

An Analysis of Factors Influencing Repurchase Intention in the Automotive Sector in Batam City

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ARTICLE INFO



ISSN: 2620-6196

Vol. 8 Issues 1 (2025)

Article history:

Received - 12 April 2025

Revised - 20 April 2025

Accepted - 08 May 2025

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Keywords:

Social Media Content, Website Content, Repurchase Intention, E-WOM, Interactivity

ABSTRACT (TIMES NEW ROMAN – 11)

The use of social media continues to increase, followed by increasingly prohibitions on entrepreneurs using this media to market their business. On the other hand, this results in increasingly fierce competition, where marketers need to pay attention to effective marketing strategies to encourage special features or characteristics that can make consumers interested in buying products in their stores, as well as to maintain consumer loyalty. This research aims to analyze the influence of social media content, website content on repurchase intentions through E-WOM mediation and interactivity on students in choosing coffee drinks. The research approach used is quantitative. Data collection was obtained through distributing surveys to 300 research respondents of college students in Batam City. Data were analyzed using SMART-PLS software to carry out descriptive statistical analysis, structural Equation Modeling (SEM) analysis, and hypothesis testing to test the truth of the research hypothesis. The research findings concluded that social media content and website content play a significant role in influencing E-WOM as both show statistically significant effects. Furthermore, only social media content has a significant influence on interactivity, while website content does not demonstrate a notable impact on this variable. In addition, both E-WOM and interactivity significantly affect repurchase intention. E-WOM is found to significantly mediate the relationship between both social media content and website content on repurchase intention. On the other hand, interactivity mediates the relationship between social media content and repurchase intention

INTRODUCTION

In the modern era, the advancement of information technology is undeniable. The presence of various modern technologies has made it easier for humans to carry out activities in various fields, including communication (Wandoko & Panggati, 2022). This relates to the use of hardware such as computers and mobile phones, as well as digital platforms and software, all of which contribute to the transformation of communication practices and habits in society. In this context, such technologies are not only applied to the dissemination of information and messages between individuals or groups of individuals, but are also utilized across various sectors and spheres of life, particularly in the fields of business and commerce (Kuswardi & Lim, 2023).

According to a report published by We Are Social in January 2023, the number of active social media users in Indonesia reached 167 million people. This figure represents 60.4% of the country's population. Based on this data, it can be stated that there has been a significant increase in the number of social media users over the past ten years, where in 2014 the number of users was only 64 million. Therefore, the growth in the number of social media users reached 160.94% over the ten-year period (Dataindonesia.id, 2023)

This has also led to the use of social media becoming a common phenomenon among modern entrepreneurs, as the majority of them have already integrated their businesses with these platforms. This is especially true in the coffee shop and café industry, which primarily targets the millennial demographic. The use of social media in this sector has become widespread, as it aligns with its target audience—young people including teenagers, students, university students, and young professionals.

This is also in line with the significant growth of the coffee shop industry in Batam. According to the Batam City Government, there were a total of 321 coffee shops in Batam by the end of 2024. This growth contributed to an increase in the region's locally generated revenue (PAD) from restaurant taxes, rising from IDR 128.55 billion in 2023 to IDR 151.05 billion in 2024. This increase occurred in parallel with the widespread adoption of digital technology by coffee shops (Sumatrabisnis.com, 2025).

However, this has also led to increasingly intense competition, prompting marketers to pay close attention to effective marketing strategies in order to highlight unique features or distinctive characteristics that can attract consumers to purchase products from their stores. Moreover, such strategies are essential for maintaining customer loyalty and ensuring that consumers continue to choose and consume coffee products from the same store (Gaberamos & Pasaribu, 2022).

This concept is known as *repurchase intention*. Repurchase intention refers to a condition in which customers are inclined and willing to engage in future transactions (Hamdan et al., 2023). It is closely related to the motives or desires a customer has to purchase or use a product, which may vary from one customer to another. Customers tend to choose products that contain attributes they perceive as relevant to their needs (Putra et al., 2020).

Repurchase intention can essentially be influenced by several factors, including social media content and website content. Marketers implementing digital marketing strategies tend to consider these elements in order to effectively reach their target audience. On social media, they must pay attention to the substance and components of the content (Ginting et al., 2023). Social media content refers to the material in posts or publications used by marketers to reach their target audience. This may include illustrative photos accompanied by engaging captions, short video content, compelling stories, or other forms of creative content aimed at stimulating enthusiasm, capturing attention, and raising user awareness to purchase the marketer's products. In this context, marketers must ensure the substance and creativity of the content are strong enough to build solid brand awareness (Bulut & Karabulut, 2018).

Furthermore, for marketers who utilize website-based marketing strategies, website content is also a crucial element. It refers to the written material or publications presented on a website, which may include information about products and services, as well as other details such as product advantages, store locations, or branch outlets (Zeqiri et al., 2023). In this regard, marketers need to ensure that their website does not appear monotonous or overly generic. Instead, they must be able to apply their creativity and innovative capacity to produce content that is more appealing and engaging in the eyes of consumers.

Both social media and website content are closely related to electronic word of mouth (E-WOM). E-WOM is essentially the online or digital version of traditional word-of-mouth advertising (Emam & Wageh, 2022). It represents a transformation from conventional face-to-face word-of-mouth marketing, which typically occurred through direct interaction with known individuals. Today, word-of-mouth can be carried out much more rapidly and reach a broader audience, allowing information to be shared and disseminated to others within seconds (Zhao et al., 2020). This refers to a form of marketing that actively utilizes the internet to generate a mass word-of-mouth effect in support of marketing objectives and efforts (Ginting et al., 2023).

Viral marketing through the combination of social media and website content is also closely linked to the element of *interactivity*. Interactivity refers to the concept realized through communication activities between one party and another (Al-Qudah, 2020). The interactive relationship established between consumers and the company or marketers plays a crucial role in influencing consumers' interest in making repeat purchases. Consumers are more likely to repurchase if the relationship built by marketers through

content—or by other consumers through E-WOM—is positive and aligns with the marketing objectives. In such cases, consumer awareness and purchase intention are likely to be strengthened (Yu et al., 2023). Conversely, if other consumers share more negative than positive experiences, it can diminish the consumer's desire and intention to repurchase. This interactivity can influence an individual's thoughts and perceptions, as it stems either from direct interaction experiences with the marketer or seller, or from indirect interactions with other consumers who share specific information about the product (Rachbini et al., 2021).

However, it is unfortunate that previous studies have rarely explored how interactivity strengthens and supports the influence of social media content on repurchase intention, or how it reinforces the impact of website content on repurchase intention. Most existing research has tended to use E-WOM as the intervening variable for social media and website content. In fact, interactivity is a crucial aspect that can fundamentally determine the strength or weakness of consumer awareness and intention to repurchase (Alshurideh et al., 2023). This study is intended as a further development of the research conducted by LazaroIU et al. (2020), Yu et al. (2023), and Emam et al. (2022). Therefore, all the variables used in this study are based on those three prior studies.

LITERATURE REVIEW

2.1. Relationship Between Variables

The Influence of Social Media Content on E-WOM

Social media content refers to the material in posts or publications used by marketers to reach their target audience (Abd et al., 2020). This content may include illustrative photos with engaging captions, short video clips, compelling stories, or other forms of creative content designed to generate user enthusiasm, attention, and awareness toward purchasing the marketer's product (Bulut & Karabulut, 2018). In this context, marketers must ensure that the substance and creativity of their content are well-developed in order to build strong brand awareness (Mastoi, 2022), which in turn can lead to customer intention to communicate and recommend the product or service to others.

A study conducted by LazaroIU et al. (2020) examined the influence of E-WOM on consumers' decisions to repurchase products marketed through social media. The findings revealed that social media content has a significant positive effect on E-WOM. The better the quality of the content—particularly in terms of its appeal and creativity—the more likely it is that customers will recommend and endorse the company's products or services to others, thereby creating a viral marketing effect (Rachbini et al., 2021). Therefore, the first hypothesis proposed in this study is:

H1: Social Media Content has a significant positive effect on E-WOM.

The Influence of Social Media Content on Interactivity

The quality, appeal, and creativity of content created and posted by a service provider or product marketer play a key role in achieving interactivity. Essentially, interactivity refers to the process of communication between one party and another (Mastoi, 2022; Majeed et al., 2022). The interactive relationship established between consumers and the company or marketer significantly influences consumer interest in making repeat purchases. This is because engaging and creative content tends to encourage customers to communicate about the product or service with people they know and to build interactive relationships through their social media accounts (Putra et al., 2020).

A study conducted by Yu et al. (2023), which examined the influence of social media content on repurchase behavior with interactivity and E-WOM as mediating variables, revealed that social media content significantly affects interactivity. This is because viral marketing strategies carried out through social media enable the establishment of interactive relationships between companies and customers, as well as among customers and potential customers, allowing them to recommend the products or services

offered by a particular company to one another (LazaroIU et al., 2020). Therefore, the second hypothesis proposed in this study is:

H2: Social Media Content has a significant positive effect on Interactivity.

The Influence of Website Content on E-WOM

Website content is also a crucial element for marketers, as it refers to the written material or publications presented on a website, which may include information about products and services, as well as other details such as product advantages, store locations, and branch outlets (Zeqiri et al., 2023; Putra et al., 2020). In this regard, marketers must ensure that their website content does not appear monotonous or overly generic. Instead, they should leverage their creativity and innovation to create content that appears more appealing in the eyes of consumers (Saleem et al., 2022; Ginting et al., 2023). Engaging content can foster E-WOM in the form of viral marketing. This type of marketing can spread rapidly, much like a virus, where every word or phrase may trigger a chain of word-of-mouth communication—click by click—encouraging customers to share and disseminate information about a specific product to other consumers. Such dissemination may occur through videos, audio, or written information published online (LazaroIU et al., 2020). Therefore, the third hypothesis proposed in this study is:

H3: Website Content has a significant positive effect on E-WOM.

The Influence of Website Content on Interactivity

Website content that is engaging, creative, and innovative—created and published by a service provider or product marketer—can foster interactivity (Tandon et al., 2020; Saleem et al., 2022). This is because such website content can facilitate communication between one party and another, including interactions between companies and their customers (Ginting et al., 2023; Zeqiri et al., 2023). This interactivity may be reflected in customer activities such as inquiries about product details, descriptions, or other relevant information that help establish a relationship between the marketer (company) and its customers (Emam et al., 2022). Therefore, the fourth hypothesis proposed in this study is:

H4: Website Content has a significant positive effect on Interactivity.

The Influence of E-WOM on Repurchase Intention

E-WOM is essentially the online or digital version of traditional word-of-mouth advertising (Emam & Wageh, 2022). It represents a transformation from conventional word-of-mouth marketing, which was previously conducted through face-to-face interactions with familiar individuals. Nowadays, word-of-mouth can be carried out much faster and reach a wider audience, allowing information to be disseminated to others within seconds (Zhao et al., 2020; Hamdan et al., 2023). This refers to a form of marketing that actively utilizes the internet to generate mass word-of-mouth effects in support of marketing goals and efforts (Ginting et al., 2023). E-WOM is considered effective in stimulating interest and the intention to repurchase a product, due to encouragement and recommendations from others (Bulut & Karabulut, 2018). Therefore, the fifth hypothesis proposed in this study is:

H5: E-WOM has a significant positive effect on Repurchase Intention.

The Influence of Interactivity on Repurchase Intention

Interactivity refers to the concept realized through communication activities between one party and another (Yu et al., 2023; Putra et al., 2020). The interactive relationship established between consumers and companies or marketers plays a crucial role in determining consumers' interest in making repeat purchases (Al-Qudah, 2020; Azer & Ranaweera, 2022). The higher the level of interactivity between customers and marketers, the greater the likelihood that customers will intend to repurchase, as the brand remains top-of-mind for them (Kuswardi & Lim, 2023).

H6: Interactivity has a significant positive effect on Repurchase Intention.

The Mediating Role of E-WOM in the Relationship Between Social Media Content and Repurchase Intention

E-WOM, as a form of word-of-mouth marketing through digital media, can be carried out via social media platforms (Yu et al., 2023; Azer & Ranaweera, 2022). In this context, customers can market and recommend a brand or product by sharing content posted by marketers or companies on social media (Bulut & Karabulut, 2018; Hamdan et al., 2023). Therefore, if the content is engaging, creative, and innovative, it can further strengthen the intention and determination of potential buyers to repurchase the product (Ginting et al., 2023).

H7: E-WOM strengthens the influence of Social Media Content on Repurchase Intention.

The Mediating Role of Interactivity in the Relationship Between Social Media Content and Repurchase Intention

The interactive relationship established between consumers and companies or marketers plays a crucial role in determining consumer interest in making repeat purchases (Emam et al., 2022; Putra et al., 2020). Consumers are more likely to engage in repurchasing when the relationship fostered by marketers—whether through content or through other consumers—is positive and supports the company's marketing activities on social media (Azer & Ranaweera, 2022). In this context, the relationship between social media content and repurchase intention is strengthened by the level of interactivity built between marketers and their customers via social media (Yu et al., 2023; Al-Qudah, 2020).

H8: Interactivity strengthens the influence of Social Media Content on Repurchase Intention.

The Mediating Role of E-WOM in the Relationship Between Website Content and Repurchase Intention

E-WOM, as a form of word-of-mouth marketing through digital media, can also be conducted via websites used by marketers (Putra et al., 2020; Lazaroïu et al., 2020). In this context, customers can promote and recommend a brand or product by sharing content posted by marketers or companies on their websites. Therefore, if the content is engaging, creative, and innovative, it can further strengthen the determination and intention of potential buyers to repurchase the product (Hamdan et al., 2023). In this case, the relationship between website content and repurchase intention is reinforced by viral marketing or recommendations conveyed through E-WOM activities (Zeqiri et al., 2023; Ginting et al., 2023).

H9: E-WOM strengthens the influence of Website Content on Repurchase Intention.

The Mediating Role of Interactivity in the Relationship Between Website Content and Repurchase Intention

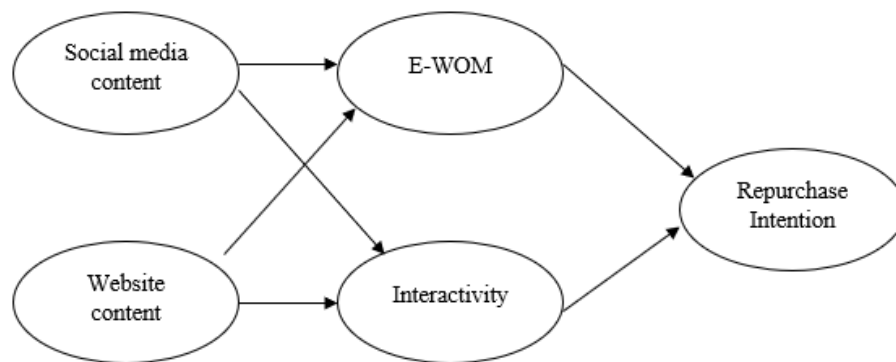
Interactivity, as a form of interactive relationship established between consumers and companies/marketers, plays a crucial role in determining consumers' interest in repurchasing a product (Yu et al., 2023; Emam et al., 2022). Consumers are more likely to engage in repurchasing behavior when the relationship built by marketers—either through content or through other consumers—is positive and supportive of the company's marketing activities carried out on its website (Hamdan et al., 2023; Lazaroïu et al., 2020). In this context, the relationship between the content created and posted on the website and repurchase intention is strengthened by the level of interactivity established between the customers and the marketers (Al-Qudah, 2020).

H10: Interactivity strengthens the influence of Website Content on Repurchase Intention.

2.2. Research Model

The research model refers to the approach and procedures used to conduct the study, particularly in efforts to identify, develop, and establish relationships among the variables being examined. In this study, the variables consist of social media content and website content as independent variables, which are tested for their influence on the dependent variable, namely repurchase intention, with E-WOM and

interactivity acting as mediating variables. The conceptual framework of this study is illustrated as follows:



Picture 1. Conceptual Framework
Source: Data Processed, 2024

RESEARCH METHOD

Sample and Sampling Technique

The population in this study consists of university students spread across Batam City, namely from Universitas Internasional Batam, Universitas Putera Batam, Universitas Riau Kepulauan, Universitas Batam, and Politeknik Negeri Batam, who have previously purchased coffee products in Batam. However, since the population is too broad, the researcher focused on specific students who met certain criteria set by the researcher. The sampling technique used was purposive sampling, which involves selecting respondents based on specific considerations. As a result, 300 respondents were selected to participate in this study. The questionnaire was distributed via Google Forms in January 2024.

The questions were measured using a 5-point Likert scale, with scores as follows: (1) strongly disagree; (2) disagree; (3) neutral; (4) agree; (5) strongly agree. The questionnaire responses were then analyzed using descriptive statistical techniques, structural equation modeling (SEM), and hypothesis testing, with consideration of the t-test. The hypothesis is accepted if the t-significance value is less than the predetermined significance level (0.05), and vice versa. This also includes testing of the outer loading model and inner model in order to produce more valid and accurate research results.

Operational Definition of Variables

a. Social Media Content

Social media content refers to the substance of posts or publications used by marketers to reach their target audience (Abd et al., 2020). This may include illustrated photo content with engaging captions, short video content, compelling story content, or other forms of creative content designed to stimulate enthusiasm, attention, and user awareness in purchasing the marketer's products (Bulut & Karabulut, 2018). According to Al-Qudah (2020), the indicators of social media content consist of three items: content accuracy, content attractiveness, and completeness of information

Tabel 1. Questions for the Repurchase Intention Variable

No	Questions	SD	D	N	A	SA
1	I think the content posted on the automotive social media account I follow is accurate.					
2	I think the content posted on the automotive social media account is interesting					

3	I think the content posted on the automotive social media account is complete and informative.					
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b. Website Content

Website content refers to the form of content or publications written and included on a website, whether containing information about products and services, or other details such as product advantages, store locations, or branch locations (Zeqiri et al., 2023). According to Saleem et al. (2022), the indicators of website content consist of three items: information quality, system quality, and service quality.

Tabel 2. Questions for Website Content

No	Questions	SD	D	N	A	SA
1	I think the content posted on the website meets my needs for automotive information					
2	I think the website has features that are accessible, responsive, reliable, and efficient					
3	I think the website meets my needs for browsing automotive information easily and effectively					

c. E-WOM

E-WOM refers to viral marketing, which actively utilizes the internet to create a mass word-of-mouth effect in support of marketing goals and efforts (Ginting et al., 2023). According to Ginting et al. (2023), the indicators of E-WOM consist of three items: writing comments, giving opinions, and providing recommendations to others.

Tabel 3. Questions for Variables E-WOM

No	Questions	SD	D	N	A	SA
1	I often write comments on automotive social media accounts/websites in Batam					
2	I give positive opinions and feedback about automotive in Batam					
3	I encourage others to purchase automotive in Batam					

d. Interactivity

Interactivity refers to a concept manifested in communication activities between one party and another (Yu et al., 2023; Putra et al., 2020). The interactive relationship established between consumers and companies/marketers plays a crucial role in determining consumers' interest in making repeat purchases of a product. According to Al-Qudah (2020), the indicators of interactivity include three items: ease of communication, ease of giving opinions, and ease of obtaining information.

Tabel 4. Questions for Interactivity

No	Questions	SD	D	N	A	SA
1	The automotive social media account allows me to communicate with the brand easily					
2	The automotive social media account allows me to express my opinions and comments about the brand.					

3	The automotive social media account allows me to ask for information about the brand.					
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e. *Repurchase Intention*

Repurchase intention refers to a condition in which customers tend to have the intention and willingness to engage in future transactions (Hamdan et al., 2023). According to Ginting et al. (2023), the indicators of repurchase intention include three items: the desire to repurchase, recommendation to others, and the intention to always buy.

Tabel 5. Questions for Repurchase Intention

No	Questions	SD	D	N	A	SA
1	I have the desire to always repurchase automotive products in Batam					
2	I have the desire to recommend automotive products in Batam to my friends and acquaintances					
3	I have the desire to consistently choose and purchase the automotive products					

RESULTS AND DISCUSSION

Demographic Analysis of Respondent

The respondents who filled out the questionnaire consisted of gender, age, and most recent education. In terms of gender, the majority of respondents were male, accounting for 53.7% or 161 individuals. This was followed by 139 female respondents, making up 46.3%. In terms of age, most respondents were between 18–25 years old (54.7%), followed by 25.3% aged 26–32 years, 9.3% aged 33–40 years, 9% under 18 years old, and the remaining 1.7% were over 40 years old. As for the most recent education level, the majority of respondents were high school (SMA/SMK) graduates (64%), followed by 27.3% with a bachelor's degree (S1), 8% with a diploma, and 0.7% with a master's degree (S2).

Tabel 1. Respondent Demographics

Criteria	Description	Frequency	Percentage
Gender	Male	161	53.7%
	Female	139	46.3%
	Total	300	100.0%
Age	< 18 Years	27	9.0%
	18 - 25 Years	164	54.7%
	26 - 32 Years	76	25.3%
	33 - 40 Years	28	9.3%
	> 40 Years	5	1.7%
	Total	300	100.0%
Last Education	Senior High School	192	64%
	Diploma	24	8.0%
	Bachelor's Degree S1	82	27.3%
	Master's Degree S2	2	0.7%
	Total	300	100.0%

Outer Model Test

Convergent Validity Test

1. Outer Loading

In conducting the validity test for this study, the researcher employed the outer loading method. This approach is used to evaluate the significance of certain factors in contributing to the indicators of the related variable. To assess the validity of the questionnaire items, the study refers to the outer loading values, where an item is considered valid if its outer loading exceeds 0.6 (Hair et al., 2019). Based on the evaluation results shown in Table 3, the researcher concludes that all items related to the research variables have outer loading values greater than 0.6, indicating their validity, and no indicators need to be removed. Therefore, all of these items can be used in the next step to test their reliability.

Tabel 2. Outer Loading Test Results

Pertanyaan Variabel	Outer Loading	Kesimpulan
SMC_1	0.721	Valid
SMC_2	0.732	Valid
SMC_3	0.851	Valid
WC_1	0.804	Valid
WC_2	0.746	Valid
WC_3	0.835	Valid
EWOM_1	0.703	Valid
EWOM_2	0.830	Valid
EWOM_3	0.851	Valid
INT_1	0.784	Valid
INT_2	0.751	Valid
INT_3	0.789	Valid
RI_1	0.737	Valid
RI_2	0.775	Valid
RI_3	0.737	Valid

Source: Data Primary, 2024

2. Average Variance Extracted (AVE)

In examining the validity of the relationships between variables, a convergent validity test was conducted, commonly referred to as the Average Variance Extracted (AVE) analysis. The convergent validity requirement is considered met if the AVE value is greater than 0.5. Based on this criterion, it can be stated that this study meets the standard for convergent validity, as all AVE values are greater than 0.5, as shown in Table 3.

Tabel 3. AVE Test Results

Variabel	AVE	Description
<i>Social Media Content</i>	0.529	Valid
<i>Website Content</i>	0.553	Valid
<i>E-WOM</i>	0.511	Valid
<i>Interactivity</i>	0.599	Valid
<i>Repurchase Intention</i>	0.585	Valid
<i>Social Media Content</i>	0.529	Valid

Source: Data primer, 2024

Discriminant Validity

The assessment of discriminant validity is based on the guideline that the construct value should not reflect greater variance than that of its indicators. In this context, the evaluation is carried out using the following approaches

1. Cross Loadings

This approach aims to demonstrate the relationship between each indicator and its respective construct. The method is based on the requirement that the indicators associated with each variable must have a minimum value of 0.7 (Hair et al., 2019). Based on the results presented in Table 5, it can be concluded that many indicators are still not valid, as their values fall below 0.7.

Tabel 4. Cross Loadings Test Results

Variabel	<i>Social Media Content</i>	<i>Website Content</i>	<i>E-WOM</i>	<i>Interactivity</i>	<i>Repurchase Intention</i>
SMC_1	0.360	0.229	0.263	0.204	0.216
SMC_2	0.732	0.374	0.576	0.461	0.410
SMC_3	0.851	0.504	0.613	0.578	0.434
WC_1	0.804	0.514	0.576	0.551	0.328
WC_2	0.317	0.296	0.352	0.218	0.552
WC_3	0.410	0.399	0.496	0.530	0.835
EWOM_1	0.322	0.273	0.360	0.326	0.703
EWOM_2	0.455	0.830	0.502	0.487	0.374
EWOM_3	-0.426	-0.678	-0.437	-0.317	-0.301
INT_1	0.391	0.655	0.468	0.525	0.329
INT_2	0.386	0.278	0.564	0.294	0.339
INT_3	0.613	0.505	0.789	0.506	0.430
RI_1	0.581	0.490	0.737	0.529	0.366
RI_2	0.489	0.425	0.651	0.517	0.398
RI_3	0.389	0.407	0.608	0.498	0.430

Source: Data primer, 2024

2. Fornell-Lacker Criterion

The Fornell-Larcker criterion is used in the evaluation process of discriminant validity, indicating that the average variance extracted (AVE) of a construct must be greater than its correlations with other constructs in order to demonstrate satisfactory discriminant validity (Hair et al., 2019). Based on the data presented in Table 5, it can be concluded that all variables meet this criterion, as each construct shows consistent correlations with its respective indicators.

Tabel 5. Average Fornell Larcker Criterion Test Results

Variable	<i>Social Media Content</i>	<i>Website Content</i>	<i>E-WOM</i>	<i>Interactivity</i>	<i>Repurchase Intention</i>
<i>Social Media Content</i>	0.714				
<i>Website Content</i>	0.587	0.725			
<i>E-WOM</i>	0.738	0.649	0.685		
<i>Interactivity</i>	0.660	0.612	0.717	0.765	
<i>Repurchase Intention</i>	0.499	0.464	0.579	0.536	0.706

Source: Data primer, 2024

3. *Heterotrait-Monotrait Ratio (HTMT Ratio)*

The HTMT test is intended to assess conclusions regarding discriminant validity. According to the criterion, if the HTMT ratio is less than 0.9, the findings are considered valid; however, if it exceeds 0.9, the results are deemed invalid (Hair et al., 2019). The HTMT test results are presented in Table 6 below

Tabel 6. Heterotrait-Monotrait Ratio (HTMT Ratio) Test Results

Variable	<i>Social Media Content</i>	<i>Website Content</i>	<i>E-WOM</i>	<i>Interactivity</i>	<i>Repurchase Intention</i>
<i>Social Media Content</i>					
<i>Website Content</i>	0.985				
<i>E-WOM</i>	1.020	1.001			
<i>Interactivity</i>	0.910	0.962	0.931		
<i>Repurchase Intention</i>	0.883	0.892	0.939	0.841	

Source: Data primer, 2024

Based on the findings above, there are seven variable relationships with correlation values exceeding 0.9. In this context, valid correlations were found only in the relationships between social media content and repurchase intention, website content and repurchase intention, as well as interactivity and repurchase intention. Therefore, the HTMT assessment has not been fully passed.

Reliability Test

Reliabilitas diperuntukkan dalam memberikan penilaian atas reliabel atau tidaknya item variabel penelitian yang diujikan, dimana untuk mengetahui sejauh mana suatu pengukuran yang diperuntukkan dalam penyajian hasil yang dipercaya serta konsisten (Hair et al, 2019). Pengukuran reliabilitasnya didasarkan atas nilai *composite reliability*, dimana menyatakan bahwa jika hasil ujinya > 0.7 , maka instrumennya dikategorikan sudah reliabel. Temuan disajikan pada tabel 8 dapat mengindikasikan bahwa keseluruhan dari variabel menghasilkan nilai komposit diatas 0.7, sehingga semuanya sudah reliabel

Tabel 7. Reliability Test Results

Variabel	<i>Composite Reliability</i>
<i>Social Media Content</i>	0.790
<i>Website Content</i>	0.841
<i>E-WOM</i>	0.836
<i>Interactivity</i>	0.872
<i>Repurchase Intention</i>	0.861

Sumber: Data primer, 2024

Inner Model

Uji inner model diperuntukkan untuk menganalisis hubungan sebab akibat yang terbentuk antara variabel-variabel yang dicantumkan pada permodelannya

1. *Path Coefficients*

The primary objective of conducting this path coefficient test is to identify the presence of a direct effect between variables without involving mediation. The relationship between variables

is indicated by the t-statistic and p-value. A relationship is considered statistically significant if $t > 1.96$ and $p < 0.05$.

Tabel 8. *Path Coefficients Results Test*

Path	T Statistics	P Values	Hypothesis	Description
<i>Social media content -> E-WOM</i>	2.394	0.026	H1	Significant
<i>Website content -> E-WOM</i>	3.012	0.003	H2	Significant
<i>Social media content -> Interactivity</i>	5.235	0.000	H3	Significant
<i>Website content -> interactivity</i>	0.834	0.414	H4	Not Significant
<i>E-WOM -> Repurchase intention</i>	4.105	0.000	H5	Significant
<i>Interactivity -> Repurchase intention</i>	2.103	0.036	H6	Significant

Source: Data primer, 2024.

a. H1 Testing Findings

The findings reveal that social media content has a significant influence on electronic word of mouth (E-WOM), as evidenced by a t-statistic of 2.394 and a p-value of 0.026. This result supports the findings of LazaroIU et al. (2020) and Mastoi (2022), who stated that social media content has a significant positive effect on E-WOM. The better the quality of the content—in terms of attractiveness and creativity—the more likely customers are to recommend and endorse the company's products or services to others, thereby creating a viral marketing effect (Rachbini et al., 2021). Therefore, it can be concluded that H1 is significant.

b. H2 Testing Findings

The findings indicate that website content has a significant influence on electronic word of mouth (E-WOM), as evidenced by a t-statistic of 3.012 and a p-value of 0.003. This result is consistent with the studies of Majeed et al. (2022) and Yu et al. (2023), which examined the influence of social media content on repurchase behavior, with interactivity and E-WOM as mediating variables. Their findings revealed that social media content significantly affects interactivity, as viral marketing strategies through social media allow marketers to establish interactive relationships between the company and its customers, as well as among customers and potential customers, enabling them to recommend products or services offered by a company (LazaroIU et al., 2020). Therefore, it can be concluded that H2 is significant.

c. H3 Testing Findings

The findings reveal that social media content has a significant influence on interactivity, as indicated by a t-statistic of 5.235 and a p-value of 0.000. This result is consistent with the studies of Saleem et al. (2022) and Ginting et al. (2023), who emphasized that marketers need to ensure their online store websites do not appear monotonous or overly generic. Instead, they should apply creativity and innovation to make the content more appealing to

consumers and encourage E-WOM. Moreover, engaging content can foster E-WOM in the form of viral marketing. Such viral marketing can spread rapidly—much like a virus—where every word or message has the potential to trigger a chain reaction of word-of-mouth communication, moving from one click to another. This process motivates customers to share and disseminate information about a specific product to other consumers, typically through videos, audio, and written information shared online (LazaroIU et al., 2020). Therefore, it can be concluded that H3 is significant.

d. H4 Testing Findings

The findings indicate that website content does not have a significant influence on interactivity, as shown by a t-statistic of 0.834 and a p-value of 0.414. This result contradicts the studies of Saleem et al. (2022) and Tandon et al. (2020), which stated that attractive, creative, and innovative website content created and published by service providers or product marketers can generate interactivity. In fact, such website content can facilitate communication between different parties, including between companies and their customers (Ginting et al., 2023; Zeqiri et al., 2023). This is reflected in customer activities such as making inquiries, requesting product details, or seeking other information, which can lead to the establishment of a relationship between the marketer (company) and the customer (Emam et al., 2022). Therefore, it can be concluded that H4 is not significant.

e. H5 Testing Findings

The findings reveal that E-WOM has a significant influence on repurchase intention, as evidenced by a t-statistic of 4.105 and a p-value of 0.000. This result supports the studies of Zhao et al. (2020) and Hamdan et al. (2023), who stated that word-of-mouth can spread rapidly and reach a wide audience, allowing information to be passed on to others within seconds. This is referred to as a form of marketing that actively utilizes the internet to create a mass word-of-mouth effect in support of marketing goals and efforts (Ginting et al., 2023). E-WOM is considered capable of stimulating interest and an individual's intention to repurchase a product, driven by recommendations and encouragement from others (Bulut & Karabulut, 2018). Therefore, H5 is significant.

f. H6 Testing Findings

The findings indicate that interactivity has a significant influence on repurchase intention, as shown by a t-statistic of 2.103 and a p-value of 0.036. This result aligns with the studies of Al-Qudah (2020) and Azer & Ranaweera (2022), which stated that interactive relationships formed between consumers and companies/marketers play a key role in determining consumers' interest in repurchasing a product. The higher the level of interactivity between customers and marketers, the more likely customers are to develop a stronger repurchase intention, as the brand remains top-of-mind (Kuswardi & Lim, 2023). Therefore, H6 is significant.

2. *Indirect Effect*

To examine the relationship between variables through indirect effects or mediation, an indirect effect test is used (Hair et al., 2019).

Tabel 9. Hasil Uji *Indirect Effects*

Path	T Statistics	P Values	Hypothesis	Description
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<i>Social Media Content -> E-WOM-> Repurchase Intention</i>	3.010	0.001	H7	Significant
<i>Website Content -> E-WOM-> Repurchase Intention</i>	5.149	0.000	H8	Significant
<i>Social Media Content -> Interactivity -> Repurchase Intention</i>	2.139	0.028	H9	Significant
<i>Website Content -> Interactivity -> Repurchase Intention</i>	0.677	0.598	H10	Not Significant

Source: Data primer, 2024

a. H7 Testing Findings

The findings indicate that E-WOM has a significant mediating effect in the relationship between social media content and repurchase intention, as evidenced by a t-statistic of 3.010 and a p-value of 0.001. This result supports the studies of Yu et al. (2023) and Azer & Ranaweera (2022), which revealed that E-WOM, as a form of word-of-mouth marketing through digital media, can be carried out via social media platforms. In this context, customers can promote and recommend a brand or product by sharing content posted by marketers or companies on social media (Bulut & Karabulut, 2018; Hamdan et al., 2023). Therefore, when the content created is attractive, creative, and innovative, it can further strengthen potential buyers' intention and determination to repurchase the product (Ginting et al., 2023). Thus, H7 is significant.

b. H8 Testing Findings

The findings indicate that E-WOM has a significant mediating effect in the relationship between website content and repurchase intention, as shown by a t-statistic of 5.149 and a p-value of 0.000. This result supports the studies of Emam et al. (2022) and Putra et al. (2020), which state that the interactive relationship formed between consumers and companies/marketers plays a crucial role in determining consumer interest in repurchasing a product. Consumers are more likely to engage in repurchasing when the relationship established by marketers—either through content or discussions from other consumers—is positive and supports the company's marketing activities on social media (Azer & Ranaweera, 2022). The connection between social media content and repurchase intention is further reinforced by the interactivity that occurs between marketers and customers via social media (Yu et al., 2023; Al-Qudah, 2020). Thus, H8 is significant.

c. H9 Testing Findings

The findings show that interactivity has a significant mediating effect in the relationship between social media content and repurchase intention, as indicated by a t-statistic of 2.139 and a p-value of 0.028. This result supports the findings of Hamdan et al. (2023), who asserted that customers can promote and recommend a brand or product by sharing

content posted by marketers or companies on their websites. Therefore, if the content is attractive, creative, and innovative, it can further strengthen the intention and determination of potential buyers to repurchase the product (Zeqiri et al., 2023). In this context, the relationship between website content and repurchase intention is enhanced by viral marketing or recommendations through E-WOM activities (Ginting et al., 2023). Accordingly, H9 is significant.

d. H10 Testing Findings

The findings reveal that interactivity does not have a significant mediating effect in the relationship between website content and repurchase intention, as evidenced by a t-statistic of 0.677 and a p-value of 0.598. This result is not in line with the studies of Emam et al. (2022) and Yu et al. (2023), which argued that interactivity—as an interactive relationship between consumers and companies/marketers—plays a key role in shaping consumer interest in repurchasing a product. The result also contradicts the findings of Hamdan et al. (2023) and Lazaroiu et al. (2020), who found that customers are more likely to repurchase when the relationship built by marketers—either through content or through other consumers' feedback—is positive and supports the company's marketing activities conducted through its website. Therefore, H10 is not significant.

3. *R-Square*

This test aims to evaluate how effectively the model explains the variance of the dependent variables, which is assessed through the adjusted R Square value. The R Square value is adjusted based on the model's degrees of freedom, and the coefficient of determination ranges from 0 to 1. The closer the value is to 1, the stronger the explanatory power (Hair et al., 2019).

Tabel 12. *R-Square Test Results*

Variable	<i>R-Square</i>	<i>Adjusted R-Square</i>
<i>E-WOM</i>	0.614	0.602
<i>Interactivity</i>	0.473	0.462
<i>Repurchase Intention</i>	0.625	0.611

Source: Data primer, 2024

Based on the results presented in the table above, the adjusted R-Square value for E-WOM is 0.602, indicating that the independent variables are able to explain 60.2% of the variance in the E-WOM variable. Furthermore, the adjusted R-Square value for Interactivity is 0.462, which means that the independent variables explain 46.2% of the variance in Interactivity. Similarly, the adjusted R-Square for Repurchase Intention is 0.611, showing that the independent variables explain 61.1% of the variance in this variable.

4. *Standardized Root Mean Square Residual (SRMR)*

A model is considered a good fit and acceptable if its SRMR value is less than 0.1. The results presented in Table 12 of this study indicate that each construct within the model has an SRMR value below 0.1.

Tabel 12. *SRMR Test Results*

	<i>Sample Mean (M)</i>	<i>Percentage (%)</i>
<i>Saturated model</i>	0.085	8,5%
<i>Estimated model</i>	0.085	8,5%

Source: Data primer, 2024

5. *Quality Index Test Results*

This test aims to assess the quality of a research model designed by the researcher. In using the SMART PLS software, one of the indices applied is the goodness of fit (GoF), as explained by Hair et al. (2019). Goodness of fit refers to the comparison between the specified model and the observed covariance matrix. The assessment of GoF is categorized as low if the value exceeds 0.10, moderate if it exceeds 0.25, and high if it exceeds 0.36. In this study, the GoF index shows a high value of 0.492, which is calculated as follows:

$$GoF\ Index = \sqrt{Average\ AVE \times Average\ R^2}$$

$$Average\ AVE = \frac{0.529+0.553+0.511+0.599+0.585+0.529}{6} = 0.551$$

$$Average\ R^2 = \frac{0.614+0.473+0.625}{3} = 0.571$$

$$GoF\ Index = \sqrt{0.551 \times 0.571}$$

$$GoF\ Index = 0.561$$

CONCLUSION

Based on the results of the study, it can be concluded that social media content and website content play a strategic role in influencing consumer behavior in the automotive industry, particularly in shaping electronic word of mouth (E-WOM) and repurchase intention. The findings indicate that social media content has a significant influence on both E-WOM and interactivity, suggesting that content delivered through social media platforms can encourage consumers to interact, share experiences, and build a positive perception of automotive brands. This is especially relevant in today's digital era, where consumer reviews and discussions on social platforms can be decisive factors in repeat purchase decisions. Meanwhile, website content also significantly influences E-WOM but does not have a significant impact on interactivity, indicating that although websites serve as official sources of information, they are not as interactive as social media in building two-way relationships with consumers.

Furthermore, E-WOM and interactivity have been proven to act as important mediators in strengthening the influence of digital content on repurchase intention. In this regard, E-WOM significantly mediates the relationship between both social media content and website content with repurchase intention, while interactivity only demonstrates a significant mediating effect in the relationship between social media content and repurchase intention. This indicates that in the automotive industry, building interactive communication through social media is more effective than relying solely on websites. Content such as video testimonials, vehicle usage experiences, the latest product features, and active brand responses to consumer comments serve as strong drivers in fostering customer loyalty and encouraging repeat purchases.

Nevertheless, this study has several limitations. First, the questionnaire was distributed online via Google Forms and shared within the researcher's social network, which likely introduced sample bias and limited the generalizability of the findings to a broader population of automotive consumers. Second, the data collection period was relatively short—only two months—which may limit the study's ability to capture changes in consumer perceptions over time. Although the sample size of 300 respondents meets the minimum requirement for quantitative analysis, it does not fully represent the geographical, demographic, and behavioral diversity of automotive consumers. In addition, the use of closed-ended questionnaires in a quantitative approach limits the depth of insight that can be gathered, thereby failing to capture subjective nuances, deeper motivations, or contextual factors that may influence consumer interaction with digital content. This study also does not account for the evolving nature of social media

algorithms and digital trends, which may dynamically impact the effectiveness of digital marketing strategies over time.

Based on these findings, several recommendations can be proposed. Future research should consider incorporating additional variables such as brand trust, perceived quality, or brand community, which may also influence repurchase intention in the automotive sector. Further studies are encouraged to expand the geographical scope and adopt mixed-method approaches to gain a more comprehensive understanding. Practically, the findings offer valuable insights for automotive industry players—including vehicle dealers, authorized workshops, and automotive manufacturers—in designing digital content strategies that are not only informative but also interactive. Content that showcases vehicle features attractively, presents user testimonials, and fosters two-way communication on social media can be highly effective in driving E-WOM and customer loyalty.

By considering the impact of E-WOM and interactivity on repurchase intention, automotive businesses must optimally leverage digital media as a strategic communication channel to maintain long-term relationships with consumers and establish a competitive advantage in an increasingly dynamic and competitive automotive market.

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