Influence of electronic word-of-mouth on repurchase intention among ShopeeFood users in Padang City: The mediating role of brand Image

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ARTICLE INFO	ABSTRACT
	This research purposes to analyze the effect of Electronic Word of Mouth on Repurchase Intention with Brand Image as a mediating variable for ShopeeFood users in Padang City. The population in this research were citizens of Padang City who knew and had made purchases through the ShopeeFood online food delivery service at least twice. The sample in this study were 153 respondents. Data collection was carried out by distributing questionnaires online via Google Form and data processing using SmartPLS software. Based on the research results, it is concluded that (1) Electronic Word of Mouth has a positive and significant effect on Repurchase Intention (2) Electronic Word of Mouth has a positive and significant effect on Brand Image (3) Brand Image has a positive and significant effect on Repurchase Intention (4) Electronic Word of Mouth has a positive and significant effect on Repurchase Intention mediated by Brand Image.

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INTRODUCTION

The number of internet users which continues to grow every year has changed people's lifestyle in their role as consumers to be easily distracted and increasingly dynamic, especially in their consumption patterns of food (Indriany et al., 2022). The business of buying and selling food, which was originally still run traditionally, is now run more modernly with the support of technology and the internet which is very adequate. This is the background for the emergence of online food delivery services.

Based on data related to the Sales Value of Online Food Delivery at the ASEAN Level (2023), Indonesia managed to dominate by occupying the first position in sales transactions in online food delivery services in the Southeast Asia Region, with a value of US$4.6 billion or around Rp74.55 trillion (following the exchange rate on 18/4/2024, Rp16,207/US$). In this regard, it can be said that Indonesia is a large market share in the online food delivery industry. One of the online food delivery service providers in Indonesia is ShopeeFood. ShopeeFood is an online food delivery service managed by E-Commerce Shopee which allows users to order food and drinks online.

Figure 1. Percentage of Online Food Delivery Sales In Indonesia In 2023

Source: Rainer (2024)

Based on the Figure 1, it states that ShopeeFood still occupies the 3rd position in Indonesia, which is 12%, this can be interpreted that the market share of ShopeeFood is still low amid the large online food delivery market in Indonesia. According to the survey results obtained from the Katadata website, ShopeeFood experienced a 5% increase in sales transactions compared to 2022 which was only 7% (Setyowati, 2024).

In addition, based on a pre-survey that has been conducted on the people of Padang City who have previously used Shopeefood, the results show that not all of these people have the intention to make repeat purchases, namely 19 people or 63.3%. This means that the repurchase intention of the community on the ShopeeFood service is still low and lags behind when compared to other online food delivery services, namely GrabFood and GoFood. Repurchase intention is used as a measure of the company's success in marketing its products (Azhari & Nurhadi, 2023). It can be said that the low repurchase intention of consumers at ShopeeFood shows that product sales at ShopeeFood have not been maximized. Repurchase intention may be affected by several factors, which is electronic word of mouth and brand image.
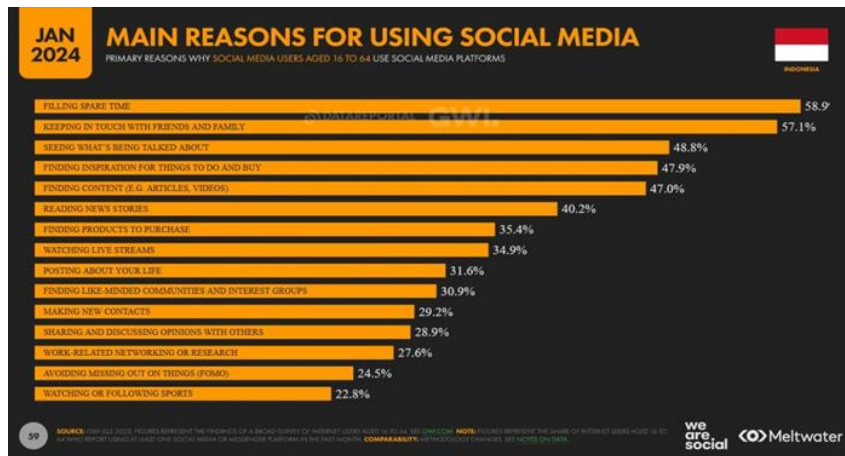
Figure 2. Top Reasons People in Indonesia Use Social Media (Year 2024)

Source: Riyanto (2024)

Based on Figure 2, it can be seen that 47.9% of people use social media to find inspiration about what to do or buy. This means that it cannot be denied that the use of social media to meet people's needs for information about a product in making a purchase is necessary. The information sought is usually in the form of positive traits of a product. If the information collected tends to be positive, then people will also not hesitate to make another purchase of a product. This information can be obtained by the public, one of which is through electronic word of mouth (eWOM).

In a study carried out by Fajar et al., (2022), it was found that electronic word of mouth is an important reference for consumers in generating repurchase intentions, because eWOM can influence consumers through reviews that make it easy to obtain information about the products consumed to make them make another purchase. These reviews can be in the form of positive and negative comments about the product (Liyono, 2022). Positive reviews can attract and trigger the intention of other customers to make repeat purchases on ShopeeFood.

However, alongside the many positive comments that customers share, this is also accompanied by the emergence of negative comments from customers who are dissatisfied with their experience when shopping at ShopeeFood. The more negative comments against ShopeeFood that circulate, the more customers will lose their repurchase intention to shop at ShopeeFood. ShopeeFood must continue to strive to have good electronic word of mouth for their services so that customer repurchase intentions can increase. Because, generally customers tend to trust reviews from other consumers more than news on television or advertisements (Putri & Sumartik, 2024).

Another factor that can also affect repurchase intention is brand image. A product with a good brand image will foster consumer intention to make purchases and the product can last a long time in the market (Setiana & Marlien, 2021). Thus, creating and maintaining a good brand image is a must for a brand or company, and ShopeeFood is no exception. ShopeeFood is an online food delivery service launched by Shopee. By 2023, Shopee dominates the Indonesian e-commerce market and makes it superior to other e-commerce (CNN Indonesia, 2023). In other words, Shopee already has a large market and is always remembered by customers for the e-commerce category. However, the problem is that Shopee's success in the e-commerce category does not apply to ShopeeFood in the online food delivery category. Because based on Figure 1, ShopeeFood occupies the 3rd or bottom position. ShopeeFood does not yet have a brand image that is not as strong as Shopee to stay in the minds of its customers.

The formation of strong electronic word of mouth among consumers can increase repurchase intention indirectly through brand image. This is because the good views of consumers on the advantages and benefits of a brand will ultimately increase the consumer's intention to make repeat purchases (Syahla & Irmawati, 2024). ShopeeFood must try to provide a good shopping experience, so that the electronic word of mouth from its services is filled with good information. Thus, from the electronic word of mouth, a strong brand image will be formed and convince consumers to return to shopping at ShopeeFood.

LITERATURE REVIEW

Repurchase Intention
Repurchase intention is defined as consumer behavior that shows their desire to return to transactions or repurchase similar products that have been purchased before in the future (I. G. A. Pt. R. P. Dewi & Ekawati, 2019). According to Piani et al., (2024), repurchase intention is the intention of customer to make repeat purchases of a particular brand or product based on experience. This repurchase intention is very crucial to facilitate consumers in evaluating and making decisions before buying.
According to Semet et al., (2021), four dimensions of repurchase intention, which is:
1. Transactional Interest
   Consumers generally continue to shop at the same company to get products that have been used before.
2. Referential Interest
   The desire that arises from consumers to recommend products or companies that have been used before to others so that these references and experiences can make others also buy.
3. Preferential Interest
   Consumer behavior that makes a product or company the first option.

4. Explorative Interest

Consumer behavior is always looking for information related to the desired product and information that supports the advantages of the product.

In accordance with research conducted by Semet et al., (2021), four indicators of repurchase intention are:

1. The desire to repurchase the product in the future
2. The desire to recommend the product
3. The desire to make the product the first choice
4. Desire to find information about the product

Electronic Word of Mouth

Electronic word of mouth can be interpreted as information in which there is a discussion about a product or service, where later the information will be shared with people who search for information related to the product or service through various social media platforms using internet technology (Nguyen et al., 2024). Electronic word of mouth is an activity that allows customers to communicate WOM delivered electronically through features such as ratings and reviews, recommendations, forums, and communities (Devara & Rachmawati, 2023).

According to Sumampouw et al., (2022) the following are the dimensions for measuring electronic word of mouth, which is:

1. Intensity

The amount of comments shared by others that can be obtained by utilizing the internet.

2. Valence of Opinion

Are opinions and recommendations about products, services and brands.

3. Content

Is the core information of the brand related to products and services.

According to Sumampouw et al., (2022) the following are the dimensions for measuring electronic word of mouth, which is:

1. Intensity of accessing information from social networks
2. Intensity of interaction with social network users
3. Amount of comments made by the users of social network
4. Positive comments by the users of social networks
5. Recommendations by the users of social networks
6. Product variety information
7. Quality information
8. Information about the price offered

Brand Image

Brand image is a set of beliefs, ideas, impressions, and perceptions that individuals, groups, or society have about a brand. Brand image can reflect a product, so consumers consider it an important element (Huda, 2020). According to Anam & Budi Astuti (2022), brand image is an identity, thought, or impression that consumers create of a product through information obtained and experience when using the product.

According to L. K. C. Dewi et al., (2022), the dimensions of brand image can be seen based on:

1. Strength of Brand Association

The strength of brand association is how often information about a brand is thought of by individuals and how these individuals process and retain this information as an element from their branding.

2. Favorability of Brand Association

The superiority of brand association can convince consumers that the attributes and benefits of a brand can meet the needs and desires of consumers, thus creating a positive attitude towards the brand.

3. Uniqueness of Brand Association
    The sustainable competitive advantage or unique selling proposition obtained by a brand provides attractive reasons for consumers regarding why they have to make purchases on that brand.

According to Angraini & Zulfa (2021) the following indicators are used to measure brand image, namely:

1. Service quality, service cost, service speed, and customer trust
2. Providing convenience and a good brand image
3. Has its own characteristics

Research Hypothesis
Electronic word of mouth on repurchase intention
Referring to a research done by Ginting et al., (2023), results were found which showed that electronic word of mouth has a positive and significant effect on repurchase intention. The interpretation is the good acceptance of eWOM by customers will also make their repurchase intention higher. The same thing was also found in the research of Wiwik et al., (2022), the high level of eWOM communication carried out by customers will be in line with the increase in repurchase intention. From some of that research, the first hypothesis in this study can be submitted, are:
H1: Electronic word of mouth has a positive and significant effect on repurchase intention

Electronic word of mouth on brand image
Based on research carried out by Delviana et al., (2023), the results show that electronic word of mouth has a positive and significant effect on brand image. In addition, Dewi et al., (2022) also said the same thing. Consumers can be convinced by the dissemination of information through electronic word of mouth on a site. Every review spread through eWOM communication can have an influence on brand image, but the impact will be based on the perspective of the recipient of the information. From some of that research, the second hypothesis in this study can be submitted, are:
H2: Electronic word of mouth has a positive and significant effect on brand image

Brand image on repurchase intention
The results of research conducted by Trisnalia & Farida (2024) state that brand image has a positive and significant effect on repurchase intention. Positive experiences and views of a good brand image by consumers create trust and satisfaction, which can lead to their intention to repurchase products or services from the same brand in the future. Safitri (2021) also found the same research results. The better the brand image of a brand, the more consumers' intention to repurchase the brand will also increase. From some of that research, the third hypothesis in this study can be submitted, are:
H3: Brand image has a positive and significant effect on repurchase intention

Electronic word of mouth on repurchase intention mediated by brand image
Based on research conducted by Syahla & Irmawati (2024), it is stated that electronic word of mouth (eWOM) has a positive and significant effect on repurchase intention with brand image as a mediating variable. The interpretation is positive eWOM among consumers can increase repurchase intention indirectly through brand image. From some of that research, the fourth hypothesis in this study can be submitted, are:
H4: Electronic word of mouth has a positive and significant effect on repurchase intention mediated by brand image
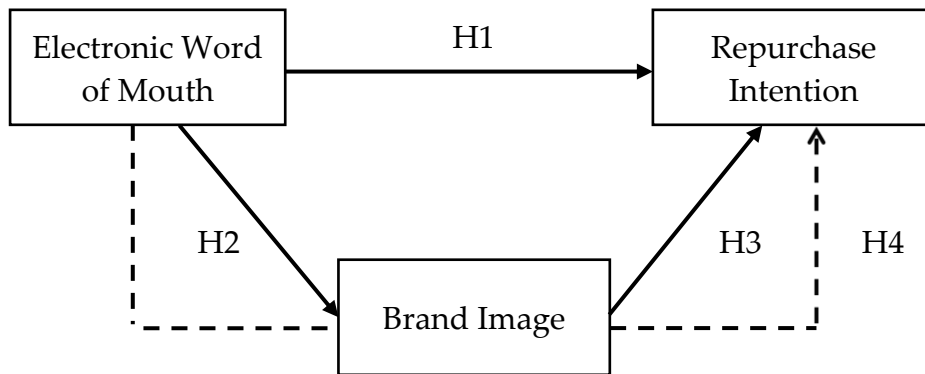
Figure 3. Conceptual framework

METHOD

The type of research used is quantitative research. Quantitative research is based on realities, symptoms, or phenomena that are categorized as relatively fixed, real, observable and measurable because the research data is in the form of numbers (Sugiyono, 2019). This research will be conducted in Padang City, West Sumatra. As for the research time, it will take place from June 08, 2024 to June 17, 2024. The population used in this study is the people of Padang City who know and have made purchases through the ShopeeFood online food delivery service at least twice. In this study, the sample was taken using purposive sampling technique. Sample in this study calculated of the formula 10 multiplied by 14 indicator items = 140 respondents. Primary data sources in this research were collected from respondents through distributing online questionnaires and secondary data sourced from several studies relevant to repurchase intention, electronic word of mouth, and brand image. Data was collected using a questionnaire survey method and measured using a Likert Scale. Then, SmartPLS 4.0 software will be used as an advanced to analyze the data.

Table 1. Operational Variable

Variable	Operational Definition	Dimension	Indicator	Scale
Repurchase Intention	The existence of previous purchasing experiences from ShopeeFood customers raises their intention to make another purchase of products sold at ShopeeFood in the future.	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Explorative interest	1. The desire to repurchase the product in the future 2. The desire to recommend the product 3. The desire to make the product the first choice 4. Desire to find information about the product	Likert 1 - 5

Electronic word of mouth	The utilization of social media via the internet by ShopeeFood customers to convey their experiences in the form of online reviews related to ShopeeFood services after they have made a purchase.	1. Intensity 2. Valence of Opinion 3. Content	1. Intensity of accessing information from social networks 2. Intensity of interaction with social network users 3. Amount of comments made by the users of social network 4. Positive comments by the users of social networks 5. Recommendations by the users of social networks 6. Product variety information 7. Information about the price offered	Likert 1 - 5
Brand image	The impression that ShopeeFood wants to create on its customers, so that their brand is always in the mind of those customers.	1. Strength of brand association 2. Favorability of brand association 3. Uniqueness Of brand association	1. Service quality, service cost, service speed, and customer trust 2. Providing convenience and a good brand image 3. Has its own characteristics	Likert 1 - 5

RESULT AND DISCUSSION

This study employs multivariate analysis in conjunction with structural equation modeling (SEM). SEM is a technique according to SEM-PLS applied to small sample sizes and analyzes unobserved variables (variables that cannot be measured), and calculates measurement error. Then, SmartPLS 4 software will be used as an advanced to analyze the data. To ensure whether the instrument used in this study is an appropriate, accurate and reliable measuring instrument, two kinds of tests are used, namely the validity test and the reliability test.

Validity test

The validity test is used to measure whether the measuring instrument to be used is valid or not, because to be used in a study the measuring instrument must be precise (Kasmir, 2022). There are two types of tests carried out in the validity test, including convergent validity and discriminant validity. The criteria for convergent validity are the Average Variance Extracted (AVE) value> 0.50 and the outer loading value> 0.70, with the condition that AVE> 0.50. Meanwhile, discriminant validity is assessed based on cross loading measurements made on constructs (Hair et al., 2019).

Table 2. Outer Loading Value

Variable	Indicator	Outer Loading	Description
Electronic Word of Mouth (X)	X1	0.855	Valid
	X2	0.813	Valid
	X3	0.833	Valid
	X4	0.827	Valid
	X5	0.878	Valid
	X6	0.789	Valid
	X7	0.856	Valid
	X8	0.898	Valid
	X9	0.798	Valid
	X10	0.826	Valid
Repurchase Intention (Y)	Y1	0.822	Valid
	Y2	0.771	Valid
	Y3	0.841	Valid
	Y4	0.886	Valid
	Y5	0.834	Valid
	Y6	0.766	Valid
	Y7	0.795	Valid
	Y8	0.735	Valid
	Y9	0.779	Valid
	Y10	0.815	Valid
	Y11	0.812	Valid
	Y12	0.787	Valid
Brand Image (Z)	Z1	0.820	Valid
	Z2	0.826	Valid
	Z3	0.812	Valid
	Z4	0.837	Valid
	Z5	0.887	Valid
	Z6	0.854	Valid
	Z7	0.890	Valid
	Z8	0.873	Valid
	Z9	0.820	Valid
	Z10	0.873	Valid
	Z11	0.805	Valid
	Z12	0.853	Valid
	Z13	0.866	Valid
	Z14	0.853	Valid
	Z15	0.878	Valid

Source: primary data processed June 2024

On the Table 2, shown in that all instruments in each variable in the study have met the criteria of convergent validity, where all outer loading values are greater than 0.70. The 8th instrument of repurchase intention has the smallest outer loading value, which is 0.735. So it can be concluded that the convergent validity of each variable instrument in this study is declared valid. Table 3 displays the AVE value for each research variable.

Table 3. Output AVE

	AVE
Electronic Word of Mouth (X)	0.702
Repurchase Intention (Y)	0.647
Brand Image (Z)	0.723

Source: primary data processed June 2024

Shown in Table 3, the average variance extracted (AVE) test results on all variables are above> 0.50 and can be declared valid.

Table 4. Cross Loading Value

	Electronic Word of Mouth (X)	*Repurchase Intention (Y)*	*Brand Image (Z)*
X1	**0.855**	0.753	0.687
X2	**0.813**	0.680	0.640
X3	**0.833**	0.688	0.670
X4	**0.827**	0.708	0.725
X5	**0.878**	0.825	0.802
X6	**0.789**	0.666	0.690
X7	**0.856**	0.721	0.717
X8	**0.898**	0.746	0.735
X9	**0.798**	0.674	0.718
X10	**0.826**	0.696	0.748
Y1	0.716	**0.822**	0.769
Y2	0.630	**0.771**	0.661
Y3	0.736	**0.841**	0.758
Y4	0.746	**0.886**	0.776
Y5	0.681	**0.834**	0.743
Y6	0.617	**0.766**	0.641
Y7	0.625	**0.795**	0.683
Y8	0.585	**0.735**	0.634
Y9	0.593	**0.779**	0.675
Y10	0.786	**0.815**	0.697
Y11	0.769	**0.812**	0.691
Y12	0.746	**0.787**	0.661
Z1	0.723	0.788	**0.820**
Z2	0.666	0.769	**0.826**
Z3	0.650	0.770	**0.812**
Z4	0.642	0.736	**0.837**
Z5	0.749	0.783	**0.887**
Z6	0.743	0.743	**0.854**
Z7	0.733	0.796	**0.890**
Z8	0.776	0.764	**0.873**
Z9	0.706	0.668	**0.820**
Z10	0.751	0.779	**0.873**
Z11	0.706	0.623	**0.805**
Z12	0.747	0.693	**0.853**
Z13	0.762	0.726	**0.866**
Z14	0.743	0.700	**0.853**
Z15	0.770	0.750	**0.878**

Source: primary data processed June 2024

As for discriminant validity, the cross loading value indicates that the value (correlation) of the variable on its own indicator is higher than the value (correlation) on other variables. Thus, in this study all indicators have fulfilled the discriminant validity test.

Reliability test

The reliability test uses cronbach's alpha and composite reliability values. Using the cronbach's alpha formula, the test results can be said to be reliable if they are close to 0 - 1, which means that the closer to 1, the more reliable the test results are. For composite reliability, it can be said to be reliable if the value obtained is above 0.7 (Kasmir, 2022).

Table 5. Cronbach's alpha and composite reliability

	Cronbach's alpha	Composite reliability	Criteria
Electronic Word of Mouth (X)	0.953	0.954	Reliable
Repurchase Intention (Y)	0.950	0.952	Reliable
Brand Image (Z)	0.973	0.973	Reliable

Source: primary data processed June 2024

Shown in Table 5, the cronbach's alpha value of each construct has a value very close to 1 and composite reliability above 0.7. So all instruments on this research are reliable.

R-square

The size of the R-square value ranges from 0 to 1, where the number 1 is the highest value (100%), which indicates the magnitude of the combination of exogenous variables in influencing the value of endogenous variables. Generally, researchers often use Adjusted R-square instead of R-square. This is because the Adjusted R-square value can increase or decrease if there is a new addition of the correlation between the independent variable and the dependent variable (Kasmir, 2022).

Table 6. R-square

	R-square	R-square adjusted	Criteria
Repurchase Intention (Y)	0.806	0.803	Strong
Brand Image (Z)	0.728	0.726	Strong

Source: primary data processed June 2024

Shown in Table 6, the R-square adjusted value of the repurchase intention variable is 0.803, this value indicates that the repurchase intention variable may be described by the electronic word of mouth and brand image variables by 80.3%, while the remaining 19.7% is explained by other variables not included in this study. In the brand image variable, the R-Square adjusted value is 0.726, this value states that the brand image variable may be described by the electronic word of mouth variable by 72.6%, Meanwhile, the rest 27.4% is described by other variables not including in this research.

Hypothesis test

The tested hypothesis is accepted on the condition that the t statistics must be > 1.96 and the p value must be <0.05.

Table 7. Path coefficient

	Original sample (O)	T statistics	P Values	Hypothesis
Electronic Word of Mouth (X) -> Repurchase Intention (Y)	0.418	4.578	0.000	Accepted
Electronic Word of Mouth (X) -> Brand Image (Z)	0.853	31.909	0.000	Accepted
Brand Image (Z) -> Repurchase Intention (Y)	0.514	5.932	0.000	Accepted

Source: primary data processed June 2024

Shown in table 7 shows the results of statistical analysis using SmartPLS, the conclusions that can be drawn are:

1. Electronic word of mouth has a positive and significant effect on repurchase intention
   Shown in table 7, the original sample shows a value of 0.418, p values of 0.000 (0.000 <0.05), and t statistics of 4.578 (t count 4.578> t table 1.96). The findings of this research state that the first hypothesis is accepted, namely electronic word of mouth has a positive and significant effect on repurchase intention.
2. Electronic word of mouth has a positive and significant effect on brand image
   Shown in table 7, the original sample shows a value of 0.853, p values of 0.000 (0.000 <0.05), and t statistics of 31.909 (t count 31.909> t table 1.96). The findings of this research state that the second hypothesis is accepted, namely electronic word of mouth has a positive and significant effect on brand image.
3. Brand image has a positive and significant effect on repurchase intention
   Shown in table 7, the original sample shows a value of 0.514, p values of 0.000 (0.000 <0.05), and t statistics of 5.932 (t count 5.932> t table 1.96). The findings of this research state that the third hypothesis is accepted, namely brand image has a positive and significant effect on repurchase intention.

Table 8. Indirect effect

	Original sample (O)	T statistics	P values	Hypothesis
Electronic Word of Mouth (X) -> Brand Image (Z) -> Repurchase Intention (Y)	0.439	5.639	0.000	Accepted

Source: primary data processed June 2024

Shown in table 8 shows the results of statistical analysis using SmartPLS, the conclusions that can be drawn are:

1. Electronic word of mouth has a positive and significant effect on repurchase intention mediated by brand image.
   Shown in table 8, the original sample shows a value of 0.439, p values of 0.000 (0.000 <0.05), and t statistics of 5.639 (t count 5.639> t table 1.96). The findings of this research state that the fourth hypothesis is accepted, namely electronic word of mouth has a positive and significant effect on repurchase intention mediated by brand image.

The effect of electronic word of mouth on repurchase intention

The results showed the path coefficient value of 0.418 with a t-statistic of 4.578 (t count 4.578> t table 1.96) and p values of 0.000 (0.000 <0.05). Therefore, otherwise that electronic word of mouth has a positive and significant effect on repurchase intention. This finding is in accordance with research from

Rachbini et al., (2021) and Faried et al., (2022). So the conclusions that can be drawn are good electronic word of mouth can increase the repurchase intention of ShopeeFood users in Padang City. This is because many respondents look at seller reviews or ratings before making food and beverage purchases through the ShopeeFood service. The findings of this research are similar to those found by Wiwik et al., (2022), the high level of eWOM communication carried out by consumers will be in line with the increase in repurchase intention. This is because consumer actions to read reviews or reviews can encourage future repurchases.

The effect of electronic word of mouth on brand image
The results showed that electronic word of mouth has a positive and significant effect on brand image. It can be seen from the acquisition of the path coefficient value of 0.853 with a t-statistic of 31.909 (t count 31.909> t table 1.96) and p values of 0.000 (0.000 <0.05). So the better ShopeeFood's electronic word of mouth, the ShopeeFood brand image for users in Padang City will also increase. This finding is in accordance with research from Fransisca & Santika (2024) and Armawan et al., (2023) which also say that electronic word of mouth has a positive and significant effect on brand image. The more positive the electronic word of mouth given by customers, whether it is related to food or beverage products sold or sellers who are in the ShopeeFood service, it will also form a good brand image for other ShopeeFood customers who read the electronic word of mouth through their website or social media. In accordance with research conducted by Rahmawati & Dermawan (2023), the higher the good reviews about a product on a site or platform, the better the brand image owned by the product.

The effect of brand image on repurchase intention
The results showed that brand image has a positive and significant effect on repurchase intention. It can be seen from the acquisition of the path coefficient value of 0.514 with a t-statistic of 5.932 (t count 5.932> t table 1.96) and p values of 0.000 (0.000 <0.05). So it can be concluded that an increase in brand image among ShopeeFood users in Padang City will also increase their repurchase intention. The results of this study are in accordance with the findings of Sutanto & Kussudyarsana (2024) and Shen & Ahmad (2022), which also state that brand image has a positive and significant effect on repurchase intention. One of the reasons is that ShopeeFood has a distinctive logo and colors that are easily remembered by many respondents. In addition, ShopeeFood is one of the trusted online food delivery services and has a good image among its customers. In accordance with research conducted by Ellitan et al., (2023), companies strive to make their products trustworthy, attractive, and have a good reputation so that their products can be widely recognized and familiar with consumers.

The effect of electronic word of mouth on repurchase intention mediated by brand image
The results showed the path coefficient value of 0.439 with a t-statistic of 5.639 (t count 5.639> t table 1.96) and p values of 0.000 (0.000 <0.05). So electronic word of mouth has a positive and significant effect on repurchase intention mediated by brand image for ShopeeFood users in Padang City. The many positive comments shared about ShopeeFood by previous customers have built a good brand image. Because, ShopeeFood will be remembered and chosen by its customers who want to use online food delivery services and create the perception that ShopeeFood is one of the best services in its category. So that these customers will not hesitate to make repeat purchases using ShopeeFood. This finding is in accordance with research from Syahla & Irmawati (2024), which also found that the formation of positive electronic word of mouth among consumers can increase repurchase intention indirectly through brand image. This is because the good views of consumers on the advantages and benefits of a brand will ultimately increase the intention of these consumers to make repeat purchases. In addition, Fransisca & Santika (2024) in their research also found that electronic word of mouth (eWOM) has a significant effect on repurchase intention with brand image as a mediating variable.

CONCLUSSION

According to the discussion and results of research that has been conducted on the effect of electronic word of mouth on repurchase intention with brand image as a mediating variable for ShopeeFood users in Padang City in 2024, research conclusions can be drawn as follows:

1. It was found a positive and significant influence between electronic word of mouth on repurchase intention. This means that if electronic word of mouth increases, it will increase the repurchase intention of ShopeeFood users in Padang City.
2. It was found a positive and significant influence between electronic word of mouth on brand image. This means that if the electronic word of mouth increases, the ShopeeFood brand image of its users in Padang City will also experience an increase for the better.
3. It was found a positive and significant influence between brand image on repurchase intention. This means that an increase in ShopeeFood's brand image will have an impact on increasing the repurchase intention of ShopeeFood users in Padang City.
4. It was found a positive and significant influence between electronic word of mouth on repurchase intention with brand image as mediation. The interpretation is the more positive electronic word of mouth received by ShopeeFood users in Padang City can form a better brand image in the minds of these users. Thus, this will lead to confidence in ShopeeFood users to make repurchases.

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