

The Mediating Role of e-WOM in the Relationship between e-Service Quality, e-Trust, and Repurchase Intention: A Study of Traveloka Users in Indonesia

Yulia Kusumawardani ^{1*}, Putu Indah Rahmawati ², Ni Luh Wayan Sayang Telagawathi ³
^{1*,2,3} Magister Management Study Program, Universitas Pendidikan Ganesha, Buleleng Regency, Bali Province, Indonesia

Email: danyulia85@gmail.com ^{1*}, indah.rahma@undiksha.ac.id ², wayan.sayang@undiksha.ac.id ³

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Abstract

The rapid growth of the online travel industry in Indonesia has intensified competition among Online Travel Agent platforms, highlighting the importance of understanding factors influencing repurchase intention. This study aims to examine the effects of e-service quality and e-trust on repurchase intention, with e-WOM as a mediating variable, among users of Traveloka. A quantitative causal research design was employed, involving 190 respondents selected through purposive sampling. Data were collected using a structured Likert-scale questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that e-service quality has a positive and significant effect on both repurchase intention and e-WOM. E-trust significantly influences repurchase intention but does not significantly affect e-WOM. Furthermore, e-WOM positively affects repurchase intention and partially mediates the relationship between e-service quality and repurchase intention. However, e-WOM does not mediate the relationship between e-trust and repurchase intention. These results indicate that e-service quality serves as the primary driver of repurchase intention, both directly and indirectly through positive electronic word-of-mouth, while e-trust functions mainly as a direct determinant of repeat purchase decisions.

Keywords:

E-service quality; E-trust; E-WOM; Repurchase intention; Online travel agent; Traveloka.

1. INTRODUCTION

The digital revolution has significantly transformed the structure of the global economy, and Indonesia has emerged as one of the fastest-growing digital economies in Southeast Asia. The e-Conomy SEA report published by Google, Temasek Holdings, and Bain & Company indicates that Indonesia's digital economy value continues to increase annually, driven primarily by the expansion of the e-commerce sector and online travel services. Data from the Indonesian Internet Service Providers Association (APJII) further reveal that national internet penetration has surpassed 70% of the population, implying that the majority of Indonesians are now connected to the digital ecosystem. This high level of internet penetration has directly influenced changes in consumer behavior, particularly in the processes of information search, alternative evaluation, and purchasing decisions for travel services, which are increasingly conducted online through Online Travel Agent (OTA) platforms. To strengthen this argument, the following empirical data present the growth of Indonesia's digital economy and internet penetration (Table 1).

Table 1. Digital Economy Growth and Internet Penetration in Indonesia

Indicator	2021	2022	2023
Digital Economy Value (USD Billion)	70	77	82
Internet Penetration (%)	73.7%	77.0%	78.19%
Number of Internet Users (Million)	202	210	215

Sources: e-Conomy SEA Report (2023); APJII (2023)

The development of OTA platforms in Indonesia is characterized by a growing number of travel application users and increasing digital transaction intensity. Platforms such as Traveloka, Tiket.com, Agoda, Pegipegi, and Booking.com compete in offering integrated services for booking flight tickets, hotels, and other travel-related products. According to the Top Brand Award report organized by Frontier Research, Traveloka has repeatedly secured the top position in the OTA category. Nevertheless, data from the Top Brand Index demonstrate fluctuations in its percentage values over recent years. The Top Brand Index of Traveloka in the Online Travel Agent (OTA) category demonstrates a fluctuating trend over the 2021-2024 period. In 2021, Traveloka recorded a Top Brand Index of 45.2%, which then declined to 43.8% in 2022. The index subsequently increased to 46.5% in 2023, indicating a temporary improvement in brand performance and consumer perception. However, in 2024, the index decreased again to 44.1%. This pattern of fluctuation suggests that although Traveloka consistently maintains a leading position in the market, its brand strength is not entirely stable. The variation in index values reflects dynamic changes in consumer perception, which may be influenced by factors such as service quality, user experience, and trust. Consequently, these fluctuations provide an important empirical indication that high brand awareness does not automatically translate into consistent repurchase intention, thereby reinforcing the need to examine the underlying behavioral factors affecting customer loyalty.

These fluctuations indicate that although brand awareness remains relatively high, consumer loyalty and repurchase intention are not consistently stable. Beyond brand index indicators, empirical evidence can also be observed through user reviews on the Google Play Store, which reflect variations in evaluations of OTA service quality. While many users provide high ratings for ease of use and comprehensive features, a considerable number express concerns regarding refund processes, flight schedule changes, and customer service responsiveness. Such variations in reviews indicate that perceptions of e-service quality remain a central issue in shaping satisfaction and repurchase intention. In the context of digital services, e-service quality encompasses dimensions such as system efficiency, reliability, transaction security, and the platform's ability to handle customer issues promptly and transparently. In addition to service quality, electronic trust (e-trust) constitutes a critical determinant in online transactions. Travel transactions typically involve relatively high financial value and inherent uncertainty risks, including flight cancellations or changes in hotel policies. Consequently, consumers require assurance regarding personal data security and service reliability before deciding to make repeat purchases.

Within the experiential nature of the tourism industry, Electronic Word-of-Mouth (e-WOM) plays a strategic role as an information source perceived to be more objective than company-generated promotions. Reviews, ratings, and travel experiences shared through social media and platform-based review features serve as primary references for prospective customers in evaluating service quality. The presence of diverse user-generated content further strengthens or weakens consumer trust and influences their intention to repurchase. Despite the growing attention to these variables, previous studies have reported inconsistent findings. For example, studies by Alalwan (2021) and Pasaribu et al. (2022) found that e-service quality has a significant positive effect on both e-WOM and repurchase intention. However, other studies, such as Rizi et al. (2023), indicate that e-service quality does not directly influence repurchase intention without mediation through trust. Similarly, while some studies confirm that e-trust significantly affects e-WOM, others report insignificant relationships, suggesting the presence of contextual differences across platforms and user experiences.

Based on the phenomenon of fluctuating brand indices, variations in user reviews, and inconsistencies in previous research findings, a relevant research gap emerges that warrants further investigation. Specifically, limited studies have simultaneously examined the influence of e-service quality and e-trust on repurchase intention while incorporating the mediating role of e-WOM among OTA users in Indonesia, particularly on the Traveloka platform. Therefore, this study aims to comprehensively analyze the relationships among these variables in order to contribute theoretically to the development of digital marketing literature and to provide practical implications for OTA managers in formulating strategies to enhance service quality and strengthen customer trust, thereby sustaining loyalty amid increasingly intense industry competition.

1.1. Repurchase Intention

Repurchase intention refers to a consumer's behavioral tendency to make subsequent purchases from the same service provider based on prior experience. In the context of online travel services, repurchase intention reflects consumers' evaluations of their previous transactional experiences as well as their expectations regarding future benefits (Som, 2020). This construct is regarded as an important indicator in

measuring behavioral loyalty, as it is directly associated with revenue sustainability and business stability. From a theoretical perspective, behavioral intention can be explained through the Theory of Planned Behavior (TPB). Within the TPB framework, intention constitutes the immediate determinant of actual behavior and is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of repurchasing, positive attitudes formed through service experiences, perceived value, and trust in the service provider contribute to the development of the intention to reuse the service. In the digital environment, repurchase intention becomes increasingly relevant due to the intense competition among platforms (Fernandes & Barfknecht, 2020). Dong et al. (2021) explain that repurchase intention within online platforms is multidimensional in nature and reflects sustained commitment. Commonly used indicators include the likelihood of repurchasing, considering the service as the primary choice, and the intention to continue using the service over the long term (Naafiarsha et al., 2020; Prasetya & Sukaatmadja, 2021). Therefore, repurchase intention is viewed as a strategic indicator for the sustainability of digital businesses, particularly within the highly competitive online travel industry (Setiahutama & Muthohar, 2023).

1.2. E-Service Quality

E-service quality represents the transformation of the service quality concept from a conventional context to electronically based services. It is defined as consumers' perceptions of the quality of services delivered through digital platforms (Fu, 2023). This concept originates from Service Quality Theory, which emphasizes the gap between customer expectations and perceptions as the basis for evaluating service quality. Empirical studies indicate that e-service quality has a significant impact on customer satisfaction and loyalty-related behaviors across various digital platforms (Naim et al., 2020; Hernando & Gunawan, 2021). Within the dynamic digital landscape, continuous monitoring and improvement of service quality have become strategic factors in sustaining competitive advantage (Hamdan et al., 2022; Naufal et al., 2024).

1.3. E-Trust

E-trust refers to the level of consumer confidence in the capability, integrity, and security of a digital platform in conducting transactions (Shariffuddin et al., 2023). In an online environment characterized by uncertainty, trust becomes the primary foundation for establishing long-term relationships between consumers and service providers (Cao & Huang, 2022). The dimension of competence pertains to the belief that a company possesses adequate technical and operational capabilities. Benevolence reflects the perception that the company has goodwill toward its customers, whereas integrity relates to consistency and honesty in fulfilling service commitments. In the online travel sector, trust plays a crucial role because transactions involve electronic payments as well as sensitive personal information (Sadiq et al., 2021; Leung & Ma, 2020). Conversely, low levels of trust may hinder the growth of e-commerce, as observed in the context of the Indonesian market (Hidayat et al., 2021). Therefore, e-trust functions as an essential determinant in fostering loyalty and the continued use of digital services (Poernomo, 2020; Hongsuchon et al., 2022).

1.4. Electronic Word-of-Mouth

Electronic Word-of-Mouth (e-WOM) refers to informal communication among consumers conveyed through digital media regarding their experiences in using a particular product or service (Tan et al., 2023). The development of Web 2.0 has facilitated the transformation of consumer communication into a more interactive and participatory process (Khalid et al., 2020). Empirical studies indicate that e-WOM exerts a significant influence on consumer attitudes and purchase intentions, particularly within the context of digital services (Khalid et al., 2020). Therefore, the effective management of online consumer communication has become a crucial strategy for building reputation and fostering customer loyalty.

1.5. The Effect of E-Service Quality on E-WOM

E-service quality reflects the extent to which a digital platform facilitates efficient, reliable, and secure transactions. In online environments, consumers tend to evaluate their experiences based on system performance, responsiveness, and service reliability. When these aspects meet or exceed expectations, users are more likely to engage in positive electronic word-of-mouth (e-WOM) by sharing their experiences through online reviews and recommendations. Conversely, negative service encounters often lead to unfavorable e-WOM, which may influence the perceptions of other potential users. From a theoretical standpoint, the relationship between e-service quality and e-WOM can be explained through expectation-confirmation theory, which posits that satisfied users are more inclined to communicate their experiences. Empirical evidence supports this relationship. For example, Ali Abdallah Alalwan (2021) found that service quality significantly influences users' engagement and their intention to share experiences in digital platforms. Similarly, Hidayat et al. (2022) demonstrated that higher e-service quality leads to increased customer satisfaction and encourages positive online reviews. In addition, Naufal et al. (2024) reported that improvements in digital service performance significantly enhance user-generated content, particularly e-WOM.

H1: E-Service Quality has a positive and significant effect on E-WOM.

1.6. The Effect of E-Service Quality on Repurchase Intention

E-service quality plays a crucial role in shaping consumers' behavioral intentions, particularly repurchase intention. High-quality online services reduce user effort, enhance convenience, and create positive consumption experiences, which ultimately encourage customers to reuse the platform. In digital contexts, repurchase intention is strongly influenced by users' prior experiences with the system, including transaction efficiency and problem resolution. Empirical studies consistently support this relationship. Pasaribu et al. (2022) found that e-service quality significantly affects customer loyalty, which is closely related to repurchase intention. Furthermore, Alalwan (2021) highlighted that service quality in digital applications directly influences users' continued intention to reuse the platform. Similarly, Prasetyo et al. (2023) emphasized that perceived system quality and reliability contribute to users' willingness to engage in future transactions.

H2: E-Service Quality has a positive and significant effect on Repurchase Intention.

1.7. The Effect of E-Trust on E-WOM

E-trust is a fundamental factor in online environments, as it reduces uncertainty and perceived risk associated with digital transactions. When users trust a platform, they are more likely to share their experiences openly and positively, contributing to the formation of e-WOM. Trust enhances confidence in the platform's credibility, which encourages users to recommend it to others. Empirical findings confirm this relationship. Rizi et al. (2023) demonstrated that trust significantly influences users' willingness to engage in online interactions and communication. In addition, Alalwan (2021) found that trust plays a key role in shaping user engagement and information sharing behavior. Recent research by Filieri (2021) also indicates that trust enhances the credibility and volume of online reviews, thereby strengthening e-WOM dynamics.

H3: E-Trust has a positive and significant effect on E-WOM.

1.8. The Effect of E-Trust on Repurchase Intention

E-trust is widely recognized as a key determinant of repurchase intention in digital platforms. In online transactions, where physical interaction is absent, trust becomes essential in reducing perceived risk and fostering long-term relationships between users and platforms. Consumers who trust a platform are more likely to feel secure in conducting repeated transactions. Several studies provide empirical support for this relationship. Rizi et al. (2023) found that trust significantly influences transaction intention in e-commerce contexts. Similarly, Alalwan (2021) reported that trust is a strong predictor of continued usage intention in mobile applications. Moreover, Prasetyo et al. (2023) highlighted that trust significantly affects users' behavioral intentions, including repeat purchases, particularly in digital environments.

H4: E-Trust has a positive and significant effect on Repurchase Intention.

1.9. The Effect of E-WOM on Repurchase Intention

E-WOM has become one of the most influential factors in shaping consumer decisions in digital environments. Online reviews and recommendations provide valuable information that reduces uncertainty and helps consumers evaluate alternatives. Positive e-WOM enhances perceived value and trust, which in turn increases the likelihood of repurchase intention. Empirical evidence supports this relationship. Filieri (2021) found that online reviews significantly influence consumer decision-making and behavioral intentions. In addition, Hidayat et al. (2022) reported that e-WOM positively affects customer loyalty and repurchase behavior. Furthermore, recent studies indicate that user-generated content serves as a critical determinant of repeat purchasing decisions in digital platforms.

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

1.10. The Mediating Role of E-WOM in the Relationship between E-Service Quality and Repurchase Intention

E-WOM is expected to mediate the relationship between e-service quality and repurchase intention. High e-service quality enhances user satisfaction, which encourages the creation of positive e-WOM. This positive communication, in turn, influences other users and reinforces the original user's intention to repurchase. Empirical studies support this mediating role. Filieri (2021) highlighted that online reviews act as an intermediary mechanism linking service experiences to behavioral intentions. Hidayat et al. (2022) also found that e-WOM mediates the relationship between service quality and customer loyalty. Additionally, recent research indicates that user-generated content strengthens the indirect effect of service quality on repurchase intention.

H6: E-WOM mediates the relationship between E-Service Quality and Repurchase Intention.

1.11. The Mediating Role of E-WOM in the Relationship between E-Trust and Repurchase Intention

E-WOM also plays a mediating role in the relationship between e-trust and repurchase intention. Trust encourages users to share positive experiences, which then influence both their own future behavior and that of other consumers. This process strengthens the impact of trust on repurchase intention. Empirical evidence supports this mechanism. Rizi et al. (2023) demonstrated that trust influences behavioral intention through

communication processes. Filieri (2021) emphasized the role of trust in enhancing the credibility of online reviews, which subsequently affects purchasing decisions. Furthermore, Alalwan (2021) confirmed that trust indirectly influences behavioral intentions through user engagement and information sharing.

H7: E-WOM mediates the relationship between E-Trust and Repurchase Intention.

2. RESEARCH METHOD

This study adopted a quantitative approach with a causal research design to examine the relationships between e-service quality and e-trust on repurchase intention, with e-WOM acting as a mediating variable. The population consisted of Indonesian consumers who had used the services of Traveloka within the last 12 months. The sample size of 190 respondents was determined based on the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM). Following the guideline proposed by Hair et al. (2021), the recommended sample size should be at least 5-10 times the number of indicators used in the model. Given that this study employed 19 measurement items across all constructs, the minimum required sample ranged from 95 to 190 respondents. Therefore, a total of 190 responses was considered sufficient to ensure adequate statistical power and model stability. A purposive sampling technique was applied to select respondents who met specific criteria, including being between 18 and 65 years of age and having conducted at least two transactions on the platform. Initially, the study targeted respondents residing in the Greater Jakarta area (Jabodetabek) to ensure homogeneity in digital access and usage patterns. However, during data collection, a small proportion of responses (approximately 8%) were obtained from individuals residing outside Jabodetabek. These responses were retained in the analysis because they still met the primary criteria related to platform usage and transaction experience. This inclusion was deemed acceptable as it did not significantly affect the overall characteristics of the sample.

Data were collected through an online survey using a structured questionnaire based on a five-point Likert scale, ranging from strongly disagree to strongly agree. The measurement instruments were adapted from established studies to ensure validity and reliability. E-service quality was measured using five indicators adapted from Parasuraman et al. (E-S-QUAL model), covering efficiency, system availability, fulfillment, and privacy. E-trust was measured using four items adapted from prior studies on digital trust (Alalwan, 2021; Rizi et al., 2023), reflecting reliability, security, and credibility. E-WOM was measured using four indicators adapted from Filieri (2021), capturing the intensity and valence of online reviews. Repurchase intention was measured using six items adapted from prior consumer behavior research (Hidayat et al., 2022; Prasetyo et al., 2023), focusing on intention to reuse and willingness to recommend. Data analysis was conducted using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, supported by SmartPLS version 3. The analysis followed a two-stage procedure. First, the measurement model (outer model) was evaluated by assessing convergent validity, discriminant validity, and construct reliability. Second, the structural model (inner model) was assessed by examining path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2). Hypothesis testing was carried out using the bootstrapping method with a significance level of 5%. To examine the mediating role of e-WOM, the Variance Accounted For (VAF) approach was applied to determine whether mediation was full, partial, or not supported.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

The characteristics of respondents in this study indicate that the majority of Traveloka application users originate from the Greater Jakarta area (Jabodetabek), accounting for 92%, while the remaining 8% reside outside the region. From a demographic perspective, the age group of 21–30 years dominates the sample at 51%, followed by respondents aged 31–40 years at 31%, those aged 41–50 years at 14%, and individuals under 20 years at 4%. In terms of gender distribution, female respondents constitute a larger proportion (57%) compared to male respondents (43%), although the difference is relatively moderate. This composition suggests that service users are predominantly within the productive age group in urban areas, with a relatively balanced level of participation between men and women.

With regard to educational background and occupation, the majority of respondents hold a bachelor's degree (55%), followed by diploma holders (18%), master's degree holders (14%), and high school graduates (13%). In terms of employment status, 62% of respondents are employees, 24% are entrepreneurs, and 14% are students. Overall, this profile illustrates that application users are largely well-educated individuals with relatively stable employment status, reflecting the characteristics of urban consumers who are adaptive to digital technology in fulfilling their travel needs.

Furthermore, the results of the measurement model (outer model) indicate that all constructs satisfy the criteria for convergent validity, discriminant validity, and reliability after the removal of two indicators from

the e-WOM construct, namely M2 and M8. The deletion of these indicators was initially based on their loading factor values, which were below the recommended threshold. However, beyond statistical considerations, the removal was also evaluated from a theoretical perspective. Indicator M2 was designed to capture the frequency of passive exposure to online reviews, while indicator M8 reflected the tendency to share information without prior personal experience. These aspects were considered less aligned with the core conceptualization of e-WOM in this study, which emphasizes active, experience-based communication among users. Therefore, the exclusion of these indicators not only improved the statistical robustness of the model but also ensured stronger conceptual consistency with the definition of e-WOM as user-generated content derived from direct service experience.

3.1.2. Outer Model

The evaluation of the outer model was conducted to ensure that each construct in the study met the criteria for validity and reliability. The assessment encompassed convergent validity, discriminant validity, and internal consistency reliability using the Partial Least Squares (PLS) approach.

3.1.2.1. Convergent Validity

Convergent validity was assessed based on outer loading values and Average Variance Extracted (AVE). Indicators were considered to meet convergent validity criteria if they exhibited outer loading values greater than 0.60 and AVE values exceeding 0.50–0.60. In the initial stage of analysis, two indicators within the E-WOM construct (M2 and M8) demonstrated loading values below 0.60 and were therefore removed from the model. Following the elimination of these indicators, all constructs satisfied the criteria for convergent validity, as summarized in Table 2.

Table 2. Convergent Validity

Variabel	Rentang Outer Loading	AVE	Description
E-Service Quality	0,706 – 0,844	0,642	Valid
E-Trust	0,849 – 0,883	0,751	Valid
E-WOM	0,747 – 0,895	0,637	Valid
Repurchase Intention	0,842 – 0,909	0,752	Valid

Source: primary data processed, 2025

These results indicate that all indicators were able to adequately reflect their respective constructs, as evidenced by AVE values exceeding the required minimum threshold.

3.1.2.2. Discriminant Validity

Discriminant validity is an essential aspect of evaluating the measurement model, as it ensures that each construct is empirically distinct from other constructs within the model. It reflects the extent to which a latent variable captures phenomenon that are not represented by other variables. Establishing discriminant validity is particularly important in studies involving multiple related constructs, such as e-service quality, e-trust, e-WOM, and repurchase intention, to avoid conceptual overlap. One commonly used approach to assess discriminant validity is the Fornell–Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) with the correlations among constructs. By meeting this criterion, the model demonstrates that each construct possesses adequate uniqueness and can be reliably used for further structural analysis.

Table 3. Fornell-Larcker Criterion

	E- Service Quality	E- Trust	E- WOM	Repurchase Intention
E- Service Quality	0,801			
E- Trust	0,739	0,867		
E- WOM	0,711	0,579	0,847	
Repurchase Intention	0,709	0,628	0,614	0,867

Source: primary data processed, 2025

The results presented in Table 3 demonstrate that the discriminant validity of the constructs has been satisfactorily achieved based on the Fornell–Larcker criterion. This criterion requires that the square root of the Average Variance Extracted (AVE) for each construct be greater than its correlations with other constructs in the model. These findings indicate that each construct shares more variance with its own indicators than with other constructs in the model. In other words, the constructs are empirically distinct and measure different conceptual domains. Therefore, it can be concluded that the model meets the requirements of discriminant validity, confirming that the measurement model is appropriate for further structural analysis.

Table 4. Cross-loadings

	<i>E-Service Quality</i>	<i>E-Trust</i>	E-WOM	<i>Repurchase Intention</i>
X1.1	0,704	0,480	0,450	0,482
X1.2	0,818	0,615	0,575	0,629
X1.3	0,831	0,658	0,585	0,593
X1.4	0,844	0,602	0,651	0,561
X2.1	0,600	0,850	0,467	0,580
X2.2	0,597	0,868	0,476	0,497
X2.3	0,717	0,882	0,558	0,551
M.1	0,585	0,470	0,760	0,521
M.3	0,621	0,567	0,792	0,544
M.4	0,601	0,503	0,900	0,509
M.5	0,582	0,478	0,876	0,467
M.6	0,628	0,483	0,901	0,544
M.7	0,565	0,427	0,863	0,487
M.9	0,619	0,491	0,829	0,552
Y2	0,608	0,524	0,483	0,842
Y3	0,592	0,541	0,561	0,909
Y1	0,643	0,566	0,550	0,850

Source: primary data processed, 2025

The cross-loading results presented in Table 4 provide additional evidence for assessing discriminant validity at the indicator level. This approach examines whether each measurement item loads more strongly on its associated construct than on other constructs within the model. Although some indicators display moderate correlations with other constructs, these values remain lower than their primary loadings, which is an important requirement for establishing discriminant validity. This pattern confirms that each indicator is more strongly associated with its designated construct than with others. Overall, the cross-loading analysis supports the conclusion that the measurement model possesses adequate discriminant validity. Each construct is empirically distinct, and all indicators appropriately represent their respective latent variables, allowing the analysis to proceed to the structural model stage with confidence.

3.1.2.3. Internal Consistency Reliability

Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR) values, with a minimum threshold of 0.70. A summary of the testing results is presented in Table 5.

Table 5. Construct Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability	Description
E-Service Quality	0,813	0,877	Reliabel
E-Trust	0,834	0,900	Reliabel
E-WOM	0,934	0,947	Reliabel
Repurchase Intention	0,835	0,901	Reliabel

Source: primary data processed, 2025

All constructs demonstrated Cronbach's Alpha and Composite Reliability values exceeding 0.80, indicating a very high level of internal consistency. The results of the outer model evaluation confirm that the research instrument satisfied the requirements of validity and reliability, thereby rendering it appropriate for subsequent structural model (inner model) testing.

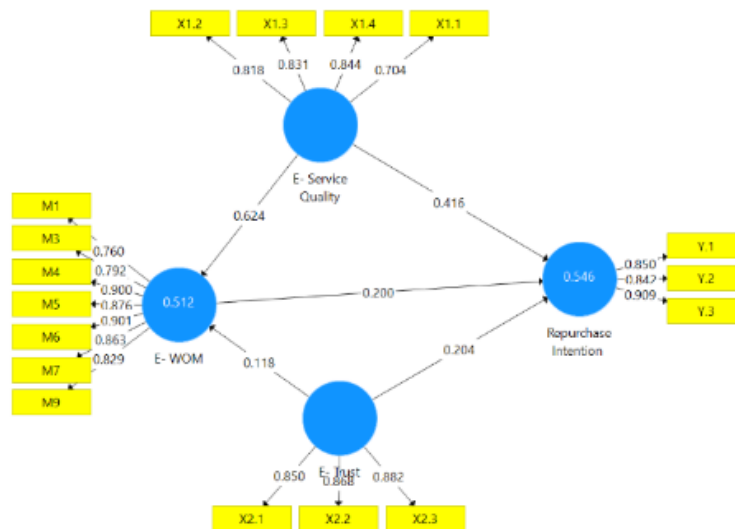


Figure 1. Outer Model (Source: primary data processed, 2025)

3.1.3. Inner Model

After the measurement model satisfied the criteria for validity and reliability, the next stage involved testing the structural model (inner model). This evaluation aimed to assess the predictive capability of the model and to examine the significance of the relationships among the latent constructs. The analysis included R-Square, path coefficients, effect size (f^2), predictive relevance (Q^2), and Goodness of Fit (GoF).

3.1.3.1. R-Square

The R-Square value is used to measure the ability of exogenous variables to explain the endogenous variables.

Table 6. R-Square

endogenous variables	R-Square	R-Square Adjusted	category
E-WOM	0,512	0,508	Strong
Repurchase Intention	0,546	0,541	Strong

Source: primary data processed, 2025

An R-Square value of 0.512 indicates that 51.2% of the variance in E-WOM is explained by E-Service Quality and E-Trust. Meanwhile, 54.6% of the variance in Repurchase Intention is explained by E-Service Quality, E-Trust, and E-WOM. These values suggest that the model demonstrates strong explanatory power.

3.1.3.2. Path Coefficients

The significance of the relationships among variables was examined using the bootstrapping procedure. A relationship was considered statistically significant if the p-value was less than 0.05.

Table 7. Path Coefficients

Relationship Between Variables	Coefficient	T-Statistic	P-Value	Description
E-Service Quality → E-WOM	0.624	6.877	0.000	Significant
E-Service Quality → Repurchase Intention	0.416	3.841	0.000	Significant
E-Trust → E-WOM	0.118	1.128	0.260	Not significant
E-Trust → Repurchase Intention	0.204	2.222	0.027	Significant
E-WOM → Repurchase Intention	0.200	2.043	0.042	Significant

Source: primary data processed, 2025

The results indicate that E-Service Quality has a positive and significant effect on both E-WOM and Repurchase Intention. E-Trust does not have a significant effect on E-WOM; however, it exerts a positive effect on Repurchase Intention. Furthermore, E-WOM is proven to have a significant effect on Repurchase Intention.

3.1.3.3. Effect Size (f^2)

Effect size is used to assess the magnitude of the contribution of each exogenous variable to the endogenous variable.

Table 8. Effect Size (f^2)

Relation	f^2	Category
E-Service Quality → E-WOM	0,362	Strong
E-Trust → E-WOM	0,013	Weak
E-Service Quality → Repurchase Intention	0,127	Medium
E-Trust → Repurchase Intention	0,041	Weak
E-WOM → Repurchase Intention	0,043	Weak

Source: primary data processed, 2025

E-Service Quality exerts a strong influence on E-WOM and a moderate influence on Repurchase Intention, whereas the effects of the other variables are relatively weak.

3.1.3.4. Predictive Relevance (Q^2)

A Q^2 value of 0.482 (> 0) indicates that the model possesses adequate predictive capability. This implies that the model is able to explain 48% of the variance in the endogenous constructs in predictive terms, thereby making it appropriate for hypothesis testing.

3.1.3.5. Goodness of Fit (GoF) dan SRMR

A GoF value of 0.473 (> 0.38) indicates that the model demonstrates a good level of overall fit. Furthermore, an SRMR value of 0.061 (< 0.08) suggests that the model falls within the perfect fit category.

3.1.3.6. Hypothesis Testing

The inner model was tested to examine the causal relationships among the latent variables in the research model using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The evaluation was conducted based on the path coefficients, t-statistics, and p-values at a significance level of 5% ($\alpha = 0.05$). Based on Table 7, electronic service quality is shown to have a positive and significant effect on both repurchase intention and electronic word-of-mouth (e-WOM). The coefficient of 0.624 indicates that e-service quality is a strong predictor in fostering the formation of e-WOM. Electronic trust (e-trust) has a positive effect on repurchase intention but does not have a significant effect on e-WOM. This finding suggests that users' trust does not necessarily encourage them to actively disseminate online reviews or recommendations. In addition, e-WOM has a positive effect on repurchase intention. This implies that the more positive the electronic communication circulating among consumers, the higher the likelihood of repurchase intention.

Mediation analysis was conducted to examine the role of e-WOM in mediating the relationships between: E-Service Quality and Repurchase Intention, and E-Trust and Repurchase Intention. The estimated results of the indirect effects are presented in Table 10.

Table 10. Indirect Effects

Relation	Coefficients	p-value	Description
E-Service Quality → E-WOM → Repurchase Intention	0,125	0,048	Significant
E-Trust → E-WOM → Repurchase Intention	0,024	0,368	Not significant

Source: primary data processed, 2025

The results indicate that e-WOM significantly mediates the relationship between e-service quality and repurchase intention. Conversely, e-WOM does not function as a mediator in the relationship between e-trust and repurchase intention.

3.2. Discussion

3.2.1. The Influence of E-Service Quality on Repurchase Intention of Traveloka Users

E-service quality represents an overall assessment of the quality of electronic services delivered through digital platforms, particularly in terms of ease of use, speed, security, and system reliability (Ighomereho et al., 2022). Based on Service Quality Theory, service quality is evaluated by a company's ability to meet or exceed customer expectations. When the service received aligns with or surpasses expectations, customers are more likely to feel satisfied and be encouraged to reuse the service. On online travel platforms such as Traveloka, e-service quality is reflected in the ease of application navigation, the speed of transaction processes, payment security, and the completeness of information provided. The findings indicate that e-service quality has a positive and significant effect on repurchase intention, with a path coefficient of 0.416, a t-statistic of 3.841 (> 1.96), and a p-value of 0.000 (< 0.05). This implies that the better the perceived electronic service quality, the greater the users' intention to make repeat purchases. Dimensions such as responsiveness, reliability, usability, and security have been shown to be important factors in driving repurchase decisions (Dharmawan et al., 2023). Ease of use and transaction speed help reduce barriers in the purchasing process, thereby enhancing user convenience and trust. This is particularly important because

travel transactions involve higher levels of risk and complexity compared to the purchase of ordinary products (Veloso et al., 2020). The loading factor values of the e-service quality indicators, ranging from 0.704 to 0.844, demonstrate that ease of navigation, transaction speed, payment security, and information completeness strongly represent electronic service quality. Moreover, high-quality digital services can also foster loyalty and positive e-WOM, which ultimately strengthens repurchase intention (Dharmawan et al., 2023; Ginting et al., 2022). These findings are consistent with the studies of Rachbini et al. (2021), Artana et al. (2021), and Utami et al. (2024), which state that online service quality directly influences repurchase intention. Therefore, enhancing e-service quality not only impacts short-term satisfaction but also plays a crucial role in building customer loyalty and sustaining digital business performance (Purnamasari & Suryandari, 2023; Dhaniswara et al., 2023).

3.2.2. The Influence of E-Trust on Repurchase Intention of Traveloka Users

The results of the study indicate that e-trust has a positive and significant effect on repurchase intention among Traveloka users, with a path coefficient of 0.204, a t-statistic of 2.222 (>1.96), and a p-value of 0.027 (<0.05). This means that the higher the level of users' trust in the platform, the greater their tendency to make repeat purchases. Although its effect is smaller compared to other variables, e-trust remains an important factor in encouraging repeated transaction decisions. In the context of increasingly complex online commerce and heightened vulnerability to digital security risks, trust becomes a key element in customer retention (Umoga et al., 2024). Consumers are more likely to engage in repeat transactions when they perceive the payment system as secure, their personal data as protected, and the promised services as genuinely delivered (Safitri et al., 2023; Purnamasari & Suryandari, 2023). Empirical data show that the e-trust indicators have high loading factor values (0.850–0.882), indicating that the dimensions of security, reliability, and platform integrity strongly represent the e-trust construct. When positive experiences are consistently perceived, consumer trust becomes stronger and contributes to increased loyalty (Galdón-Salvador et al., 2024; Imran & Gunawa, 2025). These findings are consistent with Suleman et al. (2021), who state that trust has a significant effect on repurchase intention. Therefore, e-commerce platforms need to maintain policy transparency, strengthen payment security systems, and ensure consistent service quality in order to preserve customer trust (Gupta & Joshi, 2024; Wen et al., 2024; Gazi et al., 2025). Thus, e-trust is not merely a supporting factor but a fundamental foundation in building long-term relationships and sustaining digital business performance.

3.2.3. The Influence of E-service Quality on E-WOM among Traveloka Users

The results of the study indicate that e-service quality has a positive and significant effect on e-WOM among Traveloka users, with a path coefficient of 0.624, a t-statistic of 6.877 (>1.96), and a p-value of 0.000 (<0.05). The relatively high coefficient value, along with an f-square of 0.362, demonstrates that e-service quality is a strong predictor in encouraging e-WOM behavior. This means that the better the electronic service quality perceived by users, the greater their tendency to share positive experiences online. Practically, fast service, accurate information, user-friendly systems, and effective complaint-handling responses encourage consumers to provide positive reviews and recommendations (Karahana, 2022; Sihombing et al., 2023). A user-friendly and visually appealing website or application interface also strengthens users' intention to recommend the platform to others (Aljabari et al., 2023). Empirical data show that the e-WOM indicators have high loading factor values (0.760–0.901), indicating that the intensity of sharing experiences, the quality of information conveyed, and the willingness to recommend to others strongly reflect the e-WOM construct. When consumers feel satisfied with the service quality, they tend to act as disseminators of positive information through social media and online communities (Anastasei et al., 2024; Kamran et al., 2024; Dharmawan et al., 2023). These findings are consistent with Lesmana and Balqiah (2023), who state that satisfaction with e-service quality is directly correlated with the formation of positive e-WOM. García-Salirrosas et al. (2024) also emphasize that high-quality digital services not only enhance satisfaction and trust but also motivate consumers to actively spread recommendations. Therefore, improving e-service quality becomes an essential strategy for digital businesses to expand promotion organically through positive customer experiences.

3.2.4. The Influence of E-Trust on E-WOM among Traveloka Users

The results of the study indicate that e-trust does not have a significant effect on e-WOM among Traveloka users. This is evidenced by a path coefficient of 0.118, a t-statistic of 1.128 (<1.96), and a p-value of 0.260 (>0.05), leading to the rejection of the fourth hypothesis (H4). The very small f-square value (0.013) further suggests that the contribution of e-trust to the formation of e-WOM is relatively weak. These findings imply that trust in the platform does not necessarily encourage users to share their experiences or provide recommendations online. Although e-trust plays an important role in driving transaction decisions and repeat purchases, the mechanisms that stimulate public experience-sharing behavior differ from those underlying personal purchasing decisions (Haq et al., 2024). In other words, consumers may trust and feel secure in conducting transactions, yet not feel compelled to advocate for the platform. Trust can be understood as a fundamental prerequisite in the service process, particularly in reducing perceived risk. However, e-WOM

behavior requires additional drivers, such as high satisfaction, highly memorable experiences, or emotional attachment to the service. Without these factors, trust alone is insufficient to trigger recommendation behavior (Thanapuech & Pankham, 2024). This result is consistent with Maduretno and Junaedi (2021) and Karahan (2022), who argue that trust plays a more prominent role in repeat purchase decisions than in stimulating word-of-mouth. Prahiawan et al. (2021) also assert that e-trust significantly influences repurchase intention, but not necessarily e-WOM. Furthermore, Fan and Ukaegbu (2024) find that customer satisfaction has a more dominant role in encouraging positive word-of-mouth than trust alone. Thus, it can be concluded that e-trust constitutes an essential foundation in digital transactions, yet it does not automatically generate advocacy behavior. To foster positive e-WOM, platforms must create service experiences that are not only secure and trustworthy, but also satisfying and memorable for users.

3.2.5. The Influence of E-WOM on Repurchase Intention of Traveloka Users

The results of the study indicate that e-WOM has a positive and significant effect on repurchase intention among Traveloka users. The path coefficient of 0.200, with a t-statistic of 2.043 (>1.96) and a p-value of 0.042 (<0.05), confirms that the fifth hypothesis (H5) is accepted. This implies that the greater the volume of positive reviews and recommendations circulating online, the stronger users' intention to make repeat purchases. Positive e-WOM enhances information credibility and provides social proof that reduces perceived risk in subsequent transactions (Yu et al., 2022). Recommendations from other users serve as a form of social validation that strengthens consumers' confidence in making purchase decisions (Wijarnoko et al., 2023). In line with Anastasiei et al. (2024), favorable online mentions or reviews have been shown to directly increase the likelihood of repeat purchases. E-WOM can be understood both as an outcome of satisfying service experiences and as a source shaping customer expectations. Zhao et al. (2020) explain that e-WOM functions as a bridge between perceived service quality and repurchase decisions, as information from other consumers influences evaluations prior to the transaction. Furthermore, perceived usefulness of information and positive experiences shared through e-WOM contribute to the development of loyalty (Seijas-Díaz et al., 2023). Satisfied consumers tend to share their experiences, and such information influences repeat purchase decisions, both for themselves and for prospective customers (Dharmawan et al., 2023). Within the broader context of social media, reviews presented in the form of text, photos, and videos further strengthen the platform's image and encourage continued usage (Yu et al., 2022). These findings are consistent with Annas and Humairoh (2023), who demonstrate that positive experiences encourage recommendations to others, ultimately enhancing repurchase intention. Therefore, e-WOM constitutes a strategic factor in reinforcing customer loyalty and sustaining digital business continuity.

3.2.6. E-WOM Mediates the Influence of E-Service Quality on Repurchase Intention of Traveloka Users

The results of the study indicate that e-WOM is able to mediate the relationship between e-service quality and repurchase intention among Traveloka users. The indirect effect coefficient of 0.125, with a t-statistic of 1.973 (>1.96) and a p-value of 0.049 (<0.05), demonstrates that the sixth hypothesis (H6) is accepted. Since the direct effect of e-service quality on repurchase intention is also significant (0.416), e-WOM functions as a partial mediator. Service quality not only exerts a direct impact on repurchase intention but also operates through customers' social responses. High service quality generates positive experiences, which are subsequently shared through e-WOM and influence future purchase decisions (Pradana et al., 2021; Yu et al., 2022). Thus, the effect of e-service quality becomes stronger when reinforced by recommendations and positive reviews from other users (Dharmawan et al., 2023). Mechanistically, this mediation occurs through several stages. First, fast, accurate, and user-friendly services generate satisfaction. Second, this satisfaction encourages consumers to share their experiences online. Third, circulating reviews enhance the platform's reputation and credibility, thereby reducing uncertainty and strengthening confidence to make repeat purchases. In this context, e-WOM functions as social proof that amplifies the impact of service quality on loyalty (Yu et al., 2022). This mediating role also explains that satisfaction with service quality does not necessarily lead directly to repeat purchases. However, when the experience receives social reinforcement through e-WOM, the intention to reuse the service becomes stronger. These findings are consistent with Ginting et al. (2022), who state that e-service quality can increase repurchase intention indirectly through satisfaction and positive e-WOM. Therefore, e-WOM serves as an important link between digital service quality and the formation of customer loyalty.

Furthermore, this mechanism can be understood more deeply by incorporating the roles of customer satisfaction, perceived risk, and online review behavior. High e-service quality enhances customer satisfaction by meeting or exceeding expectations in terms of efficiency, reliability, and system usability. This satisfaction not only creates a favorable evaluation of the platform but also reduces perceived risk, particularly in online transactions where uncertainty regarding service outcomes, payment security, and service reliability is often a concern. As perceived risk declines, consumers feel more confident in both sharing their experiences and engaging in future transactions. At the same time, satisfied users are more likely to participate in online review behavior by posting positive feedback, ratings, or recommendations based on their direct experiences. These reviews then serve as credible informational cues for other potential

users, shaping collective perceptions of service quality and trustworthiness. Consequently, the interaction between satisfaction and reduced perceived risk strengthens the credibility and persuasiveness of e-WOM, which ultimately reinforces repurchase intention. In this extended mechanism, e-WOM not only acts as a communication channel but also as a trust-building and risk-reducing instrument that bridges individual service experiences with broader consumer decision-making processes.

3.2.7. E-WOM Mediates the Influence of E-Trust on Repurchase Intention of Traveloka Users

The results of the study indicate that e-WOM is not able to mediate the relationship between e-trust and repurchase intention among Traveloka users. The indirect effect coefficient of 0.024, with a t-statistic of 0.834 (<1.96) and a p-value of 0.405 (>0.05), indicates that the seventh hypothesis (H7) is rejected. This finding is consistent with the previous result (H4), which demonstrated that e-trust does not have a significant effect on e-WOM. Empirically, e-trust has been shown to exert a direct influence on repurchase intention (coefficient 0.204); however, this effect does not operate through e-WOM (Prahawan et al., 2021). This implies that when consumers already possess trust in the platform, their decision to repurchase is primarily driven by personal conviction rather than by reviews or recommendations from others (Ginting et al., 2022). Trust is formed through direct experience with service quality. Trust derived from personal experience tends to be stronger and does not require additional validation through e-WOM. In other words, e-trust functions as an independent predictor of repurchase intention (Karahana, 2022; Prahawan et al., 2021). Consumers who are confident in the platform's security, reliability, and service consistency will continue to transact even without external recommendations (Imran & Gunawa, 2025; Wen et al., 2024). These findings reinforce that the influence pathway of e-trust on repurchase intention is direct and relatively independent of word-of-mouth communication (Iffan et al., 2024). Therefore, although e-WOM is important for building brand image and attracting new customers, strengthening e-trust remains a primary factor in sustaining repeat purchases (Putri et al., 2023). This result is also consistent with Widarta and Widagda (2023), who argue that once trust has been established, consumers no longer rely heavily on external validation when deciding to make repeat purchases.

This mechanism can be further understood by considering the roles of customer satisfaction, perceived risk, and online review behavior. High levels of e-trust are typically associated with consistent and satisfactory prior experiences, which implicitly generate customer satisfaction even if satisfaction is not explicitly modeled as a mediator. In this context, satisfaction reinforces trust and creates a stable cognitive evaluation of the platform, reducing the need for additional external information. At the same time, e-trust plays a critical role in lowering perceived risk, particularly in online transactions that involve uncertainty related to payment security, service reliability, and information accuracy. When perceived risk is minimal, consumers tend to rely more on their internal judgments rather than external cues such as e-WOM. Moreover, the role of online review behavior becomes less central for users with strong trust. Although these users may still engage in writing or reading reviews, such activities are not the primary basis for their decision-making process. Instead, their behavioral patterns reflect a form of habitual or confidence-based decision-making, where prior satisfactory experiences and low perceived risk outweigh the influence of social information. Consequently, even though e-WOM remains relevant at a broader market level, its mediating function weakens in the presence of strong e-trust. In this extended explanation, e-trust not only directly drives repurchase intention but also diminishes the reliance on external validation by simultaneously strengthening satisfaction and reducing perceived risk, thereby limiting the role of e-WOM as an intermediary mechanism.

4. CONCLUSION

Based on the findings of the study on Traveloka users, it can be concluded that e-service quality and e-trust are important factors in enhancing repurchase intention. E-service quality has been shown to exert the strongest influence, both directly on repurchase intention and on e-WOM. Meanwhile, e-trust has a direct effect on repurchase intention but does not significantly influence e-WOM. On the other hand, e-WOM has a positive effect on repurchase intention and functions as a partial mediator in the relationship between e-service quality and repurchase intention. However, e-WOM is not able to mediate the relationship between e-trust and repurchase intention. These findings indicate that high-quality electronic services not only directly encourage repeat purchase intention but also do so indirectly through positive user reviews and recommendations, whereas trust primarily acts as a direct driver of repeat purchase decisions without operating through word-of-mouth communication.

However, this conclusion remains limited as it does not yet provide sufficient theoretical and managerial implications, nor does it adequately address the limitations of the study or offer comprehensive directions for future research. From a theoretical perspective, future studies are encouraged to further explore the integration of additional variables such as customer satisfaction, perceived risk, or user experience to enrich the explanatory power of the model. From a managerial standpoint, several practical recommendations can be proposed for Traveloka. These include enhancing refund transparency to build stronger customer confidence, improving the responsiveness of customer service to ensure timely problem resolution, strengthening

transaction security systems to reduce perceived risk, and actively encouraging satisfied users to share positive reviews and experiences on digital platforms. In addition, this study is subject to certain limitations, particularly in terms of sample scope and geographic concentration, which may affect the generalizability of the findings. Therefore, future research is recommended to involve a more diverse sample and consider longitudinal approaches in order to obtain a deeper and more comprehensive understanding of consumer behavior in digital service contexts.

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