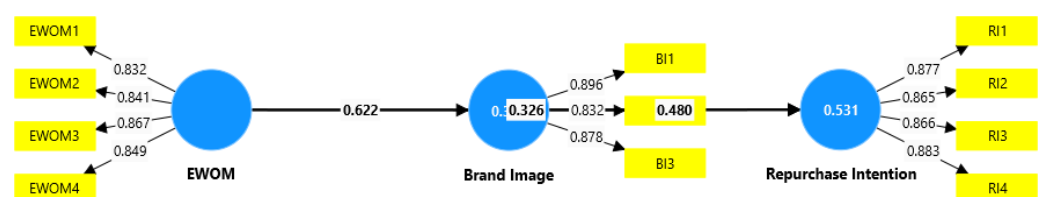


Figure 2. Evaluation of Measurement Model (Outer Model)

Reliability Indicator (outer loading)

The first step in assessing the outer model involves examining the outer loadings of the indicators [10]. A high outer loading indicates a high degree of similarity in the construct. The minimum value of outer loading is 0.7 (Hair et al., 2022). The following are the results of the outer loading test which can be seen in the Table:

Table 1. Correlation Coefficients between Brand Image, e-WOM, and Repurchase Intention

	Brand Image	EWOM	Repurchase Intention
BI1	0,896		
BI2	0,832		
BI3	0,878		
EWOM1		0,832	
EWOM2		0,841	
EWOM3		0,867	
EWOM4		0,849	
RI1			0,877
RI2			0,865
RI3			0,866
RI4			0,883

Based on the results of the convergent validity test in the Table, it can be seen that all indicators have an outer loading value ≥ 0.70 . Therefore, all indicators in this study can be stated to have met the criteria [11].

Cronbach's Alpha and Composite Reliability (Internal Consistency Reliability)

The next test that needs to be done on the outer model is the internal consistency reliability test. This test is carried out through the Cronbach alpha and composite reliability values [12]. The Cronbach alpha value describes the correlation of indicators on a construct, while composite reliability looks at the difference in outer loading of the indicator variables. Hair et al. (2022) stated that the accepted Cronbach alpha and composite reliability values must be more than 0.6 (Hair et al., 2022).

Table 2. Reliability and Validity Measures for Brand Image, e-WOM, and Repurchase Intention

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0,837	0,841	0,902	0,755
EWOM	0,869	0,87	0,911	0,718
Repurchase Intention	0,896	0,897	0,927	0,761

The test results show that the Cronbach's Alpha and Composite Reliability values for each construct (Brand Image, EWOM, and Repurchase Intention) are above the threshold suggested by Hair et al. (2022), which is >0.6 . The Cronbach's Alpha value which ranges from 0.837 to 0.896 illustrates a good correlation between indicators in each construct. Meanwhile, the Composite Reliability (rho_c) value which is in the range of 0.902 to 0.927

indicates a very good level of internal consistency [13]. These results indicate that the measuring instrument used is able to consistently measure the intended construct.

Convergent Validity (AVE)

Convergent validity refers to the extent to which a construct is able to measure each of its indicators. Convergent validity testing can be done by evaluating the Average Variance Extracted (AVE) [14]. According to Hair et al. (2022) when the AVE value is greater than 0.5, the construct is able to explain more than 50% of the variance of its indicators. The test results also show that the Average Variance Extracted (AVE) values for all constructs (Brand Image: 0.755; EWOM: 0.718; Repurchase Intention: 0.761) are above the minimum value of 0.5. This indicates that each construct is able to explain more than 50% of the variance contained in its indicators. Thus, the convergent validity of each construct can be said to be good, indicating that the indicators used effectively represent each construct [15].

Discriminant Validity

Evaluation to assess how different a construct is from other constructs to capture phenomena that are each different can be done with a discriminant validity test. Generally, researchers use several tests used in discriminant validity, such as the Fornell-Larcker criterion, cross loading, and heterotrait monotrait ration (HTMT) (Hair et al., 2022). The first criterion that needs to be considered in discriminant validity is the Fornell-Larcker criterion. To be able to meet the criteria in this test, the square root value of AVE must be greater than the highest relationship value with other constructs which can be seen in Table:

Table 3. Fornell-Larcker criterion

	Brand Image	EWOM	Repurchase Intention
Brand Image	0,869		
EWOM	0,622	0,848	
Repurchase Intention	0,683	0,625	0,873

Based on the table above, the results of the Fornell-Larcker Criterion test show that the square root value of AVE for each construct is greater than its correlation value with other constructs [16]. For example, the square root value of AVE for Brand Image is 0.869, which is greater than its correlation value with EWOM (0.622) and Repurchase Intention (0.683). Likewise, the square root value of AVE for EWOM (0.848) is greater than its correlation with Brand Image (0.622) and Repurchase Intention (0.625).

The same applies to Repurchase Intention, with the square root value of AVE of 0.873 which exceeds its correlation with other constructs. Thus, these results confirm that discriminant validity has been met, indicating that each construct has a clear difference and is able to capture unique phenomena according to its purpose [17]. The next criterion that needs to be considered is the cross loading value. According to this criterion, the outer loading of an indicator on the related construct must be greater than the cross loading on other constructs. The loading factor value can be seen in the Table.

Table 4. Cross loading

	Brand Image	EWOM	Repurchase Intention
BI1	0,896	0,552	0,557
BI2	0,832	0,487	0,58
BI3	0,878	0,578	0,639
EWOM1	0,548	0,832	0,551
EWOM2	0,499	0,841	0,499
EWOM3	0,518	0,867	0,553
EWOM4	0,542	0,849	0,514
RI1	0,618	0,529	0,877
RI2	0,591	0,579	0,865
RI3	0,547	0,524	0,866
RI4	0,624	0,548	0,883

Based on the table, it can be seen that each indicator has a greater outer loading value on its own construct compared to the cross loading value on other constructs. For example, the BI1 indicator has the largest loading value on the Brand Image construct (0.896) compared to its value on the EWOM construct (0.552) and Repurchase Intention (0.557). The same applies to other indicators, such as EWOM1, which has the largest loading value on the EWOM construct (0.832) compared to Brand Image (0.548) and Repurchase Intention (0.551) [18].

Likewise, the RI1 indicator has the largest loading value on the Repurchase Intention construct (0.877) compared to its value on the Brand Image construct (0.618) and EWOM (0.529). These results indicate that the cross loading criteria have been met, confirming that each indicator is more representative of the construct it measures compared to other constructs, thus supporting discriminant validity [19].

Table 4. Heterotrait monotrait ratio (HTMT)

	Brand Image	EWOM	Repurchase Intention
Brand Image			
EWOM	0,726		
Repurchase Intention	0,785	0,707	

Based on the table, there is no HTMT correlation value that is more than 0.9. This value has met the HTMT criteria and has met the discriminant validity test. At this stage, each construct has met all the criteria required in the discriminant validity test so that it can be concluded that each construct is empirically different from other constructs and is able to capture phenomena that are not represented by other constructs in the model. Therefore, each indicator is declared to meet the discriminant validity test criteria [20].

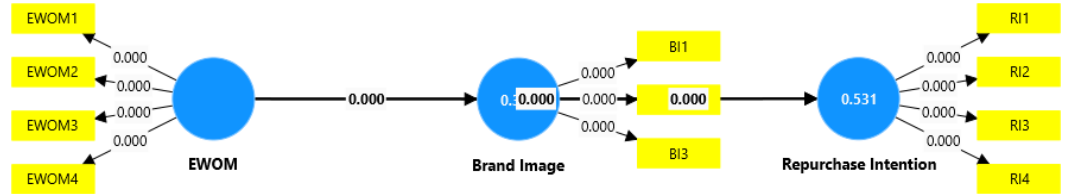


Figure 3. Inner Model Evaluation (Structural Model Assessment)

Assess the structural model for collinearity issues (VIF)

Collinearity is a condition where two or more predictor (independent) variables in a model have a high linear relationship, meaning they are highly correlated with each other. Collinearity testing can be done by looking at the VIF value. If the VIF value <5 then the model is fit and can be continued. in further analysis. The results of the VIF value test can be seen in the following table:

Table 5. Variance Inflation Factor (VIF) Values for Brand Image, e-WOM,

	VIF
BI1	2,378
BI2	1,758
BI3	2,046
EWOM1	1,904
EWOM2	2,084
EWOM3	2,325
EWOM4	2,143
RI1	2,527
RI2	2,326
RI3	2,458
RI4	2,567

Based on the table, it can be seen that each indicator has a greater outer loading value on its own construct compared to the cross loading value on other constructs. For example, the BI1 indicator has the largest loading value on the Brand Image construct (0.896) compared to its value on the EWOM construct (0.552) and Repurchase Intention (0.557). The same applies to other indicators, such as EWOM1, which has the largest loading value on the EWOM construct (0.832) compared to Brand Image (0.548) and Repurchase Intention (0.551) [20].

Likewise, the RI1 indicator has the largest loading value on the Repurchase Intention construct (0.877) compared to its value on the Brand Image construct (0.618) and EWOM (0.529). These results indicate that the cross loading criteria have been met, confirming that

each indicator is more representative of the construct it measures compared to other constructs, thus supporting discriminant validity [21].

Table 6. Heterotrait monotrait ratio (HTMT)

	Brand Image	EWOM	Repurchase Intention
Brand Image			
EWOM	0,726		
Repurchase Intention	0,785	0,707	

Based on the table, there is no HTMT correlation value that is more than 0.9. This value has met the HTMT criteria and has met the discriminant validity test. At this stage, each construct has met all the criteria required in the discriminant validity test so that it can be concluded that each construct is empirically different from other constructs and is able to capture phenomena that are not represented by other constructs in the model. Therefore, each indicator is declared to meet the discriminant validity test criteria [22].

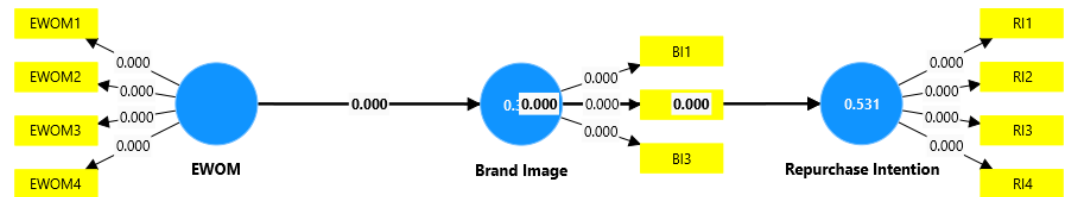


Figure 4. Inner Model Evaluation (Structural Model Assessment)

Assess the structural model for collinearity issues (VIF)

Collinearity is a condition where two or more predictor (independent) variables in a model have a high linear relationship, meaning they are highly correlated with each other. Collinearity testing can be done by looking at the VIF value [23]. If the VIF value <5 then the model is fit and can be continued. in further analysis. The results of the VIF value test can be seen in the following table:

Table 7. Assess the structural model for collinearity issues

	VIF
BI1	2,378
BI2	1,758
BI3	2,046
EWOM1	1,904
EWOM2	2,084
EWOM3	2,325
EWOM4	2,143
RI1	2,527
RI2	2,326
RI3	2,458
RI4	2,567

It can be seen in the table above that the VIF values between research variables have met the test limit, namely <5 . From the inner model test, it was found that the model in general is quite good. Assess the significance and relevance of the structural model relationships path coefficient and t value [24].

At this stage, the test carried out is by looking at the path coefficient value and the t value. A path coefficient value approaching 1 indicates a positive relationship and vice versa, a value approaching 0 indicates a weak relationship in the model structure. Furthermore, the t value shows the significance of a relationship between variables at a certain error level. In this study, the researcher used a significance level error of 5% which means the t value must be greater than 1.65 (Hair et al., 2022). The following are the path coefficient and t values shown in the Table [25].

Table 8. Assess the significance and relevance of the structural model relationships path coefficient and t value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Repurchase Intention	0,48	0,48	0,062	7,727	0
EWOM -> Brand Image	0,622	0,62	0,069	8,988	0
EWOM -> Repurchase Intention	0,326	0,323	0,07	4,66	0

Based on the table, the path coefficient value shows a positive relationship between variables in the structural model. The relationship between Brand Image and Repurchase Intention has a path coefficient value of 0.48, indicating a fairly strong relationship. The relationship between EWOM and Brand Image has a path coefficient value of 0.622, indicating a very strong relationship. Meanwhile, the relationship between EWOM and Repurchase Intention has a path coefficient value of 0.326, indicating a moderate relationship.

In addition, the T statistics value for each relationship shows significant results at a 5% error rate ($t > 1.65$). For example, the Brand Image -> Repurchase Intention relationship has a t value of 7.727, the EWOM -> Brand Image relationship is 8.988, and the EWOM ->

Repurchase Intention relationship is 4.66. All p-values are also below 0.05, confirming that the relationship between variables is significant. This indicates that the structural model has a relevant and statistically significant relationship.

Table 9. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EWOM -> Brand Image -> Repurchase Intention	0,298	0,298	0,053	5,605	0

The results of the Indirect Effect test show that the indirect relationship between EWOM and Repurchase Intention through Brand Image has a path coefficient value of 0.298, with a T statistics value of 5.605 (more than 1.65) and a p-value of 0 (less than 0.05). This indicates that the mediation effect that occurs is statistically significant, so that Brand Image significantly mediates the relationship between EWOM and Repurchase Intention.

Assess the model's explanatory power

The third step in evaluating the structural model involves assessing the explanatory power of the model. The explanatory power of a model is related to its ability to fit the existing data by measuring the strength of the association indicated by the PLS path model. The most common measure used to evaluate the explanatory power of a structural model is the coefficient of determination (R²), the R-square value or coefficient of determination used to evaluate the strength of the structural model. The higher the r-square value means the better the prediction model of the proposed research model. The table shows the results of the test analysis on the R-Square value.

Table 10. Assess the model's explanatory power

	R-square	R-square adjusted
Brand Image	0,387	0,384
Repurchase Intention	0,531	0,527

Based on the table, the R-square value shows that the model has a fairly good explanatory ability. The Brand Image construct has an R-square value of 0.387, which means that EWOM is able to explain 38.7% of the variance in Brand Image, while the rest is influenced by other factors outside the model. For the Repurchase Intention construct, the R-square value of 0.531 indicates that Brand Image and EWOM together are able to explain 53.1% of the variance in Repurchase Intention. This value indicates that the model has moderate predictive power, especially for the Repurchase Intention construct, which supports that the independent variables proposed in the study contribute significantly to the dependent variable.

Effect Size Value

Next, the test that needs to be done at the Assess the model's explanatory power stage is to look at the effect size or f^2 value. The effect size evaluation is done by looking at the f^2 value to determine the magnitude of the influence of the exogenous variable on the endogenous variable in a model. The guideline for assessing f^2 is that the values of 0.02, 0.15, and 0.35 represent small, medium, and large influences, respectively (Hair et al., 2022). The following are the large f -square values of each construct which can be seen in the Table :

Table 11. Effect Size Value

	Brand Image	EWOM	Repurchase Intention
Brand Image			0,301
EWOM	0,632		0,139
Repurchase Intention			

Based on the table, the effect size (f^2) value shows the magnitude of the influence of the exogenous variables on the endogenous variables in the model. The f^2 value between EWOM and Brand Image is 0.632, which is classified as a large influence, indicating that EWOM has a significant influence on Brand Image. Meanwhile, the f^2 value between EWOM and Repurchase Intention is 0.139, which is classified as a small influence, indicating that the influence of EWOM on Repurchase Intention is relatively lower. The f^2 value between Brand Image and Repurchase Intention is 0.301, which is included in the moderate influence category, indicating that Brand Image has a moderate influence on Repurchase Intention. Overall, these results indicate that EWOM has the greatest influence in this model, followed by Brand Image on Repurchase Intention.

Assess the model's predictive power

Predictive Relevance (Q2)

In order for the path model in this study to be useful for managerial decision making, the model needs to produce generalizable findings. Producing generalizable findings requires an assessment of whether the research results are not only applicable to the data used during the calculation process, but must also be applicable to other data sets (Hair et al., 2022). Predictive power assessment can be done by looking at the predictive relevance (Q2) value. The higher the Q-square value produced, the better the research results produced and the better it is at predicting results with different sample data. The results of the Q2 test can be seen in the following table:

Table 12. Assess the model's predictive power

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Image	600	453,681	0,244
Repurchase Intention	800	522,435	0,347

Based on the table, the predictive relevance (Q²) value shows the extent to which the model has good predictive ability. The Q² value for Brand Image is 0.244, which indicates that the model has moderate predictive ability for this construct, because a Q² value higher than 0 indicates good predictive ability. Meanwhile, for Repurchase Intention, the Q² value of 0.347 indicates quite good predictive ability, because the higher the Q² value, the better the model's ability to predict the dependent variable.

Table 13. SRMR

	Saturated model	Estimated model
SRMR	0,056	0,056

Based on the Standardized Root Mean Square Residual (SRMR) value in the table, it can be seen that the SRMR value for the saturated model and the estimated model are both 0.056. A good SRMR value should be less than 0.08 (Hair et al., 2022), which means that the estimated model has a very good fit with the data. With an SRMR value less than 0.08, this indicates that the model used in this study has a good fit quality, namely the difference between the estimated model and the actual data is very small.

Hypothesis Testing:

H1 = The path coefficient value of 0.48 indicates a fairly strong positive relationship between Brand Image and Repurchase Intention. The t-statistics value of 7.727 (greater than 1.65) and a very small p-value (0) indicate that this relationship is significant at an error level of 5%. Therefore, this hypothesis is accepted, which means that Brand Image has a positive and significant influence on Repurchase Intention.

H2 = The path coefficient value of 0.622 indicates a strong positive relationship between EWOM and Brand Image. The t-statistics value of 8.988 (greater than 1.65) and a very small p-value (0) indicate that this relationship is also significant at the 5% error level. Therefore, this hypothesis is accepted, which means that EWOM has a positive and significant influence on Brand Image.

H3 = The path coefficient value of 0.326 indicates a positive relationship between EWOM and Repurchase Intention. The t-statistics value of 4.66 (greater than 1.65) and a very small p-value (0) indicate that this relationship is significant at an error level of 5%. Therefore, this hypothesis is accepted, which means that EWOM has a positive and significant influence on Repurchase Intention.

H4 = The path coefficient value of 0.298 indicates a significant mediation effect of EWOM on Repurchase Intention through Brand Image. The very high t-statistics value (5.605) and the very small p-value (0) indicate that this mediation effect is significant at the 5% error level. Therefore, this hypothesis is accepted, which means that Brand Image significantly mediates the relationship between EWOM and Repurchase Intention.

Based on the test results, all hypotheses tested in this study are proven to be statistically significant. Brand Image and EWOM have a significant positive effect on Repurchase Intention, both directly and through the mediation effect of Brand Image.

4. Discussion

The findings of this study are in line with previous literature which confirms that e-WOM has a significant impact on brand image. In the digital era, e-WOM platforms such as social media, online reviews, and discussion forums are the main sources of information for consumers. Positive reviews not only strengthen brand perception but also increase product credibility in the eyes of potential buyers. This is supported by research by Hennig-Thurau et al. (2004), which highlights that e-WOM provides more credible information than company advertisements. Brand image has also been shown to have a strong direct influence on repurchase intentions.

Consumers who have a positive perception of the ASUS brand tend to be more trusting and loyal to the brand's products, as confirmed in the studies of Aaker (1991) and Hellier et al. (2003). In addition, these findings confirm the importance of the mediating role of brand image in strengthening the relationship between e-WOM and repurchase intentions. This supports the research of Krisnanda & Widagda (2021), which states that brand image can increase the impact of e-WOM on consumer loyalty. The results of the analysis also show that the direct relationship between e-WOM and repurchase intention is weaker than the indirect effect through brand image.

In other words, brand image acts as a catalyst that strengthens the positive impact of e-WOM on repurchase decisions. This finding is in line with the research of Hair et al. (2022), which highlights the importance of mediating variables in the SEM model. In the Indonesian context, where digital penetration is increasing, consumers rely more on online reviews to form purchasing decisions. Therefore, companies like ASUS must be more proactive in monitoring and responding positively to consumer reviews. By utilizing this strategy, companies can maintain a positive brand image and increase customer loyalty in the long term.

5. Conclusion

Electronic Word of Mouth (e-WOM) has a significant positive influence on brand image. Positive and trustworthy reviews from consumers through digital platforms can build a good perception of the brand in the minds of consumers. Brand image plays an important role in driving repurchase intentions. Consumers who have a positive perception of the ASUS brand image tend to be more loyal and have the desire to continue buying products from the brand. The influence of e-WOM on repurchase intentions is not only direct but also significantly mediated by brand image. Thus, companies can utilize e-WOM to increase consumer loyalty by building a strong brand image. Effective e-WOM management strategies, such as providing a trusted review platform and actively monitoring consumer responses, can help companies strengthen their brand image, thereby driving loyalty and maintaining competitive advantage.

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