

THE ROLE OF E-SERVICE QUALITY AND ELECTRONIC WORD OF MOUTH IN SHAPING BRAND IMAGE AND REPURCHASE INTENTION AMONG LAZADA USERS IN PEKANBARU**Sarli Rahman¹, Bord Nandre Aprila², Dedy Novrizal³, Fery Martias⁴, Muhammad Panji Prabowo⁵**^{1,2,3,4&5}Institut Bisnis dan Teknologi Pelita IndonesiaEmail: bord.nandre.aprila@lecturer.pelitaindonesia.ac.idDOI: <https://doi.org/10.35145/procuratio.v13i4.5711>

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ABSTRACT

The rapid growth of online shopping platforms has intensified competition among e-commerce providers, emphasizing the importance of delivering high-quality digital services and fostering effective electronic communication to strengthen brand image and retain customers. This study investigates the influence of e-service quality and electronic word of mouth (e-WOM) on brand image and repurchase intention among Lazada users in Pekanbaru. A quantitative approach was employed, involving 300 respondents who had used the Lazada platform within the last one to three months. Primary data were collected through a structured questionnaire and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The findings reveal that e-service quality has a positive and significant effect on both brand image and repurchase intention. Furthermore, e-WOM is shown to positively and significantly influence brand image; however, its effect on repurchase intention is positive but not statistically significant. The results also indicate that brand image exerts a positive yet insignificant influence on repurchase intention. Overall, the study highlights the critical role of digital service quality in shaping customer perceptions and encouraging repeat purchases in the e-commerce sector. These findings provide managerial insights for e-commerce providers to prioritize service excellence in sustaining customer loyalty.

Keywords : E-Service Quality; Electronic Word of Mouth; Brand Image; Repurchase Intention; E-Commerce; Lazada

PERAN E-SERVICE QUALITY DAN ELECTRONIC WORD OF MOUTH DALAM PEMBENTUKAN BRAND IMAGE DAN MINAT BELI ULANG PENGGUNA LAZADA DI PEKANBARU**ABSTRAK**

Perkembangan layanan belanja daring menuntut perusahaan e-commerce untuk memberikan kualitas layanan digital yang andal serta membangun komunikasi elektronik yang efektif guna memperkuat citra merek dan mempertahankan pelanggan. Penelitian ini bertujuan menganalisis pengaruh e-service quality dan electronic word of mouth (e-WOM) terhadap brand image serta minat beli ulang pengguna Lazada di Kota Pekanbaru. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 300 responden yang telah menggunakan platform Lazada dalam satu hingga tiga bulan terakhir. Data primer yang diperoleh dianalisis menggunakan metode Structural Equation Modeling berbasis Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa e-service quality terbukti berpengaruh positif dan signifikan terhadap brand image serta minat beli ulang. Temuan lain mengindikasikan bahwa e-WOM berpengaruh positif dan signifikan terhadap brand image, namun tidak berpengaruh signifikan terhadap minat beli ulang pengguna. Sementara itu, brand image berpengaruh positif tetapi tidak signifikan terhadap minat beli ulang pengguna. Secara keseluruhan, penelitian ini menegaskan bahwa kualitas layanan digital memiliki peran dominan dalam mendorong terbentuknya citra merek yang kuat dan meningkatkan kecenderungan pelanggan untuk melakukan pembelian ulang pada platform e-commerce. Temuan ini memberikan implikasi manajerial bagi perusahaan e-commerce dalam memprioritaskan peningkatan kualitas layanan digital sebagai strategi mempertahankan pelanggan.

Kata Kunci : E-Service Quality; Electronic Word of Mouth; Brand Image; Minat Beli Ulang; Lazada

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INTRODUCTION

The rapid development of information technology and internet penetration has fundamentally overhauled consumption patterns, the purchase process that was once tangible has now shifted to the digital realm so that e-commerce platforms have become the main channel for modern consumer transactions. This phenomenon places digital service quality, often called e-service quality, as a key competitive differentiator factor for e-commerce companies in retaining customers and building brand image (Kemp, 2025). E-service quality includes various dimensions such as site or application functionality, ease of use, speed of service, transaction security, and customer service responsiveness; Quality in these dimensions has direct implications for consumer satisfaction, trust, and repurchase intention. Recent empirical research shows a consistent relationship between the perception of digital service quality and consumer behavior variables such as loyalty and repurchase intention (Pratama, 2024).

In addition to the service aspect, communication between consumers through digital channels known as electronic word of mouth (e-WOM) has become a powerful source of information and influence in the purchase decision-making process. User reviews, recommendations, and discussions on social media or marketplaces can quickly strengthen or damage brand image, so monitoring and managerial strategies for e-WOM are very important for e-commerce platforms (Sylvia, 2024). The concept of brand image remains a central variable in the marketing literature as brand image influences consumers' perception of value, preferences, and purchasing behavior. In the context of e-commerce, brand image is not only the result of traditional marketing activities, but also a reflection of the consumer's digital experience (e.g. application interface, shipping process, after-sales service) and e-WOM's footprint in the online ecosystem. Recent studies confirm that the integration between the quality of digital services and digital social interaction forms a synergistic brand image (Firmansyah, 2023).

Repurchase intention is the final outcome that is highly sought after by e-commerce players because repurchase indicates cheaper customer retention than new customer acquisition. The literature shows that repurchase intention is directly influenced by satisfaction, trust, and brand image; however, the results of the study also indicate that the influence of e-WOM on repurchase intention is not always consistent depending on the credibility of the source, product context, and individual consumer experience (Heryana, 2020). For regional platforms such as Lazada that compete fiercely with other players in Indonesia, strengthening e-service quality and managing e-WOM is a tactical strategy to strengthen brand image and increase the likelihood of user repurchases. A number of studies on marketplaces in Indonesia (including case studies on Shopee, Tokopedia, and other local platforms) have found that the technical and non-technical dimensions of e-service quality are often the main determinants of user satisfaction. This is relevant for Lazada which has to balance user experience, pricing, and post-transaction support. Empirical studies in Indonesia during the 2020–2024 period generally show a similar pattern: e-service quality has a positive effect on brand image and loyalty, while the influence of e-WOM is more varied and sometimes requires mediators such as brand trust or brand attitude to have a significant impact on repurchase interest. Local studies also highlight the importance of regional contexts (demographic differences, shopping habits, and digital literacy levels) in moderating these relationships (Pratama, 2024).

The data picture reinforces the urgency of this study at the global, national, and local levels. Globally and regionally, the digital report shows the massive growth of internet users and e-commerce transactions since 2020, driving increased competition and innovation in digital services. In Indonesia, the number of e-commerce users is reported to reach tens of millions, projected to continue to rise until the end of 2023 and beyond, which shows that the domestic market has great potential for platforms like Lazada. At the provincial/city level, sectoral statistics and local surveys in Riau/Pekanbaru show an increase in internet penetration, marketplace adoption by MSMEs, and consumer studies that indicate an increase in online shopping activities in Pekanbaru. This data confirms the relevance of research that examines the behavior of Lazada users, especially in the city of Pekanbaru (Kems, 2025).

According to data on e-commerce user trends in Indonesia, the number of users has continued to increase significantly over the past few years. The number of e-commerce users in Indonesia will increase from around 38 million in 2020 to around 65.65 million in 2024, and is projected to reach 99.1 million users by 2029 based on Indonesia's digital trade statistics report cited in the Statista 2025 report (Antara News, 2025). This growth represents a significant increase in online shopping adoption and reflects an increase of around 69% over the five-year period, while strengthening Indonesia's position as a highly potential e-commerce market in Southeast Asia. In addition, iPrice data published through Databoks/Katadata shows that the five main marketplaces that dominate the Indonesian market are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak, with Shopee and Tokopedia at the top in terms of the number of high user visits until 2024 (Dinus, 2023). In the midst of this fierce competition, Lazada remains one of the major e-commerce brands in Indonesia and Southeast Asia that offers a variety of products from electronics, books, baby supplies, to household and sports equipment (Lazada, 2024). As proof of its reputation, Lazada Indonesia won the WCO Certificate of Merit 2021 award from the World Customs Organization for its commitment in implementing the Delivery Duty Paid scheme for customs clearance of imported goods, a global award that reflects the credibility and innovation of its online trade services in supporting the digital logistics ecosystem (Antara News, 2021). In addition, Lazada also received various other awards

including the 2025 Mommy Choice Marketplace award which shows its trust as a trusted e-commerce platform among consumers in Indonesia (Statistika, 2025).

Although a number of studies have examined the relationship between e-service quality, e-WOM, brand image, and repurchase intention, there are still research gaps, especially in: (1) the context of certain e-commerce platforms such as Lazada that have different user characteristics between cities; (2) regional samples (medium cities such as Pekanbaru) are relatively less explored than studies in big cities; and (3) the application of SEM-PLS analysis that is able to test the direct and indirect relationships between variables in the current field setting (user primary data). Filling this gap is important to provide managerial recommendations that are local but evidence-based (Firmansyah, 2023). Based on these theoretical and empirical descriptions, this study aims to test and analyze the influence of e-service and electronic word of mouth on the brand image and repurchase interest of lazada users in the city of Pekanbaru. The results of the study are expected to provide empirical contributions and managerial implications for e-commerce platform managers, especially for strategies to improve the quality of digital services and user communication management to strengthen brand image and encourage repurchases.

LITERATURE REVIEW

Interest in Repurchase

Repurchase interest is defined as a consumer's tendency to repurchase products/services from the same brand or platform in the future often used as an indicator of behavioral loyalty in marketing studies. Many modern empirical studies show that repurchase intention is directly influenced by satisfaction, trust, value perception, and previous experience of digital services on e-commerce platforms. Contextual studies on e-commerce platforms in Indonesia and the Asian region have found that e-satisfaction and e-trust often mediate the influence of electronic service quality on repurchase intention (Purnamasari, 2023). The four indicators that affect repurchase interest are, according to Hasan, (2018) (1) transactional interest, (2) relational interest, (3) preferential interest, (4) exploratory interest.

Brand Image

Brand image is a consumer's response to a brand that is based on the good and bad brands that consumers remember (Rosenbaum-Elliott et al., 2018) The consumer's memory is certainly shaped by the experience of using the product or the perception and opinions of other consumers. As expressed by Firmansyah, (2019) that brand image is a perception that appears in the minds of consumers when remembering a brand from a certain product line. There are four indicators that affect brand image satisfaction, according to Fachry, (2020): (1) recognition, (2) reputation, (3) product excellence (affinity), (4) domain.

E-Service Quality

E-service quality is buying and selling, the discovery of information about a value of a product, showing a container for delivery. In conversational services, it turns out that there is something where there is interaction between both parties, two-way communication and consumers have the right to act directly. In e-service quality, it provides all arguments as well as all customer relationships related to customer orders that fail online or in person. According to Tjiptono, (2019) the concept of service quality or electronic service quality can be defined as an overall evaluation of consumers and an assessment of the advantages and quality of electronic service offerings in the virtual market or also called E-SQ is a development adaptation of the expansion of the traditional service model into the context of online shopping. The seven indicators that affect e-service quality are, according to Tjiptono, (2019) (1) efficiency (2) reliability (3) fulfillment, (4) privacy, (5) responsiveness, (6) compensation, (7) contact.

Electronic Word Of Mouth

Electronic word of mouth is communication that is based online through social networks on the internet where users can send messages about a product or service and can be publicly accessed by other users. Khoirunnisa et al., (2023) stated that EWOM is a recommendation or a review given by other consumers so that it can affect consumer buying interest that occurs widely, for example sharing reviews of a platform or a community. e-WOM includes online reviews, comments, ratings, and recommendations disseminated through digital media. e-WOM functions as a third-party source of information that can increase or decrease brand credibility and is influenced by valence (positive/negative), sender credibility, and information quality. Post-2020 studies place e-WOM as an important predictor of brand image and purchase intention, but its direct effect on repurchase intention is often weaker and depends on mediators (trust, satisfaction) or moderators (credibility of reviews) (Zahid, 2024).

The Influence of E-Service Quality on Brand Image

Consumer interaction with e-commerce platforms mostly happens through digital interfaces; Seamless service experience (navigation, payment security, fulfillment) forms a functional and emotional perception of the brand/platform so that E-SQ logically improves the brand image. Several studies in the context of e-commerce

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and applications (e.g. banking studies, Indonesian marketplaces, Tiktok Shop) found a significant positive influence of E-SQ on brand perception and user satisfaction. These results support the hypothesis that the improvement of the E-SQ dimension can strengthen the platform's brand image (Farisal, 2020). Customers who feel that the quality of service provided is good tend to have a better perception of the brand image (Hardi et al., 2021).

H1: E-Service Quality has a positive effect on the Brand Image of Lazada Users in Pekanbaru City.

The Influence of Electronic Word Of Mouth on Brand Image

e-WOM acts as a third-party source of information trusted by consumers; Therefore positive reviews/comments tend to reinforce positive associations with the brand, while negative reviews weaken the image. Brand image is often formed from a combination of direct experience (E-SQ) and social information (e-WOM). Studies in the retail and tourism sectors as well as e-commerce in Indonesia show that e-WOM has a positive effect on brand image and purchasing decisions. However, the context (type of product, credibility of the review platform) determines the strength of the effect (Zahid, 2024).

H2: Electronic Word Of Mouth has a positive effect on the Brand Image of Lazada Users in Pekanbaru City.

The Effect of E-Service Quality on Repurchase Interest

E-service quality is a determining factor for a company's success, how the company applies the best quality of service to customers and as a company's strategy to survive and achieve success in creating customer repurchase interest (Wiradarma et al., 2020). When customers get good service when transacting online, such as processing speed, and responsive customer service, they are more likely to return to shopping. E-SQ increases e-satisfaction and e-trust—these two constructs are powerful mediators that lead to repurchase intention. If digital transactions are secure, fast, and reliable, customers are more likely to return to transactions. Many empirical studies (marketplace in Indonesia, cross-country studies in Asia) found significant E-SQ, e-satisfaction/e-trust, repurchase intention pathways; some studies have also reported a positive direct effect of E-SQ on repurchase intention when satisfaction/trust is controlled. Your research findings (the effect of E-SQ is significant on repurchase intention) are consistent with this literature (Purnamasari, 2023).

H3: E-Service Quality has a positive effect on Lazada users' repurchase interest in Pekanbaru City.

The Influence of Electronic Word Of Mouth on Repurchase Interest

Electronic Word of Mouth or e-WOM can influence the decision to buy again through increased trust and reduced perceptual risk, but its direct influence can be influenced by the credibility of previous reviews and user experience. The results of the study vary, some found that e-WOM had a significant direct effect on purchase/repurchase intention; Others found insignificant effects except through mediators such as brand image or trust. Therefore, your findings (e-WOM are positive but not significant to repurchase interest) in line with empirical evidence showing that the effect of e-WOM is conditional/mediative (Zahid, 2024).

H4: Electronic Word Of Mouth has a positive effect on Lazada users' repurchase interest in Pekanbaru City.

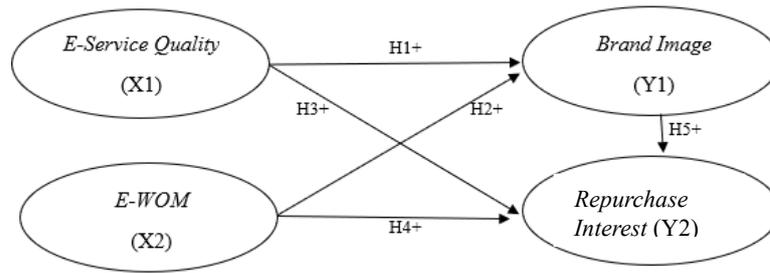
The Influence of Brand Image on Repurchase Interest

A strong and positive brand image serves as a driving factor for consumers to make repeat purchases. When consumers see brands with a good image, they feel more confident and comfortable in transactions, which will ultimately increase buying interest. This buying interest creates a very strong desire that ultimately causes a buyer to fulfill the desire that is in his mind. Brand image, or brand image, plays an important role in influencing consumer repurchase interest. With a good image owned by a brand, which is also perceived well by consumers, it can encourage the higher desire or interest of consumers to reconnect or transact, which in this case is to make a repurchase of the brand (Azmi, 2021). Brand image increases perceived value and trust thereby encouraging loyalty and repurchase intention. However, in the context of e-commerce platforms, service experience (E-SQ) and satisfaction are often more proximal (more direct) influencing rebehavior, while brand image sometimes acts as a mediator. Several studies have found that brand image has a significant effect on repurchase intention; however, there have also been studies (especially those that include E-SQ and e-satisfaction in the model) that report that the influence of brand image becomes insignificant when service experience variables are included. This is consistent with your findings (brand image is positive but not significant to repurchase interest). (Fazrin, 2024)

H5: Purchase Decisions Have a Positive Effect on Consumer Satisfaction of Lazada Users in Pekanbaru City.

Conceptual Framework

From the results of the literature review above, a research model can be designed as shown in Figure 1.



Source: Processed Data, 2025
Figure 1. Conceptual Framework

RESEARCH METHODS

Population and Sample

Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population in this study is the people of the city of Pekanbaru who make purchases on Lazada, the exact number of which is unknown. Therefore, the sample determination uses the formula of Hair, et al (2019) which explains the sample size in SEM (*structural equation model*) analysis, if there are more than 20 indicators, the sample size is between 100-300. Referring to this opinion, a research sample of 300 respondents was determined. To determine the sample to be used in the research, there are various sampling techniques used, namely *nonprobability sampling*. One of the *non-probability sampling* methods is *accidental sampling*.

Operational Research Variables

Variable operations are techniques used to transform abstract ideas into measures that can be measured or observed consistently in research.

Table 1. Operational Variable

No.	Variable	Indicator	Source	Scale
1	E-Service Quality (X)	1. Efficiency 2. Reliability 3. Fulfillment 4. Privacy 5. Responsiveness 6. Compensation 7. Contact	(Tjiptono, 2019)	Interval
2	Electronic Word of Mouth (X2)	1. Positive review 2. Recommendation or certain brand 3. Frequent online review reading 4. Confidence in purchasing product	(Dewi Mustikasari et al., 2020)	Interval
3	Brand Image (Y1)	1. Confession 2. Reputation 3. Product excellence 4. Domain	(Fachry, 2020)	Interval
4	Repurchase Interest (Y2)	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest	(Hasan, 2018)	Interval

Source: Processed Data (2024)

Data Analysis Techniques

The verifiable analysis model in this study was applied to test the hypothesis using the statistical approach of Structural Equation Modelling (SEM), especially through the Partial Least Square (SEM-PLS) technique.

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RESULTS AND DISCUSSION

Descriptive Analysis

The respondents in this study are individuals who use the Lazada platform in the city of Pekanbaru. Participant characteristics were classified based on age group, gender, marital status, type of occupation, and income level.

Table 2. Respondent Characteristics

Demographics	Category	Quantity	Percentage
Age	12-27	229	76,3%
	28-43	57	19%
	44-59	14	4,7%
Gender	Men	131	43,7%
	Women	169	56,3%
Marital Status	Married	62	20,7%
	Unmarried	238	79,3%
Jobs	Student/Student	208	69,3%
	Housewives	29	9,7%
	Private Employees	54	18%
	Civil Servant	9	3%
Revenue	≤ Rp. 2.000.000	234	78%
	Rp. 2.500.000 – Rp. 5.000.000	58	19,3%
	≥ Rp. 5.000.000	8	2,7%

Source: Processed Data (2024)

Based on Table 2, it can be seen that out of 300 respondents, most of them are in the age range of 12-27 years as many as 229 people. Judging from gender, the majority of respondents were women, totaling 169 people. Based on marital status, unmarried respondents dominated with a total of 238 people. In terms of work, the student group is the largest, namely 208 people. Meanwhile, when viewed from the income level, the majority of respondents have an income of ≤ IDR 2,000,000 with a total of 234 people.

Test Research Instruments

The research instrument functions as a means to assess or measure the variables that are the focus of the study. In general, research instruments are devices used to measure various phenomena, both natural and social, in a research process.

Based on Table 3, all statement items in each variable have a Corrected Item-Total Correlation (CITC) value that exceeds 0.30 and Cronbach's Alpha value which is above 0.60.

Outer Model Review

Outer model analysis, or often referred to as a measurement model, is used to evaluate the level of validity and reliability that describes the relationship between indicators (manifest variables) and constructs (latent variables). In this outer model analysis, several tests were carried out including convergent validity tests, discriminant validity tests, construct reliability tests, and multicollinearity tests.

Based on the results of the analysis in Table 4 processed using SmartPLS, it can be seen that most of the indicators in each variable have an outer loadings value above 0.70. In addition, the Composite Reliability value that reaches ≥ 0.70 indicates that all constructs have good reliability in measuring their respective latent variables. This finding is reinforced by Cronbach's Alpha value which is also in the range of ≥ 0.70 , indicating adequate internal consistency. Furthermore, an Average Variance Extracted (AVE) value that meets the \geq criterion of 0.50 indicates that each variable has good convergent validity. Overall, the results confirm that all constructs in the measurement model are valid and reliable.

Inner Model Analysis

Structural model analysis, or inner model, is used to evaluate and predict the causal relationship between variables in a research model. This approach focuses on testing the linkages between latent constructs based on the hypothesis proposed.

Table 3. Validity and Reliability Tests

Variabel	Statement	CITC	Cronbach' alpha
E-Service Quality	ESQ.1	0.450	0.823
	ESQ.2	0.436	
	ESQ.3	0.393	
	ESQ.4	0.477	
	ESQ.5	0.550	
	ESQ.6	0.479	
	ESQ.7	0.401	
	ESQ.8	0.397	
	ESQ.9	0.458	
	ESQ.10	0.462	
	ESQ.11	0.465	
	ESQ.12	0.501	
	ESQ.13	0.443	
	ESQ.14	0.389	
Electronic Word Of Mouth	EWOM.1	0.412	0.737
	EWOM.2	0.445	
	EWOM.3	0.462	
	EWOM.4	0.400	
	EWOM.5	0.369	
	EWOM.6	0.402	
	EWOM.7	0.431	
	EWOM.8	0.514	
Brand Image	BI.1	0.386	0.708
	BI.2	0.398	
	BI.3	0.381	
	BI.4	0.373	
	BI.5	0.397	
	BI.6	0.371	
	BI.7	0.464	
	BI.8	0.416	
Interest in Repurchase	MBU.1	0.469	0.706
	MBU.2	0.423	
	MBU.3	0.439	
	MBU.4	0.359	
	MBU.5	0.365	
	MBU.6	0.402	
	MBU.7	0.364	
	MBU.8	0.354	

Source: Processed Data (2024)

Multicollinearity Test

The multicollinearity test is a procedure applied to assess whether there is a very high correlation between independent variables in a regression model. This test can be observed through VIF and tolerance values; if the VIF value is below 10 and the tolerance value is within the safe range, then the model is declared free of multicollinearity, so that there is no disturbing relationship between independent variables in the study.

Referring to the results of the multicollinearity test presented in Table 5, it can be concluded that there is no indication of multicollinearity between variables. This conclusion is supported by the VIF value on each indicator that is below the limit of 10, thus meeting the criteria as a model that is free from multicollinearity problems.

Table 4. Outer Model Analysis Results

Construct	Indicator	Outer Loading	Composite Reliability	AVE
E-Service Quality (X1)	ESQ.1	0.714	0.717	0.503
	ESQ.2	0.697		
	ESQ.3	0.760		
	ESQ.4	0.652		
	ESQ.5	0.709		
	ESQ.6	0.731		
	ESQ.7	0.698		
Electronic Word Of Mouth (X2)	EWOM.1	0.724	0.837	0.551
	EWOM.2	0.739		
	EWOM.3	0.732		
	EWOM.4	0.773		
Brand Image	BI.1	0.736	0.729	0.541
	BI.2	0.706		
	BI.3	0.715		
	BI.4	0.783		
Repurchase Interest	MBU.1	0.735	0.701	0.525
	MBU.2	0.733		
	MBU.3	0.725		
	MBU.4	0.705		

Source: Processed Data (2024)

Table 5. Multicollinearity Test

Variabel	VIF
E-Service Quality > Brand Image	4.057
E-Service Quality > Interest in Repurchase	5.273
Electronic Word Of Mouth > Brand Image	4.057
Electronic Word Of Mouth > Interest in Repurchase	4.522
Brand Image > Interest in Repurchase	3.986

Source: Processed Data, 2024

Test Coefficient of Determination (R²), Effect Size, Q-Square

The Determination Coefficient (R²) test is used to assess how much an independent variable contributes to the dependent variable in the research model. Effect size (F²) is used to evaluate the extent to which the omission of an exogenous variable will affect the endogenous variable in the structural model. Meanwhile, the Q-Square (Q²) in the Structural Equation Modeling Partial Least Square (PLS-SEM) shows predictive relevance, which assesses how well the model is able to explain the variation in information contained in the research data. The results of these measurements are presented in Table 6.

Table 6. Test R-Square, Effect Size, Q-Square

Variabel	R-Square Adjusted	Effect Size			Q-Square
		E-Service Quality	Electronic Word Of Mouth	Brand Image	
Brand Image	0,747	0.300	0.115		0.741
Repurchase Interest	0,668	0.157	0.012	0.030	0.633

Source: Processed Data, 2024

Based on Table 6, the R-Square Adjusted value for the Brand Image variable is 0.747 or 74.7%, which indicates that the model is in the moderate category. This shows that the Brand Image variable is influenced by E-Service Quality and Electronic Word of Mouth by 74.7%, while the remaining 25.3% is influenced by other factors that are not included in this study. Meanwhile, the R-Square Adjusted value for the Repurchase Interest variable reached 0.668 or 66.8%, which is also in the moderate category. This means that Repurchase Interest was influenced by E-Service Quality and Electronic Word of Mouth by 66.8%, and the remaining 33.2% was explained by other variables outside of this study.

Effect Size (F^2) analysis shows that E-Service Quality (X1) has a significant influence on Brand Image (Y1), but its influence on Repurchase Interest (Y2) is relatively weak. Meanwhile, Electronic Word of Mouth (X2) has a small influence on both Brand Image (Y1) and Repurchase Interest (Y2). In addition, Brand Image (Y1) also has a small influence on Repurchase Interest (Y2).

The Q-Square (Q^2) results in Table 6 show that the Q^2 value for Brand Image is 0.741, while for Repurchase Interest is 0.633. A Q^2 value greater than 0 indicates that the model has good predictive relevance. Therefore, it can be concluded that this research model has adequate predictive capabilities to explain the dependent variables in the study.

Hypothesis Test (T Test)

Hypothesis testing is a statistical technique used to test certain assumptions or claims regarding population parameters based on sample data.

Table 7. Hypothesis Test (T Test)

Hypothesis	Variable	Path Coefficient	T-Statistics	T-Table	P-Values	Result
H1	E-Service Quality > Brand Image	0.552	6.996	1,968	0.0000	Accepted
H2	E-Service Quality > Repurchase Interest	0.342	4.690	1,968	0.0000	Accepted
H3	Electronic Word of Mouth > Brand Image	0.523	2.829	1,968	0.0005	Accepted
H4	Electronic Word of Mouth > Repurchase Interest	0.132	1.110	1,968	0.267	Declined
H5	Brand Image > Repurchase Interest	0.200	1.299	1,968	0.194	Declined

Source: Processed Data, 2024

Based on Table 7, the analysis path equation can be formulated as follows. The results of the path coefficient analysis show the direct influence of independent variables on dependent variables. The findings of the study show that E-Service Quality has a positive effect on Brand Image with a path coefficient of 0.552, while Electronic Word Of Mouth also has a positive effect on Brand Image with a path coefficient of 0.523. In addition, E-Service Quality had a positive effect on Repurchase Interest with a coefficient of 0.342, Electronic Word Of Mouth had a positive effect on Repurchase Interest of 0.132, and Brand Image had a positive effect on Repurchase Interest with a path coefficient of 0.200.

The results of hypothesis testing using the T test showed that of the five hypotheses submitted, three were accepted and two were rejected. The E-Service Quality variable was proven to have a positive and significant effect on Brand Image, with a T-statistical value of 6.996 (greater than the T-table of 1.968) and a P-value of 0.000. Electronic Word Of Mouth also showed a positive and significant influence on Brand Image with a T-statistic of 4,690 and a P-value of 0,000. In addition, E-Service Quality has a positive and significant effect on Repurchase Interest, shown by a T-statistic of 2.829 and a P-value of 0.005.

In contrast, Electronic Word Of Mouth had no significant effect on Repurchase Interest, with a T-statistic of 1.110 and a P-value of 0.267. Similarly, Brand Image had no significant effect on Repurchase Interest, as shown by a T-statistic of 1.299 (smaller than the T-table) and a P-value of 0.194.

Discussion

The Influence of E-Service Quality on Brand Image

Based on the results of the second hypothesis (H1) test, the results of the study show that E Service Quality has a positive and significant effect on Brand Image. This means that improving the quality of digital services such as ease of use of the platform, system reliability, transaction security, and service responsiveness can strengthen Lazada's brand image in the eyes of users. These findings are consistent with contemporary research reporting a positive relationship between the quality of electronic services and brand perception. For example, a study by Nugroho (2025) found that E Service Quality has a positive and significant effect on purchase intention, which has the implication of strengthening brand perception through a good service experience on the Tokopedia platform. In addition, Handayani & Zaini's (2024) research in the context of the Sociolla marketplace also shows that E Service Quality contributes positively to trust/brand perception which leads to customer loyalty, which theoretically supports the influence of E Service Quality on Brand Image.

It can be seen that the majority of users are ≤ 27 years old, which is an age group that is highly connected to technology and active on digital platforms. This age group tends to be more adaptive to technological changes and use e-commerce services more often, so their experience with e-service quality will greatly affect their The Role of E-Service Quality and Electronic Word of Mouth in Shaping Brand Image and Repurchase Intention among Lazada Users in Pekanbaru (Sarli Rahman, Bord Nandre Aprila, Dedy Novrizal, Fery Martias, and Muhammad Panji Prabowo)

perception of a brand's image. In terms of work, the majority of users are students/students and housewives, which illustrates that many of them have regular internet access and are active in searching for information through online platforms. Regarding income, most respondents have a monthly income of \leq IDR 2,000,000. This group has enough purchasing power to buy products in e-commerce, and they tend to be affected by the quality of services provided, especially those related to good and responsive service. Therefore, e-service quality targets this group by providing services that are in accordance with their expectations can improve the image of a brand. The results of this study are in line with research conducted by Wiradireja et al., (2023), and Saputro et al., (2023) which stated that the e-service quality variable has a significant positive influence on brand image.

The Influence of Electronic Word Of Mouth on Brand Image

Based on the results of the second hypothesis test (H2), it is explained that Electronic Word Of Mouth (e WOM) has a positive and significant effect on the Brand Image of Lazada Users in the city of Pekanbaru. This means that the more and more positive digital opinions spread among consumers, the stronger the brand image formed in the minds of users. Positive online reviews, high ratings, and recommendations from fellow users build a positive association with the brand. These findings are in line with Sutanto's (2024) research which shows that e WOM is effective in shaping or strengthening brand image in the digital realm. For example, in the context of other research in Indonesia and Asia, e WOM was found to have a positive relationship with brand perception and behavioral intention on e-commerce platforms. In addition, a study (Yuli, 2025) that examined electronic word of mouth and brand image also found that e WOM is able to significantly influence brand perception and consumer purchasing decisions.

It can be seen that most of the respondent consumers are in the age group \leq 27 years old (76.3%), which is a segment that is very familiar with technology and actively uses digital platforms. These young consumers tend to seek information through the internet and social media to gain more knowledge about the products or brands they are interested in. In terms of employment, the majority of respondents are students/students (69.3%) and housewives (9.7%). This demographic group has a high level of activity on social media and digital platforms, so they are more often exposed to electronic word of mouth. Regarding income, most respondents (78%) have a monthly income of \leq IDR 2,000,000. This segment has the ability to buy products through e-commerce, but they tend to be cautious in spending and more selective in choosing the products to buy.

The Effect of E-Service Quality on Repurchase Interest

Based on the results of the third hypothesis (H3) test, it is explained that *E-Service Quality* has a positive and significant influence on the Repurchase Interest of Lazada Users in the City of Pekanbaru. This shows that a good e-service experience not only impacts brand image, but also encourages consumers to return to transact on the same platform. Several empirical studies on Indonesian e-commerce reinforce this relationship. For example, research on the Bukalapak platform shows that superior E Service Quality correlates with increased consumer satisfaction which in turn affects repurchase intention (Febriana, 2024). In addition, research examining the relationship between E Service Quality and consumer loyalty also noted that the quality of digital services has a significant impact on repurchase rates.

The majority of respondents to this study were \leq 27 years old (76.3%), which is a group that is very familiar with technology and actively uses digital platforms. In terms of employment, most of the respondents were students/students (69.3%) and housewives (9.7%), which indicates that they have regular internet access and tend to actively seek information through online platforms. Regarding income, most respondents (78%) have a monthly income of \leq IDR 2,000,000. This segment has sufficient purchasing power to transact in e-commerce, and their purchasing decisions are more influenced by the quality of service, especially fast, responsive, and satisfactory service.

The Influence of Electronic Word Of Mouth on Repurchase Interest

Based on the results of the fourth hypothesis test (H4), it is explained that in this study, Electronic Word of Mouth had a positive but not significant effect on the Repurchase Interest of Lazada Users in the City of Pekanbaru. This suggests that while users may get positive digital reviews/comments, the direct effect on their decision to repurchase is not strong enough without other mediators such as satisfaction or brand image. These results are in line with some literature that suggests that the influence of e WOM on repurchase intention can be indirect and depends on mediator factors such as customer satisfaction or trust. For example, some studies have found that e-WOM has an impact on repurchase intentions if it is influenced by consumer satisfaction or trust first (Nafisah, 2025).

In addition, research evaluating e WOM in the context of e-commerce shows that the influence of e WOM on purchase decisions has a complex and sometimes indirectly significant mediation pathway without mediators such as brand image or satisfaction (Pratama, 2025). The quality of the information presented as well as the personal experience felt by consumers are the main factors in the repurchase decision. Although the majority of respondents include young age groups (\leq 27 years old) who are active in social media and are frequently exposed

to various product reviews, this does not automatically guarantee that they will make a repeat purchase. In terms of work, the majority of respondents are students/students (69.3%) and housewives (9.7%), who tend to be often exposed to positive reviews on social media. However, this group prioritized their personal experience in making repurchase decisions, so positive reviews alone don't necessarily affect repurchase interest. Regarding income, most respondents (78%) have a monthly income of \leq IDR 2,000,000. Although this segment has enough purchasing power to transact in e-commerce, product reviews and recommendations have proven to have no significant impact on their repurchase interest.

The Influence of Brand Image on Repurchase Interest

Based on the results of the fifth hypothesis test (H5), it is explained that the results of the study show that Brand Image has a positive but not significant effect on the Repurchase Interest of Lazada Users in the City of Pekanbaru. This means that a positive brand image alone is not enough to drive consumers back to make a purchase; there are other factors that are more dominant, such as the experience of electronic service (E Service Quality) and consumer satisfaction. Some empirical studies have captured a similar phenomenon, where brand image significantly influences purchase intent only when combined with other variables such as satisfaction or trust. These findings suggest that brand image is important, but does not always have a direct impact on repurchase decisions without the involvement of mediator variables (Apritama, 2023). Other results also show that brand image does contribute to consumer behavior, but its strength can be influenced by the context of the products or services offered and consumer purchasing habits. *Brand Image* has a positive and insignificant influence on Lazada users' Repurchase Interest in Pekanbaru City. Many e-commerce platforms, including Lazada, are trying to build a positive brand image to attract consumers back to transact. However, based on the results of this study, a strong brand image does not always succeed in encouraging consumers to make repeat purchases, especially in the city of Pekanbaru.

Brand experience is one of the important factors that affect consumers' repurchase interest on e-commerce platforms. Based on the survey results, the majority of respondents are young consumers with the age of \leq 27 years. This age group tends to be more active in e-commerce and familiar with some platforms that have a good image, but they are more likely to make repeat purchases when they experience a satisfying brand experience. In terms of employment, most respondents work as students/students (69.3%) and housewives (9.7%). Although this group is quite active on social media and knows a lot of e-commerce with a good image, it does not automatically guarantee that they will make a repeat purchase. In addition, related to income, most respondents (78%) have a monthly income of \leq IDR 2,000,000. This group has sufficient purchasing power to transact in e-commerce, but brand image alone does not have a significant effect on their decision to make a repurchase. This shows that the brand experience felt by consumers determines the repurchase behavior more than just their brand image or knowledge of popular e-commerce.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that E-Service Quality has a positive and significant effect on the Brand Image of Lazada users in the city of Pekanbaru. In addition, Electronic Word of Mouth (e-WOM) also has a positive and significant effect on the Brand Image of Lazada users in the region. Furthermore, E-Service Quality has a positive and significant effect on the Repurchase Interest of Lazada users, while Electronic Word of Mouth has a positive but not significant effect on the interest in rebuying. Similarly, Brand Image has a positive but not significant influence on the repurchase interest of Lazada users in Pekanbaru City. Based on these findings, the author gives several suggestions. First, for academics and researchers, it is recommended to expand the research area by distributing questionnaires to other areas outside the city of Pekanbaru and considering the addition of other variables so that the research results are more in-depth and varied. Second, for the company, it is recommended to optimize E-Service Quality as a strategy to strengthen the Brand Image. In addition, companies need to utilize Electronic Word of Mouth in the form of consumer reviews to support brand image, while increasing the chances of consumers making repeat purchases through optimal e-service services.

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