

## THE EFFECT OF DIGITAL MARKETING, SERVICE QUALITY AND ELECTRONIC WORD OF MOUTH (E-WOM) ON REPURCHASE INTEREST IN LUNA CHICKEN CUTTING HOUSE UMKM

Adrian Fahrozi<sup>1</sup>, Wisnu Setiazid Sinaga<sup>2</sup>, Willy Cahyadi<sup>3</sup>, Frederik Rudy Sentosa Rajagukguk<sup>4</sup>

<sup>1234</sup>STIE Bina Karya Kota Tebing Tinggi

Corresponding Email: [adrianfahrozi06@gmail.com](mailto:adrianfahrozi06@gmail.com)<sup>1</sup>, [wisnusetiazidsinaga06@gmail.com](mailto:wisnusetiazidsinaga06@gmail.com)<sup>2</sup>, [bkcahyadi@gmail.com](mailto:bkcahyadi@gmail.com)<sup>3</sup>

Received : 20 April 2025

Published : 30 June 2025

Revised : 30 April 2025

DOI : <https://doi.org/10.54443/ijebas.v5i3.3563>

Accepted : 16 May 2025

Link Publish : <https://radjapublika.com/index.php/IJEBA S>

### Abstract

This study aims to analyze the effect of digital marketing (X1), service quality (X2) and electronic word of mouth (E-WOM) (X3) on repurchase interest (Y) at the Luna broiler chicken UMKM. The method used is quantitative by distributing questionnaires filled out by 96 respondents selected using accidental sampling techniques in the period December 2024 to January 2025. The results of the analysis show that both X variables have a positive and significant effect on variable Y, where digital marketing, service quality and electronic word of mouth can increase repurchase interest at the Luna broiler chicken house. Validity and reliability tests state that the questionnaire instrument used has a good level of validity and reliability. The coefficient of determination test shows that both X variables are able to contribute to variable Y. The results of the study are consistent with the theory that states that digital marketing (X1), service quality (X2) and electronic word of mouth (X3) are important factors that influence repurchase interest (Y). Keywords: Author Guidelines; Al-Kharaj Journal; Article Template

**Keywords:** *Digital Marketing, Service Quality, Electronic Word Of Mouth (E-Wom), Repurchase Interest*

### INTRODUCTION

In the 4.0 era, competition in the business world is intensifying. All businesses are racing to increase their sales. Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the national economy and the driving force of the Indonesian economy. The sheer number of businesses created inevitably creates challenges for every business owner, one of which is marketing. Therefore, businesses are required to continuously innovate and create breakthroughs to increase their competitiveness in an increasingly competitive market. The modern era requires businesses, especially those in the staple food sector, to make various changes to their marketing systems. This digital marketing strategy encompasses online ordering and cash on delivery (COD) payment systems. One MSME that has implemented this strategy is Rumah Ayam Potong Luna. Broiler chicken is a staple food sought after by Indonesians, both for home consumption and culinary businesses. One business offering high-quality broiler chicken is Rumah Ayam Potong Luna. In addition to selling broiler chicken, they also offer chicken turning services. The Luna Chicken Slaughterhouse business was launched in 2021 at the owner's home on Jalan Ahmad Yani, Marjanji Village, Sipispis District. To reach more customers, Luna Chicken Slaughterhouse markets through social media platforms such as Facebook and WhatsApp for digital marketing, introducing its chickens and communicating with customers about chicken orders.

With the help of social media, entrepreneurs can easily interact with consumers. Based on the responses obtained, 62 respondents strongly agreed that social media can be used as a means to facilitate interaction between entrepreneurs and consumers. Consumers can inquire about product prices and the complete address of sellers without having to meet face-to-face (W Cahyadi, 2022). Customer support for Luna Chicken Slaughterhouse is also evident in the numerous positive reviews, particularly regarding the quality of the fresh chicken and competitive prices. Many potential buyers seek reviews before purchasing, and testimonials shared on Facebook and WhatsApp contribute to their trust in Luna Chicken Slaughterhouse products. The more positive reviews, the stronger Luna Chicken Slaughterhouse's reputation as a trusted chicken supplier. With the right marketing strategy and customer trust, Rumah Ayam Potong Luna continues to grow and become increasingly well-known. Rumah Ayam Potong Luna also places great emphasis on service quality, both in terms of communication via Facebook and WhatsApp,

as well as in person. The friendliness of the sellers at Ayam Potong Luna also earns a positive rating from customers, thus encouraging them to purchase from this chicken business. Once efficient service quality is established, the business owner maintains long-term relationships with customers through a Customer Relationship Marketing strategy. Repurchase intention is a crucial aspect in understanding consumer behavior. Repurchase intention indicates the desire to revisit in the future. Repurchase behavior is often associated with loyalty, but the two are distinct. Repurchase behavior only involves repeatedly purchasing the same brand, while brand loyalty reflects a psychological commitment to a particular brand (Humairoh et al., 2023).

According to Hidayat & Resticha (2019), repeat purchase intention is a purchase intention based on a consumer's past purchasing experience. Peburiyanti & Sabran (2020) explain that repeat purchase intention can be identified by several indicators: referential interest, exploratory interest, transactional interest, and preferential interest. To understand the factors influencing repeat purchase intention and consumer behavior, a preliminary survey was conducted on sales at Rumah Ayam Potong Luna in Marjanji Village, Sipispis District, from September to January 2025. Sales at Rumah Ayam Potong Luna reached 750 chickens in September 2024, but increased to 992 chickens in October due to the high number of orders received on October 28th, which coincided with Youth Pledge Day. This followed a decline in sales in November, reaching 810 chickens. Although there was an increase in October, December saw the highest figure in the past five months. This increase was due to high consumer demand during Christmas and New Year's celebrations, reaching 1,085 chickens. In January, sales declined again, reaching only 744 chickens. In January, New Year's and Chinese New Year celebrations, sales continued to decline because customers ordered broiler chickens on December 31st, and no one celebrated Chinese New Year at Luna Chicken's sales location. Therefore, it can be concluded that sales at Luna Chicken House declined, with the lowest number of sales in January 2025.

One factor influencing repurchase interest is digital marketing. According to Rahmadhanty (2020), digital marketing includes systems that use internet networks or offline to distribute, promote, and build brand competitiveness for consumers. Digital marketing can include websites, search engine marketing, web banners, social networking, viral marketing, email marketing, and affiliate marketing. Digital marketing indicators include websites, social media, email, and AdWords (Pangkey, 2019). According to Napawut et al. (2022), digital marketing indicators include content marketing and electronic promotions. Besides digital marketing, another factor influencing repurchase intention is service quality. According to Yamit (Harwina, 2021:1), service quality is an activity indirectly involved in the product creation process, but emphasizes the transactional service between the seller and the buyer. Bakti et al. (2020) proposed five indicators of service quality: Reliability, Tangibles, Responsiveness, Assurance, and Empathy.

Besides digital marketing and service quality, another factor influencing repurchase intention is electronic word of mouth (e-WOM). Electronic word of mouth is a form of communication generated by consumers directed to other consumers using digital media (Rosario et al., 2020). eWOM can occur through various media, including social media, blogs, discussion forums, and website reviews (Song et al., 2021; Indrawati et al., 2022). Using various eWOM platforms, consumers can share information about products they use, experiences, and reviews in the form of text, videos, and photos. Electronic word of mouth is considered important because it can influence consumer behavior (Ismagilova et al., 2019; Hoang & Tung, 2022). According to Setiawan and Wibawa (in Mahaputra & Setiawan, 2019), eWOM indicators are information, knowledge, answers, and reliability. However, a pre-survey conducted on Rumah Ayam Potong Luna yielded the opposite results. Despite Rumah Ayam Potong Luna's implementation of digital marketing and maximizing service quality and electronic word of mouth (eWOM), sales experienced a downward trend. Therefore, the researcher is interested in examining "The Effect Of Digital Marketing, Service Quality And Electronic Word Of Mouth (E-Wom) On Repeat Purchase Interest In Luna Chicken Cutting House Umkm"

## **LITERATURE REVIEW**

### **Repurchase Intention**

According to Hidayat & Resticha (2019), repurchase intention is a purchase intention based on a consumer's past purchasing experience. Peburiyanti & Sabran (2020) explain that repurchase intention can be identified by several indicators: referential intention, exploratory intention, transactional intention, and preferential intention.

### **Digital Marketing**

According to Rahmadhanty (2020), digital marketing includes systems that use internet networks or offline to distribute, promote, and build brand value for consumers. Digital marketing can include websites, search engine

marketing, web banners, social networking, viral marketing, email marketing, and affiliate marketing. Digital marketing indicators include websites, social media, email, and AdWords (Pangkey, 2019). According to Napawut et al. (2022), digital marketing indicators include content marketing and electronic promotions.

### Electronic Word of Mouth

Electronic word of mouth is a form of communication generated by consumers directed to other consumers using digital media (Rosario et al., 2020). eWOM can occur through various media, including social media, blogs, discussion forums, and website reviews (Song et al., 2021; Indrawati et al., 2022). By using various eWOM media, consumers can share information about products they use, experiences, and reviews in the form of text, videos, and photos. Electronic word of mouth is considered important because it can influence consumer behavior (Ismagilova et al., 2019; Hoang & Tung, 2022). According to Setiawan and Wibawa (in Mahaputra & Setiawan, 2019), eWOM indicators are information, knowledge, answers, and reliability.

### Quality of Service

According to Yamit (Harwina, 2021), service quality is an activity indirectly involved in the product creation process, but the focus is on the transactional service between the seller and the buyer. Bakti et al. (2020) proposed five indicators of service quality: Reliability, Tangibles, Responsiveness, Assurance, and Empathy.

### METHOD

This study uses a quantitative method, the data collection technique in this study is a questionnaire distributed to customers at Rumah Ayam Potong Luna, the questionnaire distributed consists of several statements that measure the variables of Digital Marketing, service quality, Electronic Word Of Mouth (E-WOM) and repurchase intention. The data source in this study consists of primary data obtained directly from respondents through questionnaires and interviews, the population in this study is loyal customers of Rumah Ayam Potong Luna whose number is unknown so it can be categorized into an infinite population. Therefore, the sampling technique used in determining the sample in an unknown population is the Cochran formula and a sample of 96 respondents is obtained. The variables studied include digital marketing (X1), service quality (X2), electronic word of mouth (X3), repurchase intention (Y). Data analysis involves validity and reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity) and coefficient of determination tests and multiple linear regression analysis. Hypothesis tests used are the T test and the F test.

## RESULTS AND DISCUSSION

### RESULTS

#### 1. Instrument Testing

Measuring instruments in research are usually called research instruments. According to Sugiyono (2015), a research instrument is a tool used to measure observed natural or social phenomena. Instrument testing is conducted using two tests: validity and reliability.

##### a. Validity Test

This test was conducted on 30 respondents, so  $df = 30 - k = 27$ , with  $\alpha = 5\%$ . The resulting r-value was 0.367 (Ghozali, 2016). The calculated r-value was then compared with the table r-value. Based on the data processing results, it was shown that all statements (repurchase intention, digital marketing, service quality, and electronic word-of-mouth) had calculated r-values greater than the table r-values. Therefore, it can be concluded that all statements for each variable are valid.

##### b. Reliability Test

Reliability is an index that indicates the extent to which a measuring instrument is trustworthy or reliable. According to Sugiyono (2013:64), a factor is considered reliable if the Cronbach's Alpha is greater than 0.6. Based on data processing using SPSS 25.00, the following results were obtained:

**Table 1.**  
**Reliability Test Results**

| Variabel                | Cronbach Alpha | Konstanta | Reliabilitas |
|-------------------------|----------------|-----------|--------------|
| Repurchase Interest (Y) | 0,785          | 0,6       | Reliabel     |
| Digital Marketing (X1)  | 0,759          | 0,6       | Reliabel     |

# THE EFFECT OF DIGITAL MARKETING, SERVICE QUALITY AND ELECTRONIC WORD OF MOUTH (E-WOM) ON REPURCHASE INTEREST IN LUNA CHICKEN CUTTING HOUSE UMKM

Adrian Fahrozi et al

|                         |       |     |          |
|-------------------------|-------|-----|----------|
| Quality of Service (X2) | 0,723 | 0,6 | Reliabel |
| E-WOM (X3)              | 0,818 | 0,6 | Reliabel |

Based on the reliability test using Cronbach Alpha, all research variables are reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring tool).

## 2. Classical Assumption Test

### a. Normality Test

The normality test aims to test whether the confounding variables or residuals in a regression model have a normal distribution (Ghozali, 2016). Data normality testing can be performed using two methods: graphical and statistical..

**Table 2.**  
**One Sample Kolmogorov Smirnov Test**  
**One-Sample Kolmogorov-Smirnov Test**

|                                  |                         | Unstandardize<br>d Residual |
|----------------------------------|-------------------------|-----------------------------|
| N                                |                         | 96                          |
| Normal Parameters <sup>a,b</sup> | Mean                    | .0000000                    |
|                                  | Std. Deviation          | 2.04888015                  |
| Most Extreme Differences         | Absolute                | .123                        |
|                                  | Positive                | .063                        |
|                                  | Negative                | -.123                       |
| Test Statistic                   |                         | .123                        |
| Asymp. Sig. (2-tailed)           |                         | .001 <sup>c</sup>           |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | .135 <sup>d</sup>           |
|                                  | 99% Confidence Interval | Lower Bound                 |
|                                  |                         | Upper Bound                 |
|                                  |                         | .045                        |
|                                  |                         | .225                        |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 96 sampled tables with starting seed 624387341.

The output shows that the significance value (Monte Carlo Sig.) for all variables is 0.135. If the significance value is greater than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

### b. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. In this study, the multicollinearity test is based on the tolerance value or variance inflation factor (VIF).

**Table 3.**  
**Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

| Model              | Collinearity Statistics |       |
|--------------------|-------------------------|-------|
|                    | Tolerance               | VIF   |
| 1 (Constant)       |                         |       |
| DIGITAL MARKETING  | .611                    | 1.636 |
| KUALITAS PELAYANAN | .515                    | 1.940 |
| E-WOM              | .588                    | 1.701 |

a. Dependent Variable: MINAT BELI ULANG

Based on the output, it can be seen that the tolerance value of the Digital Marketing Variable is 0.611, the Service Quality Variable is 0.515, the Electronic Word Of Mouth Variable is 0.588 where all are greater than 0.10 while the VIF value of the Digital Marketing Variable is 1.636, the Service Quality Variable is 1.940, the Electronic Word Of Mouth Variable is 1.701 where all are less than 10. Based on the results of the calculations above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 5 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no symptom of multicollinearity between the independent variables in the regression model.

### c. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model exhibits unequal variances from residuals from one observation to another. A good regression model is one that exhibits homoscedasticity, or the absence of heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test. Based on the data processing results, the heteroscedasticity test in this study is shown in the following table:

**Table 4.**  
**Glejser Test**  
**Coefficients<sup>a</sup>**

| Model              | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t     | Sig. |
|--------------------|----------------------------------|------------|-----------------------------------|-------|------|
| 1 (Constant)       | 4.371                            | 1.320      |                                   | 3.311 | .001 |
| DIGITAL MARKETING  | -.146                            | .167       | -.114                             | -.876 | .383 |
| KUALITAS PELAYANAN | -.062                            | .080       | -.110                             | -.778 | .439 |
| E-WOM              | -.022                            | .081       | -.037                             | -.276 | .783 |

a. Dependent Variable: ABS\_RES

Based on table 5, the significance value of the Digital Marketing Variable is 0.383, and the Service Quality Variable is 0.439. The Electronic Word of Mouth Variable is 0.783, where all three are greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity.

### 3. Multiple Linear Regression Analysis

Multiple linear regression testing explains the influence of more than one independent variable on the dependent variable. Data analysis in this study used multiple linear regression analysis using SPSS 25.00 for Windows. The analysis of each variable is explained in the following description:

**Table 5.**  
**Multiple Linear Regression Results**  
**Coefficients<sup>a</sup>**

| Model              | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta |
|--------------------|----------------------------------|------------|-----------------------------------|
| 1 (Constant)       | 2.665                            | 1.978      |                                   |
| DIGITAL MARKETING  | -.185                            | .250       | -.077                             |
| KUALITAS PELAYANAN | .527                             | .120       | .499                              |
| E-WOM              | .269                             | .121       | .235                              |

a. Dependent Variable: MINAT BELI ULANG

Based on these results, the multiple linear regression equation has the formulation:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$ , so that the equation obtained is:  $Y = 2,665 - 0,185X_1 + 0,527X_2 + 0,269X_3 + \epsilon$  The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 2.665 indicates the magnitude of the y variable if the Digital Marketing, Service Quality, and Electronic Word of Mouth (E-WOM) variables are set to zero.
- The regression coefficient value of variable x1 (b1) of -0.185 indicates that every one-unit increase in Digital Marketing is estimated to decrease Repurchase Intention by 0.185 units, assuming other variables remain

constant. This indicates that the Digital Marketing strategy used may be ineffective or even have a negative impact on Repurchase Intention.

- c. The regression coefficient value of variable  $x_1$  ( $b_1$ ) of 0.527 indicates that every one-unit increase in Service Quality will increase Repurchase Intention by 0.527 units, assuming other variables remain constant. This indicates that Service Quality has a fairly strong positive influence on consumer Repurchase Intention.
- d. The regression coefficient value of variable  $x_2$  ( $b_2$ ) is 0.269, indicating that every one unit increase in E-WOM (Electronic Word of Mouth) will increase Repurchase Intention by 0.269 units, assuming other variables are constant. This means that online recommendations or reviews from consumers play an important role in shaping repurchase decisions.

#### 4. Coefficient of Determination ( $R^2$ )

The value used to determine the coefficient of determination in this study is the adjusted R-square column. This is because the adjusted R-square value is not susceptible to the addition of independent variables. The coefficient of determination values can be seen in the following table :

**Table 6.**  
**Coefficient of Determination**  
**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square |
|-------|-------------------|----------|-------------------|
| 1     | .624 <sup>a</sup> | .390     | .370              |

a. Predictors: (Constant), E-WOM, DIGITAL MARKETING, KUALITAS PELAYANAN

b. Dependent Variable: MINAT BELI ULANG

Based on the table above, the adjusted R-square value is 0.370, or 37%. This indicates that the variables Digital Marketing, Service Quality, and Electronic Word of Mouth can explain the variable Repurchase Intention by 37%. The remaining 63% (100% - 37%) is explained by other variables outside this research model, such as discounts, facilities, and others.

#### 5. Hypothesis Testing

##### a. t-test (Partial)

The t-statistic test is also known as the individual significance test. This test indicates the extent of the partial influence of the independent variable on the dependent variable. In this study, partial hypothesis testing was performed on each independent variable, as shown in the following table:

**Table 7. Partial Test (t)**  
**Coefficients<sup>a</sup>**

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
|                    | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)       | 2.665                       | 1.978      |                           | 1.348 | .181 |
| DIGITAL MARKETING  | -.185                       | .250       | -.077                     | -.740 | .461 |
| KUALITAS PELAYANAN | .527                        | .120       | .499                      | 4.396 | .000 |
| E-WOM              | .269                        | .121       | .235                      | 2.215 | .029 |

a. Dependent Variable: MINAT BELI ULANG

##### 1) The Effect of Digital Marketing on Repurchase Intention

The table above shows a calculated t-value of -0.740. With  $\alpha = 5\%$ , t-table (5%; n-k = 67), the t-table value is 1.985. From this analysis, it can be seen that the calculated t-value of  $-0.740 < t\text{-table } 1.985$ , and the significance value of  $0.461 > 0.05$ . Therefore, the first hypothesis is rejected, meaning that the Digital Marketing variable has no effect on Repurchase Intention.

##### 2) Service Quality on Repurchase Intention

The table above shows a calculated t-value of 4.396. With  $\alpha = 5\%$ , t-table (5%; n-k = 95), the t-table value is 1.985. From the above description, it can be seen that the calculated t value is  $4.396 > t\text{ table } 1.985$ , and with a significance value of  $0.000 < 0.05$ , the second hypothesis is accepted, meaning that the Service Quality variable influences the Repurchase Intention variable.

##### 3) Electronic Word of Mouth on Repurchase Intention

The table above shows a calculated t value of 2.215. With  $\alpha = 5\%$ , t table (5%; n-k = 95), the t table value is 1.985. From this description, it can be seen that the calculated t value is  $2.215 > t$  table 1.985, and with a significance value of  $0.029 < 0.05$ , the third hypothesis is accepted, meaning that the Electronic Word of Mouth variable influences the Repurchase Intention variable.

**b. F Test (Simultaneous)**

This test essentially shows whether all independent variables included in the model have a collective influence on the dependent variable. The results of the F test can be seen in the following table:

**Table 8.**  
**Simultaneous Test Results (F)**  
**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 254.938        | 3  | 84.979      | 19.604 | .000 <sup>b</sup> |
|       | Residual   | 398.801        | 92 | 4.335       |        |                   |
|       | Total      | 653.740        | 95 |             |        |                   |

a. Dependent Variable: MINAT BELI ULANG

b. Predictors: (Constant), E-WOM, DIGITAL MARKETING, KUALITAS PELAYANAN

From the table above, the Fcount value is 19.604. With  $\alpha = 5\%$ , numerator df: k, denominator df: n-k-1 (5%; Df1: 2; Df2: 92), the Ftable value is 2.70. From the description, it can be seen that Fcount  $19.604 > F$ table 2.70, and the significance value is  $0.000 < 0.05$ , so it can be concluded that the fourth hypothesis is accepted, meaning that the Digital Marketing Variable, Service Quality Variable and Electronic Word Of Mouth Variable have a simultaneous effect on the Repurchase Interest Variable.

## DISCUSSION

### 1. The Influence of Digital Marketing on Repurchase Intention

Based on the results of multiple linear regression data analysis and partial hypothesis testing (t-test), with a significance value of  $0.461 > 0.05$ , H1 was rejected, indicating that digital marketing has no effect on consumer repurchase intention for Luna Chicken Cutlet products. The lack of influence of digital marketing on repurchase intention is because Luna Chicken Cutlet consumers are not attracted to sales promotions through digital platforms; rather, the majority are more attracted to the quality of the products offered by Luna Chicken Cutlet. Digital marketing is only used to obtain information about Luna Chicken Cutlet products, so this study found no effect on consumer repurchase intention. This aligns with previous research (Y. E. Emantyo and T. Febry, 2022), which stated that digital marketing has no effect on repurchase intention for Luna Chicken Cutlet products. Searching for information online does not always increase satisfaction and enjoyment in purchasing products and services. Digital marketing serves as a trigger for consumers to recall their experiences, but does not always increase repurchase intention.

### 2. The Influence of Service Quality on Repurchase Intention

Service quality is a key factor in retaining customers and encouraging them to make repeat purchases. With a significance value of  $0.000 < 0.05$ , the second hypothesis can be concluded as accepted. Friendly, responsive, and prompt service in addressing customer needs will create a positive experience, resulting in customers feeling valued and inclined to make repeat purchases. At Rumah Ayam Potong Luna, good service quality encompasses not only direct customer service but also ease of ordering, delivery, and follow-up on complaints or feedback. Research (Anwar and Wardani, 2021) also indicates a significant influence of service quality on repurchase intention.

### 3. The Influence of Electronic Word of Mouth on Repurchase Intention

Electronic Word of Mouth (e-WOM) is a form of recommendation or review provided by other consumers on digital platforms. In the context of Rumah Ayam Potong Luna, positive reviews or recommendations from consumers who have purchased and enjoyed the product can be highly influential in building trust and encouraging repeat purchases. With a significance value of  $0.029 < 0.05$ , the third hypothesis can be concluded as accepted. Consumers tend to trust recommendations from fellow consumers more than direct promotions from sellers. In other words, positive e-WOM will strengthen consumers' positive perceptions of the product

and service quality of this MSME. This supports research conducted by (Dany, 2019), which showed that e-WOM has a positive and significant effect on repurchase intention.

#### **4. The Influence of Digital Marketing, Service Quality, and Electronic Word of Mouth on Repurchase Intention**

These three factors—digital marketing, service quality, and e-WOM—do not all play a simultaneous role in increasing consumer repurchase intention at the Rumah Ayam Potong Luna MSME. Informative and engaging digital marketing can help this MSME by providing product information alone, as Rumah Ayam Potong Luna consumers are not interested in sales promotions conducted on digital platforms. Therefore, digital marketing at Rumah Ayam Potong Luna does not influence consumer repurchase intention, while good service quality will create a positive experience for consumers. Furthermore, positive e-WOM from previous customers can strengthen a consumer's decision to repurchase. When these three variables work together, they form a highly effective combination in building customer loyalty and driving higher repurchase intention.

### **CONCLUSION**

From the discussion above, it can be concluded that digital marketing, service quality, and electronic word of mouth (e-WOM) have a significant influence on repurchase intention at the Rumah Ayam Potong Luna MSME. Effective digital marketing can introduce products to consumers widely, although it does not significantly influence repurchase intention. However, digital marketing can provide consumers with the information they need in an engaging manner. Good service quality will create a positive experience for customers, encouraging them to repurchase Rumah Ayam Potong Luna products. Furthermore, positive e-WOM from previous customers also plays a crucial role in building trust and increasing repurchase intention. Rumah Ayam Potong Luna MSME needs to maximize the use of digital marketing, improve service quality, and encourage positive consumer reviews.

### **SUGGESTIONS**

Based on the conclusions obtained, here are some suggestions for Rumah Ayam Potong Luna MSME to increase repurchase intention:

- 1) Improving Service Quality: MSMEs need to ensure that the service provided to consumers is the best, both in terms of quick responses to questions or complaints, on-time delivery, and a friendly attitude in interactions with consumers.
- 2) Leveraging e-WOM for MSMEs can encourage consumers to leave positive reviews of the products and services they receive. Providing incentives or rewards to customers who leave reviews can increase the amount of positive e-WOM, which in turn will attract new customers and increase repeat purchase intention.
- 3) Improving the quality of digital marketing content: MSMEs can make service quality and customer experience the core of their digital marketing content. For example, documenting moments of responsive service, fast delivery, or warm interactions with customers, then sharing them on social media as tangible evidence of a commitment to customer satisfaction. Furthermore, positive reviews or testimonials that arise naturally from satisfied customers can be repackaged into visual or narrative content to strengthen public trust. This strategy not only demonstrates the professionalism of MSMEs in serving consumers but also effectively maximizes the potential of more authentic and impactful e-WOM in attracting and building new customer loyalty.

### **REFERENCES**

- Cahyadi Willy. (2022). Pengaruh Efikasi Diri Terhadap Keberhasilan.
- Anwar, Resa Nurlaela, and Fiska Anada Wardani. (2021). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Produk Scarlett Di E-Commerce Shopee. Nusantara: Jurnal Ilmu Pengetahuan Sosial.
- Dany Setya Wijaya. (2019). Pengaruh Harga, Word Of Mouth dan Lokasi Terhadap Minat Beli Ulang Melalui Citra Perusahaan, Skripsi Tesis. Surabaya: STIESIA.

- Heri Mahyuzar<sup>1</sup>, Tundo<sup>2</sup> (2022) Pengaruh E-Wom Dalam Memediasi Hubungan Antara Digital Marketing Activities Dan Intention To Buy Di Tokopedia
- Kurniawan Yunus Ariyono, Sukma Irdiana, Mohammad Noor Khairullah. (2023) Pengaruh Gaya Hidup, Label Halal Dan Iklan Terhadap Keputusan Pembelian Dan Minat Beli Ulang Kosmetik Wardah.
- Kintradinata, L. L., Hidayah, R. T., & Kunci, K. (n.d.). Pengaruh Electronic Word Of Mouth Melalui Aplikasi Tiktok Terhadap Minat Beli Pada Produk Skintific.
- Lestari, B., & Novitaningtyas, I. (2021). Pengaruh Variasi Produk dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen pada Coffeerville-Oishi Pan Magelang. In Jurnal Nasional Manajemen Pemasaran & SDM e (Vol. 2, Issue 3).
- Manajemen, J., Bisnis, D., Febiyati, L., & Aqmala, D. D. (2022). Pengaruh E-Wom, Brand Image, Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Pembelian Pada Pengguna Grab Melalui Minat Beli Sebagai Variabel Intervening. In Jmdb (Vol. 1, Issue 1).
- Purba, M., Nasution, A. P., & Harahap, A. (2023). Pengaruh Kualitas Pelayanan, Kualitas Produk dan Reputasi Perusahaan terhadap Kepuasan Konsumen dengan Kepercayaan sebagai Variabel Moderasi. Remik, 7(2), 1091–1107. <https://doi.org/10.33395/remik.v7i2.12268>
- Santoso, S., Soleha Millenianingsih, P., Febriani, L., Khomsa Aulia, M., & Muslim, A. (2022). Pengaruh Kualitas Produk, Pelayanan Dan Harga Terhadap Minat Konsumen. In Jurnal Administrasi Profesional (Vol. 03, Issue 2).
- Y. E. Ernanty and T. Febry, “Pengaruh Implementasi Digital Marketing Dan Customer Relationship Marketing Terhadap Minat Beli Ulang Pada Kafe Kisah Kita Ngopi” K&K\_Jurnal Maj., vol. 1, no. 2, pp. 107-127, 2022.