**The Mediating Role of Customer Satisfaction in the Relationship Between Brand Awareness, eWOM and Repurchase Intention**

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**ABSTRACT**

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| --- |
| **Aims:** Customer satisfaction stands as a crucial cornerstone in business. Business owners must identify the key factors that contribute to its creation. This research is aimed to understand the effect of Brand Awareness and Electronic Word of Mouth Marketing on Repurchase Intention through Customer Satisfaction as an Intervening Variable in 3Second Fashion on Tokopedia.  **Study design:** The type of research is descriptive quantitative.  **Place and Duration of Study:** It was conducted in Gowa Regency from January to April 2025.  **Methodology:** The sample in this study were students who were categorized as Gen Z (aged 18 to 23 years) who had made purchases on 3Second fashion on Tokopedia with a total of 100 respondents. Data collection was carried out by survey method using a questionnaire. The data analysis technique uses PLS analysis.  **Results:** This study showed that brand awareness and electronic word of mouth have a positive and significant influence on customer satisfaction on 3Second fashion on Tokopedia. Furthermore, customer satisfaction also has a positive and significant impact on repurchase intention. However, both brand awareness and electronic word of mouth do not have a significant effect on repurchase intention. In addition, brand awareness affects repurchase intention through customer satisfaction as an intervening variable. Likewise, electronic word of mouth also affects repurchase intention through customer satisfaction as an intervening variable.  **Conclusion:** This study found that brand awareness and electronic word of mouth do not always have a significant influence on repurchase intention. This indicates that the information received by consumers is not always the main factor in for them to make repeat purchases of 3Second products. |

*Keywords:* *Customer Satisfaction, Brand Awareness, eWOM, Repurchase Intention*

**1. INTRODUCTION**

Advancements in technology and information today have accelerated to have a significant impact on people's lives. This development is especially evident in the utilization of the internet around the world. Generation Z in particular, often uses internet-based technology to fulfil their various needs (Szymkowiak et al, 2021; Shorey et al, 2021; Suliman et al, 2025). The most dominant use of the internet includes access to social media, news information, entertainment, and other activities. One of the activities that many Indonesians do when using the internet is to find and buy products or services according to their needs (Huwaida et al, 2024; Haeruddin, 2024).

One of the e-commerce that is currently developing and popular among the public is Tokopedia, which is an online shopping platform that provides a variety of modern needs that allows consumers to fulfil their various needs in one platform, especially fashion needs. The largest shopping platform in Indonesia brings together sellers and buyers online, trusted, and can provide attractive offers via the website or application. Register selling products and shops with all attractive offers and affordable prices including free shipping throughout Indonesia. This Tokopedia application sells a variety of products, accompanied by several recommendations provided for consumers who enjoy the application itself (Agriawan, Rahmi & Muttaqin, 2025).

Fashion has become highly desirable in this modern era. At present, people tend to buy clothes that are considered comfortable to wear overall and actively follow the latest fashion trends. The role of fashion is increasingly important in daily life (Musova et al, 2021), covering various types of clothing such as shirts, pants, skirts, hoodies, bags, shoes, sweaters, hijabs, glasses, and accessories, all of which are the main concern in the fashion world. Various types of brands have sprung up in Indonesia. “The Indonesian Ministry of Trade defines the fashion subsector as all forms of creativity related to the creation of clothing designs, shoes, fashion accessories, apparel and accessories production and distribution of fashion products divided into the categories of fashion companies, fashion distributors, mass production, ready-to-wear and haute couture” (Setiowati et al., 2015).

Consumer repurchase intentions are affected by the marketing strategy carried out by a company. A major focus in the marketing strategy of modern companies is currently on brand awareness and electronic word of mouth (Ismael, 2022; Hien & Nhu, 2022; Yani et al, 2022; Miremadi & Haghayegh, 2022; Jiang et al, 2025; Liu et al, 2024). Where consumers are increasingly connected through various communication channels, a deep understanding of how the interaction between brand awareness and electronic word of mouth affects consumer repurchase intentions. Repurchase intention is a purchasing activity that occurs repeatedly, driven by customer satisfaction which can result in loyalty to the product or store where it was purchased (Haeruddin & Haeruddin, 2020). Moreover, it will encourage customers to give positive recommendations to others (Tufahati et al, 2021; Majeed et al, 2022; Miao et al, 2022).

As a mediating variable, customer satisfaction is an important aspect of business, and the feedback provided by customers after purchasing 3Second products is one of the main indicators of that level of satisfaction. When customers leave positive comments or post testimonials praising 3Second products. These positive testimonials and comments can be a source of trust for potential customers, which can influence the repurchase interest consumers in the future (Haeruddin & Putra, 2025). “Customer satisfaction is an evaluation of choices that are influenced by certain purchasing decisions and experiences in using or consuming goods or services (Suharto & Yuliansyah, 2023; Sutriani, Muslim & Ramli, 2024). Furthermore, customer satisfaction is a feeling that arises as a result of an assessment of the experience of using a product or service” (Naini et al, 2022; Tran & Nguyen, 2022).

“Brand awareness as one of the basic dimensions of brand equity, is often considered to be a prerequisite for consumer buying decisions, because this is the main factor for entering into brand considerations that exist in consumers” (Rachmawati & Suroso, 2022). “Brand awareness is the ability of a prospective buyer to recognize or remember a brand that is part of a product category” (Bergkvist & Taylor, 2022). This means that brand awareness includes the most important assets in a business, which consist of intangible assets, image, company, brand, symbols, slogans and associations, perceived quality, brand awareness, customer base, and resources such as patents, trademarks, and dealer relationships, all of which are the main source of competitive advantage and future revenue.

Electronic word of mouth (eWOM) is a statement made by actual, potential or previous consumers about a product or company where this information is available to people or institutions through the internet media. eWOM can occur in many ways such as web-based opinion platforms, discussion forums, web boycott sites, or news groups (Furner et al, 2022). eWOM is a positive or negative statement made by potential customers, customers about a product or company via the internet (Alnoor et al, 2024). eWOM can also provide a means to influence a person's decision to buy a product or service (Anton et al, 2024). eWOM is communication between consumers about services, products or companies where the source is considered independent of commercial influence (Verma & Dewani, 2021). Furthermore, it’s a communication message that comes from outside the organization and the information generated is usually outside the company's control.

**2. HYPOTHESES DEVELOPMENT**

**2.1. Brand Awareness on Customer Satisfaction**

Strong brand awareness can also influence consumers' overall perception of a brand. Consumers tend to feel more confident and comfortable when purchasing products from brands they know and trust. This can enhance customer satisfaction as they feel assured in their decision to choose a familiar and reliable brand. This aligns with research conducted by Lengkong, Pio, and Mangindaan (2021), which found that brand awareness influences customer satisfaction. Similarly, Pradinata & Supartha (2023) presented comparable results, indicating that brand awareness has a positive and significant effect on customer satisfaction

**H1: brand awareness has a positive and significant effect on customer satisfaction**

**2.2. Brand Awareness on Repurchase Intention**

Brand awareness significantly influences consumer repurchase interest. It can be defined as the level of understanding and knowledge consumers possess regarding a particular brand or product. When consumers have a high level of awareness of a brand, they tend to be more inclined to choose and purchase that product compared to lesser-known or entirely unknown brands.The influence of brand awareness on repurchase intent can be explained through several aspects. First, brand awareness helps consumers identify and recall a particular brand during the purchasing decision process. When consumers are consistently exposed to a brand through advertising, promotions, or direct product experience, they will more easily remember the brand when they are in a store or in a purchasing situation. Indeed, brand awareness is one of the key factors in building a strong brand and increasing customers repurchase intent (Artasuma & Suardana, 2024; Nur & Haryanto, 2025)

**H2: brand awareness has a positive and significant effect on repurchase intention**

**2.3. Customer Satisfaction on Repurchase Intention**

When consumers are satisfied with their experience using a brand's products or services, they tend to have a greater interest in making future repeat purchases. Customer satisfaction reflects the extent to which their expectations are met after using a product or service, and high satisfaction often serves as a crucial indicator of consumer loyalty. When consumers feel satisfied, they tend to develop a more positive perception of the brand. This positive experience can foster consumer loyalty, making them more likely to choose the same brand in the future rather than trying new ones. Furthermore, customer satisfaction can also strengthen the emotional connection between consumers and the brand, which can be a significant factor in increasing repurchase interest. This aligns with research conducted by Salsabila, Umbara, & Setyorini (2022) and Yusuf, Prayogo, & Andreani (2021), both of which found that customer satisfaction significantly influences repurchase interest.

**H3: Customer satisfaction has a positive and significant effect on repurchase intention**

**2.4. eWOM on Customer Satisfaction**

Electronic word-of-mouth (e-WOM), which encompasses information, reviews, and recommendations shared via online platforms, has a pervasive impact on how consumers perceive and experience specific brands and products. Positive reviews and recommendations from other users can enhance consumer trust and perception of a brand's or product's quality, ultimately leading to increased satisfaction post-purchase. Furthermore, discussions and interactions within e-WOM platforms can provide consumers with supplementary information and enriching experiences, thereby increasing their engagement and positive interaction with the brand or product. Through continuous and consistent e-WOM, consumers can cultivate a long-term positive perception of a particular brand or product, which in turn can bolster their loyalty and extend the overall customer satisfaction cycle (Kuo & Nakhata, 2019; Laura S & Fadella, 2022).

**H4: eWOM has a positive and significant effect on customer satisfaction**

**2.5. eWOM on Repurchase Intention**

The influence of e-WOM on consumer repurchase intention has become increasingly significant in this digital era. Through online platforms such as social media, product review sites, and discussion forums, consumers gain easy access to information, recommendations, and reviews from other users about a product or service. Positive reviews and recommendations from fellow consumers can build trust and strengthen consumers' emotional ties to a specific brand or product. Furthermore, additional information provided by e-WOM can help consumers make better purchasing decisions. Consumer discussions and interactions within e-WOM also increase their engagement with the brand or product, fostering stronger relationships and reinforcing loyalty. With continuous and consistent e-WOM, consumers can form a long-term positive perception of a brand or product, ultimately increasing their interest in making sustainable repeat purchases. This statement aligns with research by Cung, Setianingsih, and Bunfa (2023), which found that electronic word-of-mouth positively and significantly influences repurchase intention. The same results were also obtained in a study by Arifin, Istiatin, and Kustiyah (2020), demonstrating that electronic word-of-mouth has a positive and significant effect on repurchase intention.

**H5: eWOM has a positive and significant effect on repurchase intention**

**2.6. Brand Awareness on Repurchase Intention through Customer Satisfaction**

Brand awareness significantly impacts repurchase intention, with customer satisfaction acting as an intervening variable, due to interwoven and mutually supportive psychological and consumer behavioural mechanisms. Brand awareness is defined as the degree to which consumers can recognize or recall a brand across various situations. When a brand is widely recognized and familiar in consumers' minds, it automatically fosters trust and comfort. This established trust and familiarity form the initial foundation for customer satisfaction. Consumers who already possess a positive perception of a brand prior to purchase are more likely to experience satisfaction if their actual experience meets or exceeds initial expectations. When consumers are satisfied, they tend to develop repurchase intention, eliminating the need to expend time and effort searching for alternatives. They already know what to expect and how the experience will unfold, making the repurchase process effortless and seamless (Ilyas et al, 2020; Herawati, Arief, & Fandiyanto (2023)

**H6: Brand Awareness has a positive and significant on Repurchase Intention through Customer Satisfaction**

**2.7. eWOM on Repurchase Intention through Customer Satisfaction**

When consumers are exposed to positive reviews or recommendations from other users via e-WOM platforms, they tend to develop a more positive perception of a specific brand or product. This can subsequently enhance customer satisfaction after using the product or service. E-WOM can also play a role in shaping consumer expectations. Information shared through e-WOM can influence consumers' expectations regarding what they will gain from a particular product or service. If e-WOM presents a positive portrayal, consumers are likely to have more realistic expectations and are thus more prone to feeling satisfied after using the product. When consumers are satisfied after using a product or service recommended via e-WOM, they tend to exhibit a greater interest in making repeat purchases. Customer satisfaction can also strengthen the relationship between e-WOM and repurchase intention by influencing consumer loyalty and fostering positive recommendations to others (Justika, 2022; Sya'roni & Fikriah, 2024).

**H7: eWOM has a positive and significant on Repurchase Intention through Customer Satisfaction**

**Figure 1. Conceptual Framework**

**3. METHODOLOGY**

Population is the total number of objects to be studied. In this study, the population used is students who live in Gowa Regency and have bought 3Second products on the Tokopedia platform, the number of which is unknown. The number of samples used refers to the opinion of (Sugiyono (2019), namely 100 respondents. By using the purposive sample technique, 100 respondents were obtained who met several research criteria, namely (1) having the Tokopedia application, (2) students who live in Gowa Regency, (3) have purchased 3Second products on the Tokopedia application.

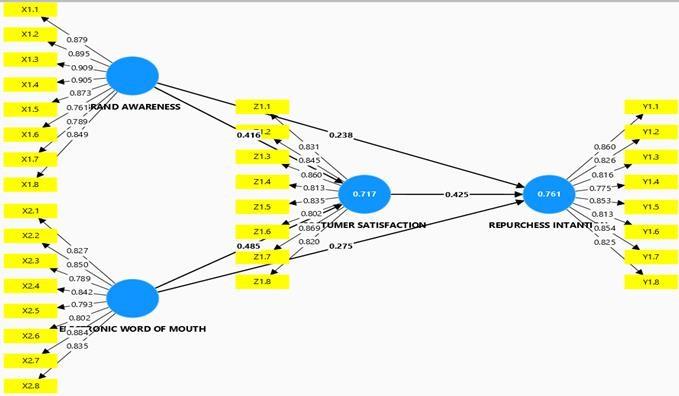
The type of research used is quantitative descriptive research. To obtain the necessary primary data collection and information, a questionnaire method is used, namely by making a list of questions that will be filled in by respondents to obtain data in the form of answers to be analysed and carried out directly to meet respondents, and documentaries that can be in the form of reports and information that can support research. The data that has been collected is analysed using partial least square (PLS) analysis to obtain latent variables for validity, reliability, and hypothesis testing (Purwanto & Sudargini, 2021). PLS analysis is a variant-based structural equation analysis (SEM) that can simultaneously test the measurement model as well as test the structural model. PLS analysis is carried out in three stages, namely outer model analysis, inner model analysis, hypothesis testing, and mediation test. This modelling method is used to determine the effect of each independent variable (X) on the dependent variable (Y) and the intervening variable (Z). In this study, brand awareness and eWOM are independent variables, while repurchase intention is the dependent variable and customer satisfaction is the intervening variable.

**4. RESULTS AND DISCUSSION**

**4.1. Results**

**4.1.1. Outer Model Analysis (Measuring Model)**

The validity test is carried out to determine whether the research instrument is valid or not through two stages, namely convergent validity and discriminant validity.



**Figure 2. SmartPLS Test Result**

**Convergent Validity**

Convergent Validity is a data measurement with reflective indicators that can be seen from the correlation between item scores or construct indicators. A single indicator is considered to have validity if it has a correlation value that exceeds 0.70, where the desired value should be> 0.70.

**Table 1. Outer Loading**

|  | BRAND AWARENESS | CUSTOMER SATISFACTION | eWOM | REPURCHASE INTENTION |
| --- | --- | --- | --- | --- |
| X1.1 | 0.879 |  |  |  |
| X1.2 | 0.895 |  |  |  |
| X1.3 | 0.909 |  |  |  |
| X1.4 | 0.905 |  |  |  |
| X1.5 | 0.873 |  |  |  |
| X1.6 | 0.761 |  |  |  |
| X1.7 | 0.789 |  |  |  |
| X1.8 | 0.849 |  |  |  |
| X2.1 |  |  | 0.827 |  |
| X2.2 |  |  | 0.850 |  |
| X2.3 |  |  | 0.789 |  |
| X2.4 |  |  | 0.842 |  |
| X2.5 |  |  | 0.793 |  |
| X2.6 |  |  | 0.802 |  |
| X2.7 |  |  | 0.884 |  |
| X2.8 |  |  | 0.835 |  |
| Y1.1 |  |  |  | 0.860 |
| Y1.2 |  |  |  | 0.826 |
| Y1.3 |  |  |  | 0.816 |
| Y1.4 |  |  |  | 0.775 |
| Y1.5 |  |  |  | 0.853 |
| Y1.6 |  |  |  | 0.813 |
| Y1.7 |  |  |  | 0.854 |
| Y1.8 |  |  |  | 0.825 |
| Z1.1 |  | 0.831 |  |  |
| Z1.2 |  | 0.845 |  |  |
| Z1.3 |  | 0.860 |  |  |
| Z1.4 |  | 0.813 |  |  |
| Z1.5 |  | 0.835 |  |  |
| Z1.6 |  | 0.802 |  |  |
| Z1.7 |  | 0.869 |  |  |
| Z1.8 |  | 0.820 |  |  |

Based on the data in table 1, it is known that many indicators of research variables have an outer loading value> 0.70. Therefore, it can be concluded that all question items for each variable are valid.

**Discriminant Validity**

The discriminant validity test is carried out to determine whether the indicators in the research variables have unique values and are only related to the indicators in their own variables, not to indicators from other variables. In this section, the discriminant validity value uses the cross loading value, an indicator is declared to meet discriminant validity if the AVE value is> 0.5:

**Table 2. Cross Loading**

|  | BRAND AWARENESS | eWOM | CUSTOMER SATISFACTION | REPURCHASE INTENTION |
| --- | --- | --- | --- | --- |
| X1.1 | 0.879 | 0.660 | 0.690 | 0.678 |
| X1.2 | 0.895 | 0.680 | 0.708 | 0.680 |
| X1.3 | 0.909 | 0.730 | 0.711 | 0.708 |
| X1.4 | 0.905 | 0.605 | 0.674 | 0.636 |
| X1.5 | 0.873 | 0.662 | 0.679 | 0.630 |
| X1.6 | 0.761 | 0.509 | 0.572 | 0.554 |
| X1.7 | 0.789 | 0.673 | 0.629 | 0.685 |
| X1.8 | 0.849 | 0.695 | 0.723 | 0.778 |
| X2.1 | 0.646 | 0.827 | 0.623 | 0.639 |
| X2.2 | 0.726 | 0.850 | 0.659 | 0.670 |
| X2.3 | 0.647 | 0.789 | 0.648 | 0.670 |
| X2.4 | 0.716 | 0.842 | 0.703 | 0.705 |
| X2.5 | 0.535 | 0.793 | 0.607 | 0.606 |
| X2.6 | 0.562 | 0.802 | 0.664 | 0.651 |
| X2.7 | 0.608 | 0.884 | 0.714 | 0.688 |
| X2.8 | 0.604 | 0.835 | 0.693 | 0.653 |
| Y1.1 | 0.634 | 0.714 | 0.679 | 0.860 |
| Y1.2 | 0.620 | 0.695 | 0.724 | 0.826 |
| Y1.3 | 0.563 | 0.557 | 0.642 | 0.816 |
| Y1.4 | 0.648 | 0.571 | 0.555 | 0.775 |
| Y1.5 | 0.643 | 0.761 | 0.709 | 0.853 |
| Y1.6 | 0.645 | 0.575 | 0.693 | 0.813 |
| Y1.7 | 0.667 | 0.694 | 0.737 | 0.854 |
| Y1.8 | 0.752 | 0.692 | 0.758 | 0.825 |
| Z1.1 | 0.713 | 0.769 | 0.831 | 0.659 |
| Z1.2 | 0.700 | 0.648 | 0.845 | 0.679 |

Based on table 2, the method used is to measure cross loading where the cross loading results show that the indicators of each construct have a higher value than the indicators in other constructs. Based on the results of the above calculations, it shows that the cross loading value of each indicator on its latent variable is above the limit of 0.5, so that the research instrument is said to be discriminately valid.

**Composite Reliability**

In this section, a construct is said to be reliable if it has a composite reliability> 0.6. The results of composite reliability testing can be seen in the following table:

**Table 3. Composite Reliability**

|  |  |
| --- | --- |
|  | Composite reliability |
| BRAND AWARENESS | 0.957 |
| CUSTOMER SATISFACTION | 0.948 |
| eWOM | 0.946 |
| REPURCHASE INTENTION | 0.946 |

From table 3, it can be concluded that all constructs can be considered reliable in terms of Composite Reliability with a value above 0.70. This shows that all variables in this research model have good internal consistency.

**Average Variance Extracted (AVE)**

If a model has an AVE value> 0.5, then the model is categorized as having high reliability. The AVE values obtained in this research are as follows:

**Table 4. Avarage Variance Extracted (AVE)**

|  | AVE |
| --- | --- |
| BRAND AWARENESS | 0.738 |
| CUSTOMER SATISFACTION | 0.697 |
| eWOM | 0.686 |
| REPURCHASE INTENTION | 0.686 |

Based on table 4, the AVE value of each construct in the model is> 0.5. These results indicate that the data in this study show that all constructs are reliable.

**Cronbach Alpha**

In addition to assessing convergent validity and discriminant validity, outer model can also be measured by assessing the reliability of constructs or latent variables. This is done by looking at the Cronbach Alpha value of the block of indicators measuring the construct; the construct is considered reliable if its Cronbach Alpha value is greater than 0.7.

**Table 5. Cronbach Alpha**

|  |  |
| --- | --- |
|  | Cronbach's alpha |
| BRAND AWARENESS | 0.949 |
| CUSTOMER SATISFACTION | 0.938 |
| eWOM | 0.934 |
| REPURCHASE INTENTION | 0.935 |

Based on table 5, all variables show a structure value of more than 0.7. This means that all structures have very high reliability in accordance with the required minimum limit.

**4.1.2. Analysis Inner Model (Model Structural)**

**Coefficient of Determination (R2)**

The R2 value shows the level of determination of the independent variable on the dependent variable. The greater the level of determination, the better. The following can be seen in the R2 table in this study:

**Table 6. R2 Value**

|  |  |  |
| --- | --- | --- |
|  | R - square | R-square adjusted |
| CUSTOMER SATISFACTION | 0.717 | 0.711 |
| REPURCHASE INTENTION | 0.761 | 0.753 |

From table 6 it can be seen that the R2 value for each variable is in the range of 0.717 to 0.761. Based on this, the results of the R2 calculation show that the R2 value for the customer satisfaction variable (Z) is considered good (0.717) and the R2 value for repurchase intention (Y) is declared good (0.761).

**Model Fit Test**

The model fit test can be seen from the NFI value. If the value in the fit model lies between 0 - 0.25 (small), 0.25 - 0.36 (moderate), and above 0.36 (large). Based on the data processing carried out, the model fit value is obtained as follows:

**Table 7. Model Fit**

|  |  |  |
| --- | --- | --- |
|  | Saturated model | Estimated model |
| SRMR | 0.073 | 0.073 |
| d\_ULS | 2.816 | 2.816 |
| d\_G | 3.463 | 3.463 |
| Chi-square | 1533.798 | 1533.798 |
| NFI | 0.645 | 0.645 |

Based on the test results in table 7, it shows that the NFI value is 0.645, which means that the model in this study has a large or good fit model and is suitable for hypothesis testing.

**Hypothesis test**

After testing the outer model, the next thing to do is hypothesis testing or evaluating the relationship between the independent, dependent, and intervening variables. Hypothesis testing in this study was carried out by looking at the P-value. The hypothesis is said to be accepted if the P-value <0.05. The following are the results of Path Coefficients direct effect:

**Table 8. Hypothesis test (direct effect)**

|  | Original sample  (O) | Sample mean  (M) | Standard deviation  (STDEV) | T statistics (|O/STDEV|) | P  values |
| --- | --- | --- | --- | --- | --- |
| Brand Awareness(X1) -> Customer  Satisfaction (Z) | 0.416 | 0.418 | 0.105 | 3.979 | 0.000 |
| Brand Awareness(X1) -> Repurchase intention  (Y) | 0.238 | 0.262 | 0.141 | 1.695 | 0.090 |
| Customer Satisfaction(Z) -> Repurchase intention  (Y) | 0.425 | 0.419 | 0.143 | 2.969 | 0.003 |
| Electronic Word of Mouth(X2) -> Customer Satisfaction (Z) | 0.485 | 0.486 | 0.106 | 4.596 | 0.000 |
| Electronic Word of Mouth (X2)-> Repurchase intention (Y) | 0.275 | 0.257 | 0.142 | 1.941 | 0.052 |

1. The effect of brand awareness on customer satisfaction on 3Second products, shows an original sample value of 0.416. The significance of this relationship is indicated by the t-statistic value of 3.979, which exceeds the specified t-table value of 1.94. The significance test results are also indicated by the research p-value of 0.000, which is in accordance with the predetermined standard of less than 0.05. Based on these results, it can be concluded that brand awareness has a positive and significant influence on customer satisfaction on 3Second products.
2. The effect of brand awareness on repurchase intention on 3Second products, shows an original sample value of 0.238. The significance of this relationship is indicated by the t-statistic value of 1.695, which is less than the specified t-table value of 1.94. The significance test results are also indicated by the research p-value of 0.090, which can be said to be greater than 0.05. Based on these results, it can be concluded that brand awareness does not have a positive and significant influence on repurchase intention on 3Second products.
3. The effect of customer satisfaction on repurchase intention on 3Second products, shows an original sample value of 0.425. The significance of this relationship is indicated by the t-statistic value of 2.969, which is more than the specified t-table value of 1.94. The significance test results are also indicated by the research p-value of 0.003, which is in accordance with the predetermined standard of less than 0.05. Based on these results, it can be concluded that customer satisfaction has a positive and significant influence on repurchase intention on 3Second products.
4. The effect of electronic word of mouth on customer satisfaction on 3Second products, shows an original sample value of 0.485. The significance of this relationship is indicated by the t-statistic value of 4.596, which is more than the specified t-table value of 1.94. The significance test results are also indicated by the research p-value of 0.000, which is in accordance with the predetermined standard of less than 0.05. Based on these results, it can be concluded that electronic word of mouth has a positive and significant influence on customer satisfaction on 3Second products.
5. The effect of word of mouth on Repurchase intention on 3Second products, shows an original sample value of 0.275. The significance of this relationship is indicated by the t-statistic value of 1.941, which is more than the specified t-table value of 1.94. The significance test results are also indicated by the research p-value of 0.052, which is not in accordance with the predetermined standard of less than 0.05. Based on these results, it can be concluded that electronic word of mouth does not have a significant influence on repurchase intention on 3Second products.

Testing through mediation is carried out to understand whether the mediating variable successfully mediates the effect of the independent variable on the dependent variable. This can be seen in the Indirect Effect output. If the P-value is less than 0.05, then the independent variable has an influence on the dependent variable through the mediating variable.

**Table 9. Indirect effect**

|  | Original sample  (O) | Sample mean  (M) | Standard deviation  (STDEV) | T statistics (|O/STDEV|) | P values |
| --- | --- | --- | --- | --- | --- |
| Brand Awareness(X1)  -> Customer Satisfaction(Z)-  > Repurchase  intention (Y) | 0.177 | 0.173 | 0.070 | 2.531 | 0.011 |
| Electronic  Word Of Mouth(X2) -> Customer Satisfaction(Z)  -> Repurchase  intention (Y) | 0.206 | 0.206 | 0.090 | 2.283 | 0.022 |

1. The effect of brand awareness on repurchase intention through customer satisfaction as an intervening variable in 3Second products, shows an original sample value of 0.177. The significance test results are also indicated by the research p-value of 0.011, which is in accordance with the predetermined standard of less than 0.05. Based on these results, it can be concluded that customer satisfaction can mediate the relationship between brand awareness and repurchase intention in 3Second products.
2. The effect of electronic word of mouth on repurchase intention through customer satisfaction as an intervening variable in 3Second products, shows an original sample value of 0.206. The significance test results are also indicated by the research p-value of 0.022, which is in accordance with the predetermined standard of <0.05. Based on these results, it can be concluded that customer satisfaction can mediate the relationship between electronic word of mouth and repurchase intention in 3Second products.

**4.2. DISCUSSION**

1. **The effect of brand awareness on customer satisfaction on 3Second products in the Tokopedia application**. The effect of brand awareness (X1) on customer satisfaction (Z) Based on the results of data analysis from the research conducted, it is known that brand awareness has a significant influence on customer satisfaction on 3Second products. The results of data analysis show that the t statistical value (3.979) is greater than the t table (1.94). In addition, the P value obtained (0.000) is smaller than 0.05. Therefore, the first hypothesis is accepted.

This indicates that 3Second is easily recognized and recalled, both from brand identity and product diversity. In other words, the stronger the brand awareness that consumers have, the higher the level of customer satisfaction will be. Brand awareness is a crucial first step in the customer journey, which then shapes their perceptions, expectations, and ultimately, their experience with a product or service. Brand awareness helps shape customer expectations even before they interact directly with a product or service. Marketing campaigns, reviews, and other people's experiences with the brand create an image in consumers' minds of what they can expect. If the brand manages to meet or even exceed these expectations, customer satisfaction will increase dramatically. Brand awareness is an important factor as it is closely related to the level of public trust as consumers. With brand awareness, it will create a trust that will lead consumers to be loyal to the brand used, in this case 3Second products.

The results of this study are supported by research conducted by Ilyas et al (2020), which states that brand awareness has a positive and significant effect on customer satisfaction. This is explained because brand awareness is an important component to increase customer satisfaction.

1. **The effect of brand awareness on repurchase intention on 3Second products in the Tokopedia application**. Based on the results of data analysis from the research conducted, it is known that brand awareness does not have a positive and significant effect on repurchase intention on 3Second products. The results of data analysis show that the t statistical value (1.695) is smaller than the t table (1.94). In addition, the P value obtained (0.090) is greater than 0.05. Therefore, the second hypothesis is rejected. High brand awareness on 3Second products may not always have a significant influence on repurchase intention. This suggests that the better the level of brand awareness of 3Second, it cannot encourage consumers to make repeat purchases. Furthermore, it can be seen that brand awareness is not able to have a significant effect but still has a positive effect on repurchase interest. This is because brand awareness can only stimulate consumers' desire to make broad repurchase interest. Following the initial purchase, the customer's direct experience with the product or service emerges as the paramount determinant. Regardless of the extent of a customer's brand awareness, a suboptimal experience (e.g., defective products, inadequate service, or unmet expectations) will render brand awareness insufficient to incentivize repeat purchases. Consequently, product quality, the efficacy of after-sales support, and the comprehensive post-purchase interaction exert a significantly greater influence on subsequent purchasing decisions.

The results of this study are supported by research conducted by Yen & Fahlevi (2023), which states that brand awareness has no significant effect on repurchase intention. Similar research results were also submitted by Viopradina & Kempa (2021) and Baruno & Susanto (2018), which also stated that brand awareness has no significant effect on repurchase.

1. **The effect of customer satisfaction on repurchase intention on 3Second products in the Tokopedia application**. Based on the results of data analysis from the research conducted, it is known that customer satisfaction has a positive and significant effect on repurchase intention on 3Second products. The results of data analysis show that the t statistical value (2.969) is greater than the t table (1.94). In addition, the P value obtained (0.003) is smaller than 0.05. Therefore, the third hypothesis is accepted.

Customer satisfaction is one of the important aspects that influence customer loyalty. Customer satisfaction is the result of a comparison between consumer expectations and the product performance they receive. For satisfied customers, the decision-making process for repurchasing becomes significantly more efficient. They no longer need to expend time and energy researching, comparing, or evaluating alternative options, as they already possess tangible evidence from their previous positive experiences. This ease and efficiency contribute to swift purchasing decisions and a strong intention to repurchase. When customer expectations are met or even exceeded, customers tend to feel satisfied and are likely to become loyal customers. Once they are loyal, it can strengthen their repurchase interest.

The results of this study are supported by Nguyen, Nguyen & Tan (2021), which states that customer satisfaction has a positive and significant effect on repurchase intention. Similar results were also obtained by Putri & Yasa (2022) who also found that customer satisfaction has a positive and significant effect on repurchase intention.

1. **The effect of electronic word of mouth on customer satisfaction on 3Second products in the Tokopedia application**. Based on the results of data analysis from the research conducted, the electronic word of mouth strategy variable has a significant positive effect on the customer satisfaction variable, supported by the results of hypothesis testing which shows a t-statistics value of 4,596, p-values = 0.000 and a positive original sample value = 0.485. The value in the original sample which shows a positive number indicates that there is a positive relationship between the electronic word of mouth strategy and customer satisfaction on 3Second products. eWOM is a marketing platform that is highly effective and interactive. Through this media, it provides consumers' willingness to spread positive comments about consumers' experiences in buying products or services. Moreover, the company also consistently maintains the quality of its products, so that comments and reviews from consumers who have bought the product or service indirectly tell their positive experiences on social media, so that they can provide recommendations to other consumers to buy the product or service. Thereby it will produce positive eWOM, which maximizes customer satisfaction eWOM can influence consumer behaviour, whether it is interest, decisions or customer satisfaction. Furthermore, eWOM, particularly in the form of reviews, testimonials, or recommendations from other users, is widely regarded as a highly credible source of information. Consumers tend to place greater trust in the experiences of their peers than in brand-initiated marketing claims. When prospective customers observe numerous positive reviews or recommendations from individuals who have utilized a product or service, this generates substantial social proof. This social proof cultivates initial trust, which subsequently influences their expectations and perceptions even prior to purchase. Consequently, if their actual experience aligns with these positive endorsements, customer satisfaction is significantly enhanced.

The results of this study are supported by Hendrata, Tinaprilla & Safari (2021), which state that electronic word of mouth has a positive and significant effect on customer satisfaction. Similar results were also obtained by Tandon, Aakash& Aggarwal (2020), who also found that electronic word of mouth has a positive and significant effect on customer satisfaction.

1. **The effect of electronic word of mouth on repurchase intention on 3Second products in the Tokopedia Application**. The significance of this relationship is indicated by the t-statistic value of 1.941, which is more than the specified t-table value of 1.94. The significance test results are also indicated by the research p-value of 0.052, which is not in accordance with the predetermined standard of less than 0.05. Based on these results, it can be concluded that eWOM has a positive but insignificant effect on repurchase intention. This means that sometimes electronic word of mouth received by potential customers does not always tend to make customers repurchase 3Second products.

This suggests that while eWOM may offer a modest impetus for repeat purchases, its effect is insufficiently robust to be considered a primary determinant or to exert a consistent and reliable influence on driving repurchase behavior. Following an initial acquisition, customers' direct experience with the product or service becomes significantly more dominant than any prior eWOM they may have encountered. Should their personal experience be negative (e.g., the product fails to meet expectations or after-sales service is poor), the volume of positive reviews observed pre-purchase will be inadequate to stimulate repurchase intention. Consequently, post-purchase satisfaction, rooted in direct interaction, emerges as a far more potent factor.

According to Sya'roni & Fikriah (2024), eWOM had no effect on consumers' intentions to repurchase a product. This could occur when a customer chooses to buy or repurchase a product without depending on eWOM information. This result is also strengthened by the findings of Le-Hoang (2020) which state that eWOM has a positive but insignificant influence.

1. **The effect of brand awareness on repurchase intention through customer satisfaction as an intervening variable**. Based on the results of data analysis from the research conducted, it is known that brand awareness has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable on 3Second products. The results of data analysis show that the P value obtained (0.011) is smaller than 0.05. Therefore, the sixth hypothesis is accepted.

From the results of this study, intervening occurs, which means that brand awareness has a significant effect on repurchase intention, where better brand awareness is considered to be one of the things that underlies a customer's intention to repurchase 3Second products compared to other products. Furthermore, through the customer satisfaction variable, there is a significant influence. This means that customer satisfaction is an intervening variable between brand awareness and repurchase intention on 3Second products in the Tokopedia application. This shows that the solution variable in the form of customer satisfaction can influence to increase brand awareness so that repurchase interest occurs.

Brand awareness indeed demonstrates a positive and significant effect on repurchase intention, though often not directly. This relationship is frequently mediated by customer satisfaction. In essence, brand awareness plays a crucial role in fostering satisfaction, and it is this satisfaction that subsequently drives repurchase intent. High brand awareness is typically cultivated through robust marketing campaigns, a positive brand image, and a strong public reputation. This cultivates positive initial expectations among prospective customers, who tend to believe that familiar and recognized brands will deliver high-quality products or services. When these expectations are met, it leads to a sense of satisfaction for the customer. The results of this study are supported by research conducted by Herawati, Arief, & Fandiyanto (2023), which states that brand awareness has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable. However, the results of this study are in contrast to research conducted by Gultom, Chairunnisa & Tamba (2021) which found that customer satisfaction does not mediate the relationship between brand awareness and repurchase intention.

1. **The effect of electronic word of mouth on repurchase intention through customer satisfaction as an intervening variable.** Based on the results of data analysis from the research conducted, it is known that customer satisfaction can mediate the relationship between electronic word of mouth and repurchase intention on 3Second products. The results of data analysis show that the P value obtained (0.022) is smaller than 0.05. Therefore, the seventh hypothesis is accepted. eWOM does not directly lead to repurchase intentions; instead, its influence is mediated by customer satisfaction. Essentially, eWOM shapes customers' perceptions of satisfaction, which then drives their decision to buy again. Before making a purchase, many consumers seek information through eWOM, such as online reviews, testimonials, and recommendations. Positive eWOM fosters strong and favorable initial expectations about products or services. Consumers often trust information from their peers as an authentic and accurate representation, and these eWOM-formed expectations become the benchmark against which they evaluate their actual experience.

When consumers are exposed to positive reviews or recommendations from other users through eWOM, they tend to have a more positive perception of a particular brand or product. This can increase customer satisfaction after using the product or service. eWOM can also play a role in shaping consumer expectations. Information shared through eWOM can influence consumers' expectations of what they get from a particular product or service. If eWOM paints a positive picture, consumers tend to have more realistic expectations and are more likely to feel satisfied after using the product. The results of this study are supported by research conducted by Apritama & Susila (2023) and Sya'roni & Fikriah (2024)., which states that electronic word of mouth through customer satisfaction has a significant effect on repurchase decisions.

**5. CONCLUSION**

The results found that brand awareness and eWOM did not have a significant effect on repurchase intention on 3Second products on Tokopedia. Based on this, 3Second should create an attractive logo and tagline so that it can be a special attraction for them. Companies should also ensure that logos and taglines are easy to remember and reflect the values of the brand. 3Second can also maintain branding consistency and ensure all elements of the 3Second brand, such as the logo, tagline, colours, and language style, are consistent across all platforms. Furthermore, the company should be able to use social media listening tools to track what people are saying about the 3Second brand online and analyse eWOM to identify trends and areas for improvement. eWOM is used to improve the company's products, services and marketing strategies. One way is to understand the needs and wants of 3Second customers from various review platforms and also frequently build relationships with customers from various platforms. One way is to create a positive shopping experience on Tokopedia.

On the other hand, customer satisfaction is capable of mediating the relationship between brand awareness and e-WOM on repurchase intention.This shows that 3Second understands the needs and desires of various platforms and often builds relationships with customers from various platforms. It also indicates that the company has succeeded in creating a positive shopping experience on the Tokopedia platform. Furthermore, the company is able to offer quality products and services to consumers.

**6. RECOMMEDATION**

Companies can determine their target market to understand who they want to reach with the 3Second brand. Furthermore, companies can create attractive logos and taglines to make them stand out and ensure that the logos and taglines are memorable and reflect the values of the 3Second brand. In terms of eWOM, companies can use social media listening tools to track what people are saying about the 3Second brand online to measure the effectiveness of their eWOM strategy.

**Consent:**

As per international standards or university standards, Participants’ written consent has been collected and preserved by the author(s).

**Disclaimer (Artificial intelligence)**

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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