



The Effect of E-WOM and Perceived Value on Netflix Repurchase Intention: The Role of Trust among Generation Z

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ABSTRACT

The increasing competition among streaming service providers has made understanding consumer repurchase behavior an important concern. This study aims to examine the effects of electronic word-of-mouth (E-WOM) and perceived value on repurchase intention for Netflix streaming services, with trust as a mediating variable. A quantitative approach was employed using a survey of 190 Generation Z Netflix users in Padang City, selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that: (1) E-WOM has a positive and significant effect on trust and repurchase intention; (2) perceived value positively and significantly influences trust and repurchase intention; (3) trust has a positive and significant effect on repurchase intention; and (4) trust mediates the relationships between E-WOM, perceived value, and repurchase intention. These findings highlight the importance of strengthening consumer trust through positive electronic word-of-mouth and enhanced perceived value to encourage customers' intention to repurchase Netflix streaming services.

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1. INTRODUCTION

The rapid advancement of digital technology has transformed the way consumers access entertainment through subscription-based streaming services. Unlike conventional business models, the sustainability of streaming platforms depends not only on acquiring new users but also on retaining existing subscribers through repurchase intention. Repurchase intention refers to consumers' subjective evaluation of the likelihood of purchasing or subscribing to the same service again based on their previous experience (Hellier et al., 2003). In the digital service context, repurchase intention is a crucial indicator of business sustainability because customers are required to renew their subscriptions periodically (Yasri et al., 2020). Tan et al. (2024) further emphasized that repurchase intention in digital platforms is shaped by various psychological factors and value perceptions developed during service consumption.

Among subscription-based streaming platforms, Netflix has become one of the most popular services among Generation Z in Indonesia. According to the GoodStats Indonesia Millennial & Gen Z Report, more than 50% of respondents aged 16–20 and 20–26 years identified Netflix as their preferred streaming platform. This preference is consistent with the continuous growth of Netflix subscribers in Indonesia, increasing from approximately 970,000 subscribers in 2022 to 4.55 million subscribers in 2025 (Flix, 2025). The increasing number of subscribers indicates a relatively strong level of repurchase intention, as users continue renewing their subscriptions rather than making only an initial purchase.

Despite this positive growth, Netflix faces an interesting phenomenon. Negative discussions regarding subscription price increases and password-sharing restrictions have become increasingly widespread across social media platforms. Theoretically, electronic word-of-mouth (e-WOM), defined as consumer-generated opinions and experiences shared through online media, plays a significant role in shaping consumers' perceptions of products and services (Hennig-Thurau et al. 2004). Previous studies have demonstrated that both positive and negative e-WOM significantly influence consumers' purchase intentions (Ismagilova et al., 2020). However, the continued increase in Netflix subscribers despite the prevalence of negative e-WOM suggests that additional factors may contribute to maintaining consumers' repurchase intention.

One potential factor is perceived value, which refers to consumers' overall assessment of the benefits received relative to the sacrifices made when using a product or service (Zeithaml, 1988). Consumers who perceive greater value are more likely to continue using and repurchasing the service. Zeqiri, Ramadani, and Aloulou (2023) found that perceived value positively influences repurchase intention both directly and indirectly through mediating variables such as trust. Another important determinant is trust, which reduces consumers' perceived uncertainty and risk in digital environments. Mayer, Davis (1995) defined trust as an individual's willingness to accept vulnerability based on positive expectations of another party. Empirical evidence indicates that trust has a significant positive effect on repurchase intention Gün & Söyük, (2025) and mediates the relationship between e-WOM and repurchase intention in digital commerce Ginting et al., (2023).

Most previous studies have examined the relationships among e-WOM, perceived value, trust, and repurchase intention within the context of e-commerce and online retailing (Ginting et al., 2023). However, empirical studies focusing on subscription-based video streaming services remain limited. Furthermore, Generation Z, as digital natives, are highly exposed to social media interactions and online consumer reviews, making them more susceptible to e-WOM while simultaneously developing unique perceptions of value and trust compared to other generations. Padang City was selected as the research setting because it

has a substantial Generation Z population, particularly among university students and young adults who actively use digital entertainment services. Nevertheless, studies investigating the determinants of Netflix users' repurchase intention among Generation Z in Padang City remain scarce, indicating a significant research gap.

Based on the identified phenomenon and research gap, this study aims to examine the effects of electronic word-of-mouth and perceived value on repurchase intention, with trust serving as a mediating variable among Netflix users from Generation Z in Padang City. This study is expected to contribute to the literature on consumer behavior in subscription-based digital services while providing practical implications for streaming service providers in developing effective customer retention strategies. Figure 1 presents a Research Model of the study that illustrates E-WOM, perceived value, repurchase intention and trust:

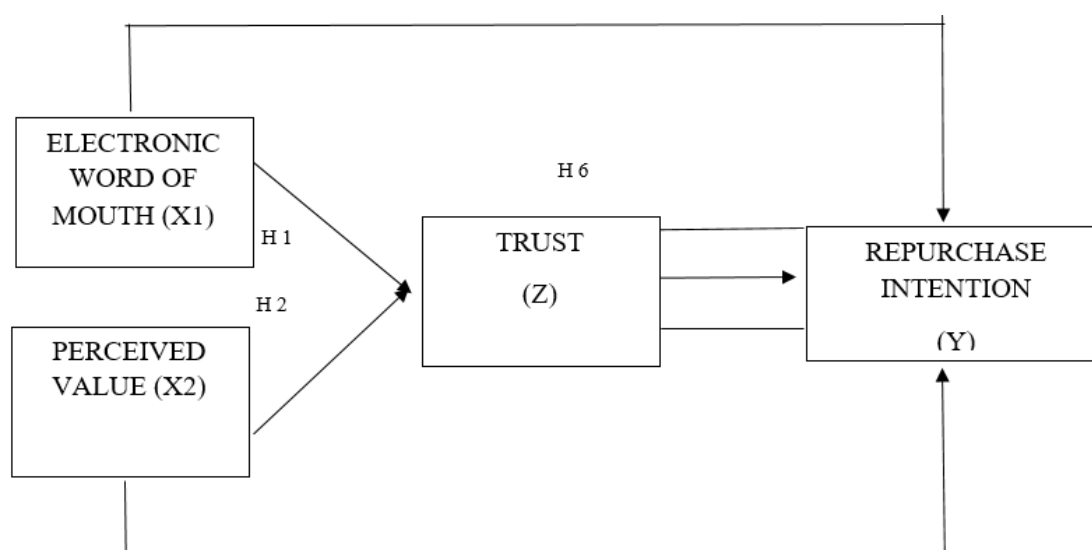


Figure 1 Research model

2. METHOD

2.1 Research Design and Methodology

This study employs a quantitative approach to examine the causal relationships among the variables. The purpose of this approach is to examine the causal relationships between electronic word-of-mouth (E-WOM) and perceived value (X), trust (M), and repurchase intention (Y). Data were collected through a survey using a five-point Likert scale questionnaire, ranging from “Strongly Disagree (1)” to “Strongly Agree (5).

2.2 Population and Sample

The population in this study consists of Generation Z individuals aged 17–26 years who reside in Padang City and have subscribed to or purchased Netflix streaming services at least once. This population was selected because Generation Z represents one of the largest user groups of digital streaming services and is considered highly relevant to the research variables.

Sampling was conducted using purposive sampling. To ensure that the collected data were relevant to the research objectives, the researcher established two sampling criteria: (1) respondents had an active Netflix account or had subscribed to Netflix at least once; and (2) respondents resided in Padang City. The sample size was determined based on the

recommendation of Hair, et, (2019), which suggests using 5–10 times the number of research indicators for Structural Equation Modeling (SEM). Since this study employed 18 indicators, the minimum required sample size was calculated as 180 respondents (18×10). Therefore, a total of 180 respondents were included in this study.

2.3 Measurement

All variables were measured using a structured questionnaire with a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The repurchase intention variable (Y) was measured using three indicators adapted from Phan Tan, (2023), including the intention to reuse the service, customer loyalty, and preference to repurchase the same brand. The electronic word-of-mouth (E-WOM) variable (X_1) was measured using three indicators adapted from Zeqiri, Ramadani, and Aloulou (2023): providing positive comments, recommending the service to others, and encouraging others to purchase the service. The perceived value variable (X_2) was measured using three indicators adapted from Lin, Sher, and Shih (2005), including value relative to price, value for the money spent, and the overall worth of the service. The trust variable (M) was measured using nine indicators adapted from Raman (2019) and Doney and Cannon (1997), covering information credibility, transaction reliability, platform security, protection of payment and personal information, privacy assurance, and customer support.

2.4 Data Analysis

The collected data were analyzed using the PLS-SEM method with the assistance of the SmartPLS software version 4.1.1.8. PLS-SEM was selected because it is suitable for complex causal models with mediating variables, does not require a normal data distribution, and is appropriate for medium sample sizes (Hair et al., 2019). The analysis was conducted in two stages: (1) evaluation of the measurement model (outer model) to test validity and reliability, and (2) evaluation of the structural model (inner model) to test the hypotheses.

3. RESULTS AND DISCUSSIONS

3.1. Results

a. Respondent Demographic Characteristics

The demographic characteristics of the respondents who participated in this study are presented in Table 1.

Table 1 Responden Characteristics

Karakteristik	Kategori	Frekuensi	Persentase
Jenis Kelamin	Perempuan	117	63,6%
	Laki-laki	67	36,4%
Usia	17–20 tahun	29	15,8%
	21–24 tahun	131	71,2%
	25–29 tahun	24	13,0%
Pekerjaan	Pelajar/Mahasiswa	132	71,7%
	Karyawan	23	12,5%
	Pegawai Swasta	18	9,8%
	Pegawai Negeri	9	4,9%
	Barista	1	0,5%

The results in Table 1 show that the majority of respondents were female (63.6%, $n = 117$), while male respondents accounted for 36.4% ($n = 67$). In terms of age, most respondents were between 21 and 24 years old (71.2%, $n = 131$), followed by those aged 17–20 years (15.8%, $n = 29$) and 25–29 years (13.0%, $n = 24$). Regarding occupation, the majority of respondents were students (71.7%, $n = 132$), followed by employees (12.5%, $n = 23$), private-sector employees (9.8%, $n = 18$), civil servants (4.9%, $n = 9$), and baristas (0.5%, $n = 1$). These findings indicate that the respondents were predominantly female undergraduate students aged 21–24 years.

b. Convergent Validity

Convergent validity was assessed to ensure that each indicator adequately represents its corresponding construct. Following Hair et al. (2019), the criteria for convergent validity require an outer loading value of ≥ 0.70 and an Average Variance Extracted (AVE) value of ≥ 0.50 . The results presented in Table 1 indicate that all indicators have outer loading values above the recommended threshold. Therefore, no indicators were eliminated from the measurement model.

Table 2 Output AVE

Variable	Average Variance Extracted (AVE)
EWOM (X1)	0.683
Perceived value (X2)	0.627
Repurchase Intention (Y)	0.696
Trust (M)	0.571

The results in Table 2 show that the AVE values for electronic word-of-mouth (E-WOM), perceived value, repurchase intention, and trust are 0.683, 0.627, 0.696, and 0.571, respectively. All four values are greater than 0.50, indicating that convergent validity for all constructs has been established.

c. Reliability

Reliability testing was conducted using two methods: Cronbach's Alpha and Composite Reliability (ρ_a). A construct is considered reliable if the Cronbach's Alpha value is greater than 0.60 and the Composite Reliability is greater than 0.70 (Hair et al., 2019). The test results are presented in Table 3.

Table 3 Cronbach's alpha

Variable	Cronbach's alpha	Composite Reliability
EWOM (X1)	0.768	0.866
Perceived value (X2)	0.702	0.835
Repurchase Intention (Y)	0.781	0.873
Trust (M)	0.906	0.923

Table 3 shows that all three variables met the reliability standards. The Cronbach's Alpha values for EWOMC (0.768), perceived value (0.702), repurchase intention (0.781) and trust (0.906) were all > 0.60 . The Composite Reliability values also range from 0.835 to 0.923, all of which far exceed the minimum threshold of > 0.70 .

d. Structural Model and R-Square

Structural model testing was conducted after all indicators were deemed valid and reliable. The R^2 value was used to determine the extent to which the independent variables could explain the dependent variable in the research model.

Table 4 R Square

	<i>R- square</i>	<i>R-square adjusted</i>
REPURCHASE INTENTION(Y)	0.671	0.666
TRUST(Z)	0.612	0.607

The R^2 value for trust was 0.612, while that for repurchase intention was 0.671. This indicates that electronic word-of-mouth (E-WOM) and perceived value explain 61.2% of the variance in trust, while electronic word-of-mouth (E-WOM), perceived value, and trust explain 67.1% of the variance in repurchase intention. The analysis indicates that the structural model demonstrates satisfactory explanatory power.

e. hypothesis test

Table 5 presents the results of the hypothesis testing, which reveal the relationships among the variables in this study. These results are used to determine whether the proposed hypotheses are accepted or rejected based on the coefficient values and significance levels obtained.

Table 5 Hypothesis test

	Original sample (o)	T statistics (O/ST DEV)	P VALUES	HASIL
Direct Effect				
EWOM -> RP	0.101	1.255	0.105	not significant
EWOM -> T	0.440	5.979	0.000	Significant
PV -> RP	0.543	7.063	0.000	Significant
PV -> T	0.412	5.537	0.000	Significant
T-> RP	0.249	1.869	0.031	Significant
Indirect Effect				Significant
EWOM -> T -> RP	0.103	1.672	0.047	Significant
PV->T->RP	0.103	1.794	0.036	Significant

1. Electronic Word of Mouth (e-WOM) Has a Positive and Significant Effect on Repurchase Intention

The hypothesis testing results indicate that the original sample value is 0.101, suggesting a positive relationship between electronic word-of-mouth (E-WOM) and

repurchase intention. However, the P-value of 0.105 exceeds the significance threshold of 0.05, indicating that the effect is not statistically significant. Therefore, the first hypothesis (H1) is rejected, implying that electronic word-of-mouth (E-WOM) does not significantly influence repurchase intention among Generation Z Netflix users in Padang City. These findings suggest that although positive online reviews and recommendations may increase consumers' awareness of Netflix, they are insufficient to directly encourage repurchase intention. Instead, consumers appear to rely more on their personal experiences with the service when deciding whether to renew their subscription.

These findings are inconsistent with the study by (Çelik & Topuz, 2021), which reported that positive electronic word-of-mouth significantly enhances repurchase intention by increasing consumers' confidence in a brand and providing valuable information before making repurchase decisions. However, the present findings are supported by Phan Tan (2023), who argued that the relationship between electronic word-of-mouth and repurchase intention is not always direct. In digital service contexts, trust plays a more critical role in encouraging repurchase behavior, as consumers are more likely to make repeat purchase decisions when they have confidence in the service provider. Therefore, electronic word-of-mouth is more likely to influence repurchase intention indirectly through trust rather than through a direct effect. Overall, these findings suggest that, in the context of Netflix streaming services, consumers' decisions to repurchase are driven more by their actual service experience and trust in the platform than by online reviews or recommendations alone.

2. Electronic Word of Mouth (e-WOM) Has a Positive and Significant Effect on Trust

The hypothesis testing results show that the relationship between electronic word-of-mouth (E-WOM) and trust is positive and statistically significant, as indicated by an original sample coefficient of 0.440 and a p-value of 0.000 (< 0.05). Therefore, the second hypothesis is accepted, indicating that E-WOM significantly enhances consumers' trust in Netflix streaming services among Generation Z in Padang City. Substantively, these findings suggest that positive online reviews, recommendations, and shared user experiences strengthen consumers' confidence in the credibility, reliability, and quality of Netflix services. As consumers are increasingly exposed to favorable information from other users, they become more confident in the platform and are more likely to trust its services.

These findings are consistent with the study by Pyle, Smith, and Chevtchouk (2021), which reported that E-WOM positively influences trust because information shared by other consumers is generally perceived as more credible than firm-generated information. Similarly, Nguyen et al. (2024) found that positive online reviews increase consumers' trust by reinforcing their confidence in the quality of digital services. Seo, Park, and Choi (2020) also demonstrated that positive recommendations and user experiences shared through social media contribute significantly to building consumer trust in a brand. Furthermore, Pihlaja (2017) argued that information obtained from friends, relatives, or other trusted social connections is more persuasive than information from unfamiliar sources, thereby strengthening consumer trust. Likewise, Rahman (2020) confirmed that positive online communication enhances consumers' trust in products and services. Overall, these findings highlight the important role of E-WOM in establishing

consumer trust, particularly in digital streaming services where purchase decisions are strongly influenced by information shared among users.

3. Perceived Value Has a Positive and Significant Effect on Repurchase Intention

The hypothesis testing results show that the relationship between perceived value and repurchase intention is positive and statistically significant, as indicated by an original sample coefficient of 0.543 and a p-value of 0.000 (< 0.05). Therefore, the third hypothesis is accepted, indicating that perceived value significantly enhances repurchase intention for Netflix streaming services among Generation Z in Padang City. Substantively, these findings suggest that consumers are more likely to continue subscribing to Netflix when they perceive that the benefits received, such as content quality, service convenience, and content variety, outweigh the costs incurred. The original sample coefficient of 0.543 indicates a relatively strong positive effect, highlighting perceived value as an important determinant of consumers' repurchase intention.

These findings are consistent with the study by Wu et al. (2014), which reported that perceived value positively influences repurchase intention because consumers who perceive greater value from a product or service are more likely to make repeat purchases. Similarly, Xu et al. (2022) found that consumers' intention to repurchase increases when the perceived benefits exceed the costs of using a service. Trung et al. (2018) also demonstrated that perceived value is a key factor in encouraging repurchase intention, as consumers who recognize the value of a service are more willing to continue using it. Furthermore, Rachbini, Anggraeni, and Wulanjani (2021) emphasized that customers are more likely to repurchase when they believe that the benefits received justify the costs incurred. Likewise, Phan Tan (2023) confirmed that high perceived value encourages consumers to continue using digital services because they believe their purchase decisions provide satisfactory benefits. Overall, these findings reinforce the importance of delivering superior value to strengthen consumers' intention to repurchase Netflix streaming services.

4. Perceived Value Has a Positive and Significant Effect on Trust

The hypothesis testing results show that the relationship between perceived value and trust is positive and statistically significant, as indicated by an original sample coefficient of 0.412 and a p-value of 0.000 (< 0.05). Therefore, the fourth hypothesis is accepted, indicating that perceived value significantly enhances consumers' trust in Netflix streaming services among Generation Z in Padang City. Substantively, these findings suggest that consumers are more likely to trust Netflix when they perceive that the benefits received, such as content quality, service convenience, and content variety, exceed the costs incurred. The original sample coefficient of 0.412 indicates a moderate positive effect, highlighting perceived value as an important antecedent of consumer trust.

These findings are consistent with Yum and Kim (2024), who reported that perceived value positively influences trust in online entertainment platforms because greater perceived benefits strengthen consumers' confidence in a platform's credibility, quality, and reliability. Similarly, Nguyen et al. (2024) found that consumers who perceive greater value from a digital service tend to develop stronger trust in the service provider. Chinomona, Okoumba, and Pooe (2013) also demonstrated that perceived value has a direct positive relationship with trust, as consumers who believe that the benefits received outweigh the costs are more confident in their purchasing decisions. Likewise,

Yuen et al. (2018) argued that perceived value reflects consumers' evaluation of the benefits received relative to the sacrifices made, and higher perceived value consequently leads to greater trust. Overall, these findings highlight that delivering superior value is essential for strengthening consumer trust in Netflix streaming services.

5. Trust Has a Positive and Significant Effect on Repurchase Intention

The hypothesis testing results show that the relationship between trust and repurchase intention is positive and statistically significant, as indicated by an original sample coefficient of 0.249 and a p-value of 0.031 (< 0.05). Therefore, the fifth hypothesis is accepted, indicating that trust significantly enhances repurchase intention for Netflix streaming services among Generation Z in Padang City. Substantively, these findings suggest that consumers who have greater confidence in the credibility, reliability, and security of Netflix services are more likely to continue subscribing to the platform. The original sample coefficient of 0.249 indicates a positive direct effect, confirming that trust is an important factor in encouraging consumers' intention to repurchase.

These findings are consistent with the study by Gün and Söyük (2025), which reported that trust is a significant determinant of repurchase intention because consumers with higher levels of trust are more confident in the quality and reliability of the services they receive. Similarly, Zeqiri, Ramadani, and Aloulou (2023) found that trust positively influences repurchase intention by making consumers feel more secure and comfortable when using digital platforms, thereby increasing their willingness to continue using the same service. Bernarto, Tulung, and Pramono (2024) also demonstrated that trust has a positive and significant effect on repurchase intention, emphasizing that consumers who develop trust through positive service experiences are more likely to maintain long-term relationships with service providers. Overall, these findings reinforce the importance of building consumer trust as a key strategy for strengthening repurchase intention in the context of Netflix streaming services.

6. Trust Mediates the Effect of Electronic Word of Mouth (e-WOM) on Repurchase Intention

The hypothesis testing results show that trust significantly mediates the relationship between electronic word-of-mouth (E-WOM) and repurchase intention, as indicated by an indirect effect coefficient of 0.103 and a p-value of 0.047 (< 0.05). Therefore, the sixth hypothesis is accepted, indicating that trust serves as a significant mediating variable between E-WOM and repurchase intention for Netflix streaming services among Generation Z in Padang City. These findings suggest that positive online reviews and recommendations do not directly encourage consumers to repurchase; instead, they first strengthen consumers' trust in the platform, which subsequently increases their intention to continue subscribing to Netflix.

These findings are consistent with the study by Ginting et al. (2023), which demonstrated that trust mediates the relationship between electronic word-of-mouth and repurchase intention. The authors argued that positive information and user experiences shared through online platforms enhance consumers' trust in a service, which subsequently encourages repeat purchase behavior. Similarly, Nguyen et al. (2024) found that E-WOM positively influences trust, highlighting trust as an important mechanism through which online information shapes consumers' behavioral intentions. Although their study examined green purchase intention as the outcome variable, the findings

likewise confirm the crucial mediating role of trust. Overall, these findings indicate that trust functions as a key mechanism through which positive E-WOM translates into stronger repurchase intention for Netflix streaming services.

7. Trust Mediates the Effect of Perceived Value on Repurchase Intention

The hypothesis testing results show that trust significantly mediates the relationship between perceived value and repurchase intention, as indicated by an indirect effect coefficient of 0.103 and a p-value of 0.036 (< 0.05). Therefore, the seventh hypothesis is accepted, indicating that trust serves as a significant mediating variable between perceived value and repurchase intention for Netflix streaming services among Generation Z in Padang City. These findings suggest that consumers who perceive greater value from Netflix services are more likely to develop trust in the platform, which subsequently strengthens their intention to continue subscribing to the service.

These findings are consistent with the study by Ginting et al. (2023), which reported that trust mediates the relationship between perceived value and repurchase intention. The authors explained that consumers who perceive high value from a service tend to develop stronger trust in the service provider, and this trust subsequently increases their willingness to make repeat purchases. In the context of the present study, the perceived benefits of Netflix, including content quality, ease of use, and the value received relative to the subscription cost, contribute to building consumer trust, which in turn encourages repurchase intention. Overall, these findings highlight the important mediating role of trust in translating consumers' perceived value into continued subscription intentions for Netflix streaming services.

4. CONCLUSION

The findings of this study indicate that Generation Z consumers' repurchase intention toward Netflix streaming services is influenced by perceived value, trust, and electronic word-of-mouth (E-WOM). Of the seven hypotheses tested, six were supported by empirical evidence, while one was rejected. Specifically, E-WOM has a positive and significant effect on trust but does not directly influence repurchase intention. In contrast, perceived value positively and significantly affects both trust and repurchase intention, while trust also has a positive and significant effect on repurchase intention. Furthermore, trust significantly mediates the relationships between E-WOM and repurchase intention as well as between perceived value and repurchase intention.

These findings highlight the important role of trust as a psychological mechanism through which consumers' perceptions and online interactions are translated into repurchase intention. Although positive online reviews alone are insufficient to encourage repeat subscriptions, they become more effective when they strengthen consumers' trust in the platform. Likewise, consumers who perceive greater value from Netflix services are more likely to trust the platform and subsequently maintain their subscription intentions. Therefore, building consumer trust through valuable service experiences and credible online communication is essential for increasing customer retention in digital streaming services.

Based on these findings, Netflix and other digital streaming service providers are encouraged to enhance consumers' perceived value by continuously improving content quality, service convenience, and subscription value while fostering consumer trust through reliable services, secure transactions, and positive online engagement. Future studies are recommended to incorporate additional variables, such as customer satisfaction, brand

image, or perceived risk, and to expand the research scope to different demographic groups or digital service platforms in order to improve the generalizability of the findings.

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