



The impact of electronic word-of-mouth and perceived value on Iphone users' repurchase intention: The mediating role of brand trust

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ABSTRACT

This study examines the factors that influence repurchase intention on iPhone users in Padang, focusing on the role of Electronic Word of Mouth (eWOM), perceived value, and brand trust. This study aims to determine the impact of eWOM on brand trust and repurchase intention, examine the influence of perceived value on brand trust and repurchase intention, and examine the mediating role of brand trust in the relationship. The sample used was 186 respondents. Data were processed using SmartPLS and collected through an online questionnaire. The results of the study indicate that (1) eWOM has a positive and significant effect on brand trust. (2) eWOM has a positive and significant effect on repurchase intention. (3) Perceived value has a positive and significant effect on brand trust. (4) Perceived value has a positive and significant effect on repurchase intention. (5) Brand trust has a positive and significant effect on repurchase intention. (6) eWOM has a positive and insignificant effect on Repurchase Intention mediated by Brand Trust. (7) Perceived value has a positive and significant effect on Repurchase Intention mediated by Brand Trust.

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INTRODUCTION

In recent decades, the internet has revolutionized communication, information-seeking, and transaction processes, significantly altering consumer behavior, particularly in the context of product and service purchases. This digital transformation has introduced new dynamics that necessitate a deep understanding of the factors influencing repurchase decisions. As of early 2024, internet penetration in Indonesia has reached 66.5% with 185.3 million users, and 49.9% of the population actively engages in social media (We Are Social). This significant growth in internet usage impacts consumer interactions with technology, including smartphone adoption. Consumers can now easily search for, compare, and review smartphones online, enhancing their knowledge and trust in products before making a repurchase.

The smartphone industry, characterized by fierce competition among major brands, has seen substantial growth, with leading players like Apple, Samsung, Xiaomi, Transsion, and Oppo dominating the market (Hung et al., 2018). Data from CNBC Indonesia reveals fluctuating market shares among these brands, with Apple experiencing a decline from 20.7% to 17.3% from Q1 2023 to Q1 2024, while Xiaomi and Transsion have gained market presence. Apple's iPhone, first launched in

2007, continues to influence the market with its innovative design, high performance, and integration with other Apple products.

In Indonesia, where Apple has partnered with local distributors like iBox and Digimap, e-commerce platforms and social media play a crucial role in disseminating product information and user reviews. iPhone's strong reputation for security, privacy, and premium design maintains a high user satisfaction level, as reflected in a 2024 survey showing high repurchase intentions among iPhone users.

Although iPhone customers are generally loyal, there are some issues that often arise when buying an iPhone. One of them is the existence of refurbished iPhones, which are used devices that have been repaired and resold. Although the price is cheaper, many consumers in Indonesia are still doubtful about the quality, as evidenced by a petition signed by more than 200,000 people. In addition, the high price of the iPhone is a challenge for some consumers. Many feel that the price of the iPhone is too expensive, especially compared to other more affordable brands. In Padang City, the high price makes some consumers hesitate and choose to switch to other cheaper brands, which could reduce iPhone sales there.

Repurchase intention is crucial for companies, as it reflects consumer satisfaction and brand loyalty. Brand reputation, driven by consistent product quality and innovation, significantly impacts this intention. Additionally, Electronic Word of Mouth (eWOM) – positive or negative reviews and recommendations – greatly influences consumer perceptions and repurchase decisions (Hoang & Tung, 2022). While positive eWOM enhances brand trust and perceived value, negative reviews can undermine them.

This paper aims to explore the interplay between eWOM, perceived value, and brand trust in shaping repurchase intentions among iPhone users in Padang City. By examining these factors, the study seeks to provide insights into how they affect consumer loyalty and repurchase behavior, offering valuable implications for both academic research and practical marketing strategies.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention refers to the tendency of consumers to repurchase the same product or service based on previous purchasing experiences. This concept shows that consumer satisfaction with a product or service is an important factor in determining repurchase intention (Thamrin and Francis, 2016). The theory often used to explain repurchase intention is the Theory of Planned Behavior (TPB) which states that the intention to repurchase is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991).

According to Laparojkit & Suttipun, (2022) the indicators found in the Repurchase Intention variable are:

1. Paying the cost to buy the product again.
2. Buying the same product in the future.
3. Intending to continue using the product.
4. Intend to buy more often than other products

Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) is a development of traditional Word of Mouth that occurs through online platforms such as social media, blogs, and customer reviews. eWOM can be a positive or negative response to a product or service conveyed by consumers and is considered important because it can influence consumer behavior (Ismagilova et al., 2020).

According to Macheka et al., (2024) the indicators found in the Electronic Word of Mouth variable are:

1. Relying on eWOM recommendations to get information.
2. Belief that eWOM recommendations can fulfill desires.
3. Preference in using eWOM recommendations.

4. Willing to try new products introduced through eWOM.

Perceived Value

Perceived value or value felt by customers is the customer's perception and assessment of the benefits they receive from a product or service. Perceived value is a subjective assessment that can vary between individuals (Hidayanto et al., 2017). Perceived value is often associated with the balance between quality and price (Pan & Kang, 2017).

According to Mohammed & Al-Swidi, (2019) the indicators found in the Perceived Value variable are:

1. This product provides exceptional value compared to other brands.
2. The experience of using this product is very comparable to its price.
3. This product offers excellent quality for its price

Brand Trust

Brand trust is consumer confidence in the reliability, integrity, and quality of a brand. This trust is important in building long-term relationships with consumers and can influence consumer loyalty (Uliya, 2023). In the online context, brand trust is crucial because the products marketed are still virtual (Mustika Hapsari & Setya Marwati, 2022).

According to Chaudhuri & Holbrook, (2008). the indicators found in the Brand Trust variable are:

1. Product Reliability
2. Trust
3. Safe
4. Consumer satisfaction
5. Consumer safety in using the brand

RESEARCH MODEL AND HYPOTHESES

eWOM towards Brand Trust

eWOM can increase consumer knowledge and build trust in a brand, especially if the information obtained is positive. According to Bulut (2018), the quality and quantity of eWOM can shape consumer trust, strengthening their relationship with the brand. Research by Sudiksa et al. (2019) shows that eWOM has a significant effect on trust, in line with the findings of Amanda & Baidlowi (2022). Based on this, the hypothesis proposed is:

H1: eWOM positively affects Brand Trust.

eWOM towards Repurchase Intention

eWOM, whether in the form of positive or negative reviews, has a major influence on consumer repurchase intention (Priansa, 2017). In the online context, consumers often use the internet to gather information before buying, considering price, brand perception, and product reputation (Lee, 2018). Research by Chih et al. (2020) shows that positive reviews can increase satisfaction and repurchase intention. Liang et al. (2018a) also found a positive correlation between eWOM and repurchase intention. Therefore, the following hypothesis is proposed:

H2: eWOM positively affects Repurchase Intention.

Perceived Value towards Brand Trust

Perceived value is closely related to brand trust. According to Nikhashemi et al. (2021), the value perceived by consumers can drive satisfaction and trust in the brand. Consumers who feel satisfied tend to be more trusting and loyal to the brand. Raharja et al. (2022) also found that positive value perceptions increase trust in the product. This shows that perceived value affects consumer satisfaction and trust in the brand. The proposed hypothesis is:

H3: Perceived Value positively affects Brand Trust.

Perceived Value towards Repurchase Intention

Consumers who feel they get high value from a product or service tend to make repeat purchases (Qin & Surachaikulwattana, 2017). Perceived value is important in creating consumer trust, which then drives repurchase intention (Chen & Chang, 2021). Guo & Li's (2022) research reinforces the idea that perceived value has a strong impact on repurchase intention. Based on this, the following hypothesis is proposed:

H4: Perceived Value positively affects Repurchase Intention.

Brand Trust towards Repurchase Intention

Brand trust helps consumers cope with uncertainty and risk, and affects repurchase intention. Kim & Lee (2020) found that trust in a brand increases consumers' desire to make repeat purchases. Research by Ahmed et al. (2021) and Y. Huang (2022) shows that consumers with high trust in a brand are more likely to repurchase the product. Based on this, the hypothesis is proposed:

H5: Brand Trust positively affects Repurchase Intention.

eWOM towards Repurchase Intention mediated by Brand Trust

According to Hennig-Thurau et al. (2004), eWOM can increase consumer trust in a brand, which in turn increases the likelihood of repeat purchases. Liu Y et al. (2011) found that positive eWOM strengthens brand trust and repurchase intention. Erkan & Evans (2016) stated that eWOM is more effective in encouraging repeat purchases when consumers have high trust in the brand. Rahman et al. (2020) emphasized the importance of brand trust in mediating the influence of eWOM on repurchase intention. The proposed hypothesis is:

H6: Electronic word of mouth positively affects Repurchase Intention mediated by brand trust.

Perceived Value towards Repurchase Intention mediated by Brand Trust

Brand trust mediates the relationship between perceived value and repurchase intention. Chaudhuri & Holbrook (2001) found that brand trust increases consumers' desire to repurchase products from the same brand. Sweeney & Soutar (2001) emphasized that trust in a brand increases consumer loyalty, which then drives repeat purchase intention. Thus, perceived value influences repurchase intention, strengthened by brand trust as a mediator. The proposed hypothesis is:

H7: Perceived Value positively influences Repurchase Intention mediated by brand trust.

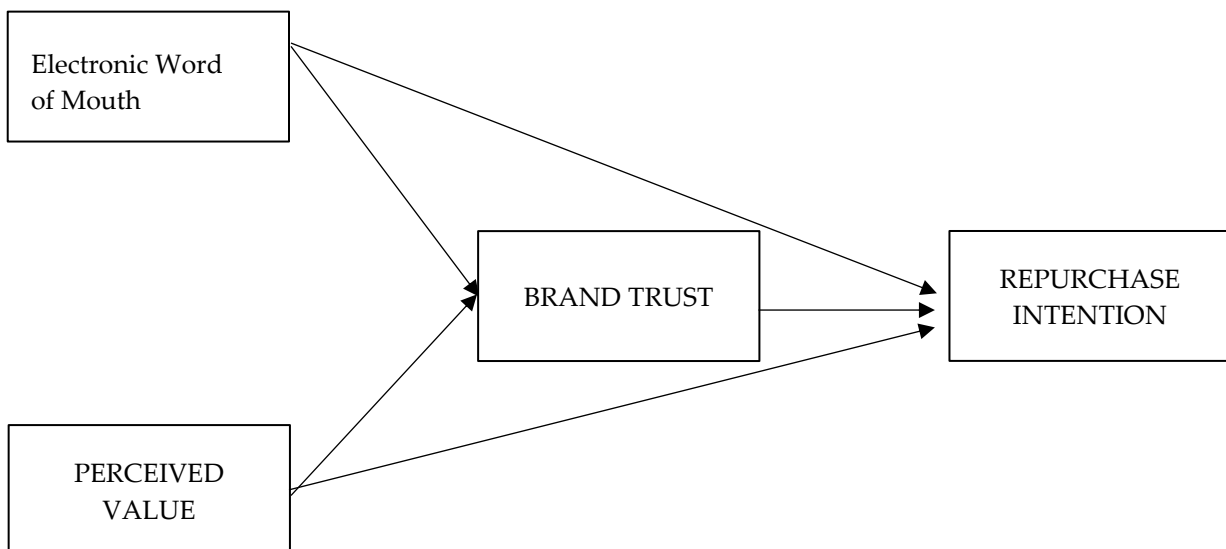


Figure 1. Conceptual Framework

METHOD

This research uses quantitative methods. The data used is primary data collected directly by researchers through questionnaires distributed randomly online using Google Forms. The population of this study were iPhone users in Padang City, with 186 respondents. Sampling was done using purposive sampling method. To ensure the validity of the measurement model, this study uses two methods, namely convergent validity and discriminant validity, which are analyzed by PLS (Partial Least Squares). After the validity test, a reliability test was conducted, which was assessed through Cronbach's alpha value and composite reliability. In addition, the structural model was assessed using R-square testing to see the influence and relationship between variables, and assess the significance of the relationship. In this study, there are four factors to consider, namely two independent variables, namely ewom and perceived value; one mediating variable, namely brand trust; and one dependent variable, repurchase intention.

RESULT AND DISCUSSION

In testing the estimation model (external model), reliability and validity are measured. These tests are conducted to ensure that the instrument used can measure what it is supposed to measure. Validity assesses the quality of the instrument and how well the concept being measured can be applied. Not all aspects of measurement are determined by certain measures (Hair et al., 2014). The average variance extracted (AVE) value > 0.5 and factor loadings > 0.7 are considered to meet the validity requirements. In this study, the validity test shows that the instruments used have met the minimum criteria for construct validity. The experimental result should be visible in Table 1.

Table 1. Outer Loading

	BT	EWOM	PV	RI
BT 1	0.826			
BT 2	0.827			
BT 3	0.783			
BT 4	0.818			
BT 5	0.750			
EWOM 1		0.857		
EWOM 2		0.854		
EWOM 3		0.893		
EWOM 4		0.855		
PV 1			0.888	
PV 2			0.897	
PV 3			0.898	
RI 2				0.846
RI 3				0.889
RI 4				0.917
RI 1				0.863

Source: Primary Data, 2024

Based on the table, the outer loading values for all indicators obtained results above 0.7. Therefore, the convergent validity of all indicators is considered valid.

Table 2 Output AVE

Average variance extracted (AVE)	
Brand Trust	0.642
eWOM	0.748
Perceived Value	0.800
Repurchase Intention	0.773

Source: Primary Data, 2024

Based on Table 2, it can be concluded that the AVE value for all variables in the table is above 0.5. Therefore, convergent validity is considered valid.

Table. 3 Cross Loading

	BT	EWOM	PV	RI
BT 1	0.826	0.311	0.607	0.486
BT 2	0.827	0.357	0.547	0.482
BT 3	0.783	0.327	0.414	0.466
BT 4	0.818	0.384	0.521	0.467
BT 5	0.750	0.396	0.359	0.477
EWOM 1	0.373	0.857	0.210	0.433
EWOM 2	0.369	0.854	0.201	0.393
EWOM 3	0.379	0.893	0.206	0.380
EWOM 4	0.404	0.855	0.167	0.412
PV 1	0.521	0.205	0.888	0.578
PV 2	0.549	0.176	0.897	0.482
PV 3	0.586	0.223	0.898	0.532
RI 2	0.533	0.325	0.528	0.846
RI 3	0.510	0.513	0.534	0.889
RI 4	0.505	0.437	0.500	0.917
RI 1	0.538	0.362	0.529	0.863

Source: Primary Data, 2024

Based on Table 3 the variables show a stronger correlation with the indicators compared to their correlation with other indicators. All indicators evaluated in this study are declared to have discriminant validity.

Table 4. Fornell Lacker Criterion

	BT	EWOM	PV	RI
BT	0.801			
EWOM	0.441	0.865		
PV	0.618	0.226	0.894	
RI	0.593	0.469	0.595	0.879

Source: Primary Data, 2024

Based on table 4, The validity of discrimination can also be analyzed using the Fornell Lacker value, the results of which are also in accordance with cross loading.

Table 5. HTMT

	Brand Trust	EWOM	Perceived Value	Repurchase Intention
Brand Trust				
EWOM	0.506			
Perceived Value	0.704	0.256		
Repurchase Intention	0.674	0.520	0.668	

Source: Primary Data, 2024

Based on table 5 shows that all HTMT values < 0.9 so that discriminant validity is met.

Table 6. Cronbach Alpha

	Cronbach's alpha	Composite Reliability	Keterangan
Brand Trust	0.861	0.900	Reliable
EWOM	0.888	0.922	Reliable
Perceived Value	0.875	0.923	Reliable
Repurchase Intention	0.902	0.931	Reliable

Source: Primary Data, 2024

A variable is considered to have good reliability or is able to measure the construct correctly if it has a Cronbach alpha value > 0.6 and Composite Reliability > 0.7 (Ghozali, 2014).

Table 7. R-Square

	R-square	R-square adjusted
Brand Trust	0.477	0.472
Repurchase Intention	0.499	0.490

Source: Primary Data, 2024

Based on table 7, it was found that the Brand Trust (M) variable has an R square value of 0.477. This shows that Brand Trust is explained by 47.7%, In addition, the R Square value of the Repurchase Intention (Y) variable is 0.499, which means Repurchase Intention is explained by 49.9%,

Table 8. Path coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BT -> RI	0.228	0.229	0.100	2.280	0.023
EWOM -> BT	0.318	0.316	0.068	4.692	0.000
EWOM -> RI	0.280	0.279	0.071	3.972	0.000
PV -> BT	0.546	0.547	0.065	8.388	0.000
PV -> RI	0.391	0.394	0.099	3.962	0.000

Source: Primary Data, 2024

H1: EWOM (X1) has a positive and significant effect on Brand Trust (M)

Based on the eWOM variable table, the t-statistic value is 4.692 with a P value of 0.000 and an original sample value of 0.280. Therefore, it can be concluded that the results of the study indicate that the first hypothesis (H1) regarding eWOM has positive and significant results on Brand Trust, so that H1 in this study is accepted.

H2: EWOM (X1) has a positive and significant effect on Repurchase Intention (Y)

Based on the eWOM variable table, the t-statistic value is 3.972 with a P value of 0.000 and an original sample value of 0.280. Therefore, it can be concluded that the results of the study indicate that the second hypothesis (H2) regarding eWOM has positive and significant results on Repurchase Intention, so that H2 in this study is accepted.

H3: Perceived Value (X2) has a positive and significant effect on Brand Trust (M)

Based on the Perceived Value variable table, the t-statistic value is 8.388 with a P value of 0.000 and an original sample value of 0.546. Therefore, it can be concluded that the results of the study indicate that the third hypothesis (H3) regarding Perceived Value has positive and significant results on Brand Trust, so that H3 in this study is accepted.

H4: Perceived Value (X2) has a positive and significant effect on Repurchase Intention (Y)

Based on the Perceived Value variable table, the t-statistic value is 3.962 with a P value of 0.000 and an original sample value of 0.391. Therefore, it can be concluded that the results of the study indicate that the fourth hypothesis (H4) regarding Perceived Value has positive and significant results on Repurchase Intention, so that H4 in this study is accepted.

H5: Brand Trust (M) has a positive and significant effect on Repurchase Intention (Y).

Based on the Brand Trust variable table, the t-statistic value is 2.280 with a P value of 0.023 and an original sample value of 0.228. Therefore, it can be concluded that the results of the study indicate that the fifth hypothesis (H5) regarding Brand Trust has positive and significant results on Repurchase Intention, so H5 in this study is accepted.

Table 9. Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EWOM -> Brand Trust -> Repurchase Intention	0.072	0.073	0.038	1.904	0.057
Perceived Value -> Brand Trust -> Repurchase Intention	0.124	0.124	0.056	2.208	0.027

Source: Primary Data, 2024

H6: EWOM (X1) has a positive and insignificant effect on Repurchase Intention (Y) mediated by Brand Trust (M)

Based on the table above, it can be seen that the relationship between the eWOM variable (X1) and Repurchase Intention (Y) mediated by Brand Trust (M) has a positive and insignificant relationship. This is evidenced by the results of the study on hypothesis testing in the table, with an original sample value of 0.072, a t-statistic value of 1.904, and a p-value of 0.057. So it can be concluded that H6 in this study is rejected.

H7: Perceived Value (X2) has a positive and significant effect on Repurchase Intention (Y) mediated by Brand Trust (M)

Based on the table above, it can be seen that the relationship between the Perceived Value variable (X2) and Repurchase Intention (Y) mediated by Brand Trust (M) has a positive and insignificant relationship. This is proven by the results of the study on hypothesis testing in the table, with an original sample value of 0.124, a t-statistic value of 2.208, and a p-value of 0.027. So it can be concluded that H7 in this study is accepted.

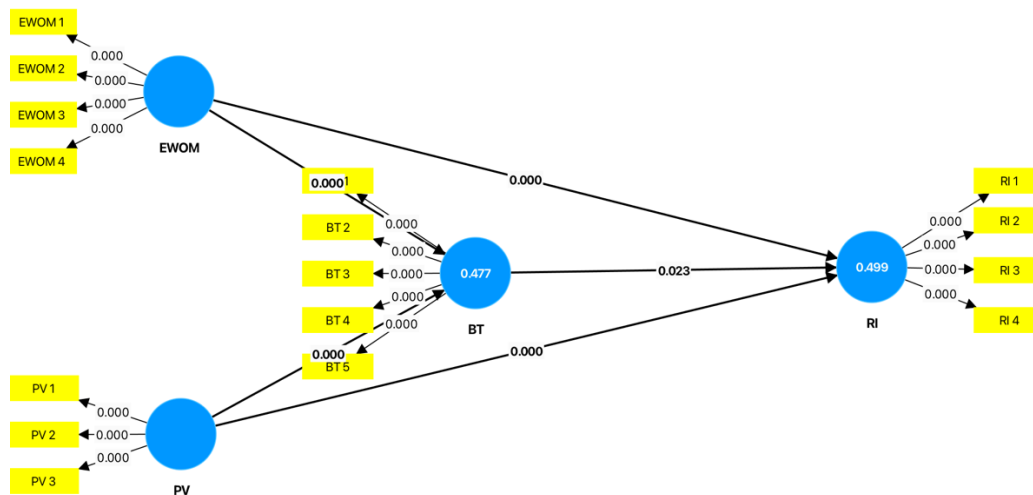


Figure 2. Final PLS Model Output

DISCUSSION

After applying the PLS-SEM analysis method to examine the data, the following findings are observed:
Influence of:

1. **The Influence of eWOM on Brand Trust**

The relationship between electronic word of mouth (eWOM) and brand trust shows a positive and significant effect. This means that the more positive the eWOM received by consumers, the higher their trust in the brand. In the context of this study, iPhone users in Padang who are exposed to positive eWOM tend to have a higher level of trust in the iPhone brand.

This finding aligns with research by Cheung & Thadani (2012), which states that eWOM significantly influences consumer trust in a brand, particularly in the context of technology products such as smartphones. Erkan & Evans (2016) also found that positive reviews on social media can enhance brand trust, ultimately influencing repurchase intention.

2. **The Influence of eWOM on Repurchase Intention**

The relationship between electronic word of mouth (eWOM) and repurchase intention shows a significant positive influence on the intention to repurchase. This means that the better or more positive the eWOM received by consumers, the higher their intention to repurchase the product. In this study, iPhone users in Padang who receive positive eWOM are more likely to repurchase iPhones in the future.

This finding supports research by Liang et al. (2018), which shows that eWOM has a direct positive impact on consumers repurchase intentions. Information obtained from eWOM, such as user reviews and recommendations from trusted individuals, provides additional confidence to consumers. iPhone users tend to seek reviews from other users with similar

experiences to ensure that the product they choose continues to meet their expectations and needs, ultimately strengthening their repurchase intention.

3. The Influence of Perceived Value on Brand Trust

The relationship between perceived value and brand trust shows a positive and significant effect. This means that the higher the perceived value of a product or service, the greater consumers' trust in the brand. In this study, iPhone users in Padang who perceive that iPhones offer high value tend to have greater trust in the iPhone brand.

This finding supports research by Prameka et al. (2016) and Shirin & Puth (2011), which indicate that perceived value has a significant direct impact on brand trust. When customers perceive high value from a product after purchase, their trust in the brand tends to increase. This is particularly relevant for iPhone users, where the quality and premium features offered by the product are often considered the main factors that enhance perceived value.

4. The Influence of Perceived Value on Repurchase Intention

The relationship between perceived value and repurchase intention shows a significant positive influence. In other words, the higher the perceived value of a product, the greater the likelihood that consumers will repurchase it. In this study, iPhone users in Padang who perceive high value in terms of quality, features, and smartphone performance are more likely to repurchase the product in the future. This highlights the importance for iPhone manufacturers and marketers to continuously provide high value to consumers to encourage loyalty and repurchase intentions.

This study aligns with the findings of Ali and Bhasin (2019) and Kim et al. (2012), which also demonstrate that perceived value plays a significant role in shaping repurchase intentions. Perceived value plays a crucial role in motivating consumers to repurchase, as it reflects their satisfaction with their purchase.

5. The Influence of Brand Trust on Repurchase Intention

The relationship between brand trust and repurchase intention is found to be significant in this study. Brand trust has a significant positive impact on repurchase intention, indicating that trust in a brand plays a crucial role in the decision to repurchase iPhones in Padang. This result suggests that the higher the consumers' trust in the brand, the greater their likelihood of repurchasing iPhones in Padang.

This study supports the findings of Z. Ahmed et al. (2021), which state that trust in a brand significantly influences consumers repurchase intentions. They found that while brand trust plays an essential role in building long-term relationships between consumers and brands, it is also a key determinant in consumers' decisions to repurchase a product or service, specifically in the context of iPhone repurchases in Padang.

6. The Mediating Role of Brand Trust in the Relationship between eWOM and Repurchase Intention

The relationship between eWOM and repurchase intention through brand trust shows an insignificant effect. In this study, although eWOM plays an important role in shaping consumer perceptions, brand trust does not always serve as a significant mediator in this relationship. This indicates that the impact of brand trust on repurchase intention may depend on specific contexts, product characteristics, and other factors influencing consumers repurchase intentions for iPhones.

This finding aligns with research conducted by Maduretno & Junaedi (2021), which found that the mediating effect of brand trust in the relationship between eWOM and repurchase intention is insignificant. Therefore, although eWOM can influence consumer perceptions and behavior, brand trust does not necessarily strengthen the relationship between eWOM and repurchase intention for iPhones.

7. The Mediating Role of Brand Trust in the Relationship between Perceived Value and Repurchase Intention

The relationship between perceived value and repurchase intention through brand trust shows a significant positive influence. In this study, when consumers perceive that iPhones offer good value, they tend to have greater trust in the brand. This trust then strengthens their intention to repurchase. In other words, if consumers perceive high value in a product, it increases their trust in the brand, which in turn encourages them to repurchase iPhones in Padang.

This finding aligns with the research conducted by Sweeney & Soutar (2001), which emphasizes that brand trust enhances consumer loyalty, ultimately making them more likely to repurchase. In other words, perceived value influences repurchase intention, and this effect is strengthened by brand trust as a mediator in establishing a strong long-term relationship between consumers and the brand.

CONCLUSSION

Based on the results of the research and discussion that has been conducted regarding the Influence of Electronic Word of Mouth and Perceived Value on Repurchase Intention mediated by Brand Trust on iPhone Product Users in Padang City, it can be concluded as follows:

1. Electronic Word of Mouth (eWOM) has a positive and significant effect on Brand Trust. This shows that the more positive information consumers obtain from eWOM, the higher the consumer's trust in the iPhone brand.
2. Electronic Word of Mouth (eWOM) has a positive and significant effect on Repurchase Intention. This means that the more positive information consumers obtain from eWOM, the greater the consumer's intention to repurchase iPhone products.
3. Perceived Value has a positive and significant effect on Brand Trust. This shows that the higher the value consumers perceive towards iPhone products, the higher the consumer's trust in the iPhone brand.
4. Perceived Value has a positive and significant effect on Repurchase Intention. This means that the higher the value consumers perceive towards iPhone products, the greater the consumer's intention to repurchase iPhone products.
5. Brand Trust has a positive and significant effect on Repurchase Intention. This shows that consumer trust in the iPhone brand increases consumer intention to repurchase iPhone products.
6. Electronic Word of Mouth (eWOM) has a positive and insignificant effect on Repurchase Intention mediated by Brand Trust. This shows that although consumer trust in the iPhone brand increases, it does not directly increase consumer intention to repurchase iPhone products.
7. Perceived Value has a positive and significant effect on Repurchase Intention mediated by Brand Trust. This means that the value perceived by consumers is sufficient to influence their trust in the brand and intention to repurchase iPhone products.

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