



DOI: <https://doi.org/10.38035/dijdbm.v6i2.4126>  
<https://creativecommons.org/licenses/by/4.0/>

## The Role of e-WOM and Consumer Experience on Repurchase Intention and Sustainability Mediated by Consumer Satisfaction Among Fixed Broadband Internet Users

Dedi Riyanto<sup>1</sup>, Sonny Indrajaya<sup>2</sup>

<sup>1</sup> Universitas Mercu Buana, Jakarta, Indonesia, email. [dedynamoza@gmail.com](mailto:dedynamoza@gmail.com).

<sup>2</sup> Universitas Mercu Buana, Jakarta, Indonesia, email. [Sonny\\_indrajata@mercubuana.ac.id](mailto:Sonny_indrajata@mercubuana.ac.id)

Corresponding Author: [dedynamoza@gmail.com](mailto:dedynamoza@gmail.com)<sup>1</sup>

**Abstract:** The purpose of this research is to examine Sustainable Development Goal (SDG) 11 on sustainable cities and communities by identifying factors influencing Fixed Broadband Internet users in Jakarta. This quantitative study, with an unknown population, surveyed 222 respondents using a Likert-scale questionnaire (1-5). Hypothesis testing was conducted using the Structural Equation Model (SEM) with Smart PLS. The results indicate that e-WOM significantly affects Consumer Satisfaction, Consumer Experience significantly affects Consumer Satisfaction, e-WOM significantly affects Repurchase Intention, Consumer Experience significantly affects Repurchase Intention and Sustainability, and Consumer Experience influences Repurchase Intention through Consumer Satisfaction as a mediator. Additionally, Customer Satisfaction significantly affects Repurchase Intention, which in turn influences Sustainability.

**Keyword:** Consumer Experience, e-WOM, Consumer Satisfaction, Repurchase Intention, & Sustainability.

### INTRODUCTION

Internet access has become a fundamental necessity, enabling various activities such as online learning, remote work, and shopping. In 2024, Indonesia had 221,563,479 Internet users. The Indonesian Internet Service Providers Association (APJII) identified the most widely used Fixed Broadband Internet providers in 2023.

Fixed Broadband Internet utilizes physical cables, including fiber optics and copper wires, to ensure a stable connection. However, Jakarta faces infrastructure challenges, particularly with the disorderly arrangement of cables, prompting initiatives to transition to underground cabling for safety and sustainability. Supporting SDG 11, service providers must address both high-speed access and environmental considerations. (Riyanto, 2024).

### METHOD

This study employs a quantitative approach by surveying 222 Fixed Broadband Internet users in Jakarta using a Likert-scale questionnaire (1-5). Data analysis was conducted through

Structural Equation Modeling (SEM) with Smart PLS to evaluate relationships between eWOM, Consumer Experience, Consumer Satisfaction, Repurchase Intention, and Sustainability. Hypothesis testing examined the direct and indirect effects of these variables, aiming to determine their significance in influencing consumer behavior and sustainability outcomes.

## RESULTS AND DISCUSSION

Hypothesis testing results show that eWOM and Consumer Experience significantly influence Consumer Satisfaction, with path coefficients of 0.268 and 0.477, respectively. eWOM and Consumer Experience also significantly impact Repurchase Intention, with coefficients of 0.184 and 0.354. Additionally, eWOM and Consumer Experience positively affect Sustainability, with coefficients of 0.168 and 0.312. Consumer Experience impacts Repurchase Intention through Consumer Satisfaction with a coefficient of 0.196. Furthermore, Consumer Satisfaction significantly influences Repurchase Intention (0.411), and Repurchase Intention significantly enhances Sustainability (0.402), all with statistical significance ( $p < 0.05$ ).

**Table 1. Direct & Indirect Hypothesis Testing Results**

Influence Between Variables	<i>Original sample</i>	<i>t statistics</i>	<i>P values</i>	Conclusion
eWOM -> Customer Satisfaction	0.268	3.498	0.001	H1 accepted
Consumer Experience -> Customer Satisfaction	0.477	6.177	0.000	H2 accepted
eWOM -> Repurchase Intention	0.184	3.370	0.001	H3 accepted
Consumer Experience -> Repurchase Intention	0.354	5.710	0.000	H4 accepted
eWOM -> Sustainability	0.168	2.611	0.009	H5 accepted
Consumer Experience -> Sustainability	0.312	4.058	0.000	H6 accepted
Consumer Experience -> Customer Satisfaction -> Repurchase Intention	0.196	4.963	0.000	H7 accepted
Customer Satisfaction -> Repurchase Intention	0.411	6.750	0.000	H8 accepted
Repurchase Intention -> Sustainability	0.402	5.347	0.000	H9 accepted

Source: Researcher's Smart PLS Output (2024)

## CONCLUSION

This study highlights the significant role of eWOM and Consumer Experience in influencing Consumer Satisfaction, Repurchase Intention, and Sustainability. The findings confirm that positive eWOM and enriched Consumer Experience lead to greater Consumer Satisfaction, which in turn enhances Repurchase Intention. Furthermore, Repurchase Intention contributes significantly to Sustainability. These relationships indicate that companies should focus on improving customer interactions and fostering strong brand engagement to drive sustainability efforts. Future research could explore additional influencing factors, such as service reliability and long-term customer loyalty, to strengthen the model. The study provides valuable insights for Internet service providers, policymakers, and researchers in the field of marketing and sustainability.

## REFERENCE

- Al-Adwan, A.S., Kokash, H., Adwan, A., Alhorani, A. dan Yaseen, H (2020). Building customer loyalty in online shopping: the role of online trust, online satisfaction and electronic word of mouth. *International Journal of Electronic Marketing and Retailin,g* 11(3), 278-306. DOI:10.1504/IJEMR. 2020.108132
- Anastasiei, B. dan Dospinescu, N. (2019). Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence. *Sustainability*, 11, 814. DOI: 10.3390/su11030814
- Asosiasi Penyelenggara Jasa Internet Indonesia (2023). APJII ungkap tantangan penyedia jasa Internet di Indonesia. *Antara*
- Bueno, S. dan Gallego, M.D. (2021). eWOM in C2C Platforms: Combining IAM and Customer Satisfaction to Examine the Impact on Purchase Intention. *Journal Theor. Appl. Electron. Commer. Res.*, 16(5), 1612-1630. DOI: 10.3390/jtaer16050091.
- Bhatnagar, S. dan Yadav, R (2023). Determinants of customer experience, satisfaction and willingness to purchase from virtual tour of a retail store. *International Journal of Management Practice*, 16(1), 38–58. DOI: 10.1504/IJMP.2023.127678.
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Thomas Fotiadis, T. dan Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10619. DOI: 10.1016/j.heliyon.2022. e10619
- Chiu, W. dan Cho, H. (2021). E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339-1362. DOI: 10.1108/APJML-10-2018-0403
- Choi, D., Chung, C.Y dan Young, J (2019). Sustainable Online Shopping Logistics for Customer Satisfaction and Repeat Purchasing Behavior: Evidence from China. *Sustainability*, 11(20), 5626. DOI: 10.3390/su11205626.
- Dewi, N. W. P., & Giantari, I. G. A. K. (2022). The Mediation Role of Customer Satisfaction and Trust in The Effect of Online Shopping Experience on Repurchasing Intention. *European Journal of Business and Management Research*, 7(3), 78–83. DOI: 10.24018/ejbmr.2022.7.3.1293.
- Elisa., Winarno, A. dan Dewi, T.S. (2023). Effect of Ease of Use and Consumer Experience on Repurchase Intention of Train Tickets Through Kai Access With Satisfaction as a Mediation Variable Study on Kai Access Users in Malang. *Economics and Business Journal*, 1(4), 305-312. DOI: 10.47353/ ecbis.v1i4.35
- Ellitan L (2022). Increasing Repurchase Intention Through Experiential Marketing and Customer Satisfaction. *Jurnal Ilmiah Multidisiplin*, 1(10), 3559-3565. DOI: researchgate.net/publication/363466724
- Ellitan, L dan Richard, A (2022). The Influence of Online Shopping Experience, Customer. *Budapest International Research and Critics Institute Journal* 5(2), 16504-16516. DOI: 10.33258/birci.v5i2.5565.
- Febrini. I. Y., Widowati. R., & Anwar. M. (2019). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen dan Minat Beli Ulang Di Warung Kopi Kelotok, Kaliurang, Yogyakarta. *Jurnal Manajemen Bisnis*, 10(1), 35-54. DOI:10.18196/mb.10167.
- Gillis, A.S (2022). Technical writer and Editor. Augmented Reality. *Whatls.com*
- Globocnik, D. dan Holzmamnn, P. (2024). Sustainability-related product satisfaction – Development and application of a multi-dimensional measurement instrument. *Journal of Cleaner Production*, 448, 141567. DOI: 10.1016/j.jclepro.2024.141567
- Hellier, P.K., Geursen, G.M., Carr, R., John A. Rickard, J.A (2015). CustomerRepurchase Intention: A General Structural Equation Model. *European Journal of Marketing* 37(11/12), 1762-1800. DOI:10.1108/ 03090560310495456.
- Indrasari, Meithiana. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.

- Ji, C.; Zhao, W.; Wang, H.; Yuan, P. Online Platform Customer Shopping Repurchase Behavior Analysis. *Sustainability*, 14, 8714. DOI: 10.3390/su14148714
- Kotler, P and Amstrong, G (2018). *Principles of Marketing. Edisi 15 Global Edition*. Pearson.
- Kotler, P and Keller, K.L (2021). *Manajemen Pemasaran edisi 12*. Jakarta: PT. Indeks.
- Kusuma, A.C., Najib, M. dan Hermadi, I. (2022). Antecedent and consequences of consumers' satisfaction in online grocery shopping. *International Journal of Electronic Business*, 17(1), 37-60. DOI: 10.1504/IJEB.2022.119992.
- Kusumo, M. dan Vidyanata, D. (2022). The Mediating Role of Customer Satisfaction on Repurchase Intention: An Evidance from Service Industry. *Journal Entrepreneur Dan Entrepreneurship*, 11(1), 71–88. DOI: 10.37715/jee.v11i1.3120