

Research Article

The Influence of Brand Love, E-Word of Mouth, and Service Quality on Dailylouisbella's Repurchase Intention in Jakarta

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Abstract. Increasingly fierce business competition has caused Dailylouisbella, an online shop selling creative products, to experience a decline in sales, indicating challenges in maintaining repurchase intention. This study aims to analyze the influence of brand love, e-word of mouth, and service quality on Dailylouisbella's repurchase intention in Jakarta. This study uses an associative research design with a quantitative approach. Data were distributed through an online questionnaire to 90 Dailylouisbella consumer respondents on Shopee using a non-probability sampling technique using a purposive sampling method. Data analysis used multiple linear regression with SPSS software. The results showed that brand love, e-word of mouth, and service quality have a positive and significant influence on repurchase intention with a significance value of $<0,05$. This indicates that 66 percent of consumer repurchase intention is influenced by high brand love, positive e-word of mouth, and good service quality. Dailylouisbella is advised to strengthen good relationships with consumers, optimize online reviews, and improve service quality to encourage repurchase intention.

Keywords: Brand Love; E-Word of Mouth; Online Shop; Repurchase Intention; Service Quality.

1. Introduction

Digitalization has transformed various aspects of daily life, including consumer purchasing behavior. The increasing accessibility of the internet and widespread smartphone adoption have encouraged consumers to conduct transactions online because it is considered more efficient, convenient, and time-saving. This trend has accelerated the growth of e-commerce platforms in Indonesia, which provide consumers with easier access to products and services while offering businesses broader market opportunities. Among various e-commerce platforms, Shopee has become one of the most frequently accessed platforms in Indonesia due to its user-friendly features, attractive promotions, and accessible payment methods. As e-commerce continues to experience substantial growth, Micro, Small, and Medium Enterprises (MSMEs) are increasingly able to develop and scale their businesses through digital channels.

The development of digital technology has particularly benefited businesses operating in the creative industry sector. As one of the creative MSMEs utilizing Shopee as its primary marketing platform, Dailylouisbella offers illustrative products with distinctive visual designs that appeal to consumers. Since its establishment, Dailylouisbella experienced relatively stable business growth and received positive responses from customers. However, the company experienced a decline in sales performance in 2024, indicating a potential decrease in customers' willingness to repurchase its products. According to Cahya & Farida (2021), one factor contributing to declining sales is the reduction of repurchase intention among customers. Repurchase intention refers to a customer's willingness or likelihood to purchase a product again in the future from the same company or brand (Soeharso, 2024; Hu et al., 2024). Bernarto et al. (2024) further explained that repurchase intention reflects customers' psychological and emotional attachment to a brand. Therefore, identifying what influences customers' intentions to repurchase is important for maintaining business sustainability. The conceptual foundation of this research is derived from Ajzen's (1991) Theory of Planned Behavior. TPB suggests that an individual's intention to engage in a particular behavior is

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determined by three key factors: attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). Within the scope of this study, brand love represents attitude toward the behavior, e-word of mouth represents subjective norm, and service quality represents perceived behavioral control. These variables are expected to explain customers' intentions to repurchase Dailyloisbella products.

Brand love describes the intense emotional attachment that consumers feel toward a brand. Positive attitudes developed through consumption experiences can evolve into deeper emotional bonds characterized by affection, pleasure, and psychological closeness toward a brand (Magano et al., 2024). Leite et al. (2024) suggested that consumers develop brand love when favorable perceptions of a brand evolve into deep emotional bonds. Customers who experience brand love tend to maintain long-term relationships with the brand, repurchase its products, and recommend it to others (Misra et al., 2021). Previous studies conducted by Winarto & Widyastuti (2021) and Giovandhi & Adlina (2023) found that that stronger brand love is associated with higher repurchase intention. However, Batoteng et al. (2023) revealed that brand love did not significantly affect consumers' repurchase intention reported no statistically significant relationship between brand love and consumers' repurchase intention. Similarly, Dewi & Kussudyarsana (2024) identified a positive but non-significant influence of brand love on consumers' repurchase intention. These inconsistent findings indicate the need for further investigation.

E-word of mouth is another factor that may contribute to consumers' repurchase intention. According to TPB framework, e-word of mouth represents subjective norm because customers are often influenced by the opinions, recommendations, and evaluations shared by others through online platforms. Subjective norm describes an individual's perception of social expectations regarding whether a specific behavior should be carried out (Ajzen, 1991). E-word of mouth enables customers to exchange information, experiences, and recommendations that can be accessed by a large audience (Ngo et al., 2024). Information shared by potential, current, and former customers may influence consumer perceptions and purchasing behavior (Saputra & Widagda, 2020). Positive online review can enhance consumers' intention to repurchase a product (Fransisca & Santika, 2024). Research carried out by Dharmawan et al. (2023) and Heryana & Yasa (2020) has revealed that e-word of mouth has been identified as a significant predictor of repurchase intention. In contrast, Rosalbah & Mardhotillah (2023) reported that e-word of mouth has no significant effect on repurchase intention, while Haeruddin (2025) found a positive but insignificant relationship. These contradictory findings highlight the existence of a research gap.

Previous studies have highlighted service quality as a key factor shaping consumers' repeat purchasing behavior. From the perspective of TPB, service quality is associated with perceived behavioral control because high-quality services can increase customers' perceptions of convenience, capability, and confidence in conducting transactions (Li et al., 2021). Service quality can be defined as the extent to which the services provided by a company fulfill customer expectations by ensuring high service performance, facilities, and supporting products (Haryanti & Baqi, 2019). Positive evaluations of service quality can increase customer satisfaction and encourage future purchasing behavior (Mahendrayanti & Wardana, 2021). Customers who perceive services as reliable and beneficial are more likely to repurchase products from the same company (Yunus et al., 2022). Previous studies conducted by Xue et al. (2021) and Bakır et al. (2024) revealed that service quality positively and significantly influences repurchase intention. However, Aninda & Roosdhani (2024) found a negative and insignificant effect, while Alfiah & Suwitho (2024) showed that variations in service quality did not lead to significant differences in repurchase intention. Such inconsistent findings highlight the need for further examination.

Considering the downward trend in sales and the mixed evidence reported in previous research, additional studies are necessary to provide a clearer understanding of the drivers of repurchase intention. In response to this gap, the present study explores how brand love, e-word of mouth, and service quality shape the repurchase intentions of Dailyloisbella consumers in Jakarta. Based on the empirical studies, the following hypotheses are proposed: H1: Brand love has a significant effect on repurchase intention. H2: Electronic word of mouth has a significant effect on repurchase intention. H3: Service quality has a significant effect on repurchase intention.

2. Proposed Method

This research employs an associative design to evaluate the relationships among the proposed variables by testing the formulated hypotheses. The research focuses on assessing how brand love, e-word of mouth, and service quality influence consumers' repurchase

intention. Furthermore, a causal approach is applied to examine the directional relationships between the explanatory variables and the outcome variable. Primary data were gathered using a structured questionnaire distributed to eligible respondents.

Respondents were selected using a purposive sampling method based on predetermined criteria. To be included in the study, participants had to satisfy the following requirements: be at least 17 years old and have previously purchased Dailylouisbella products via the Shopee platform within the previous six months. In accordance with commonly accepted guidelines, the sample size was determined based on a ratio of five to ten respondents for each measurement indicator, and considering the 18 indicators used in this study, a minimum sample size of 90 respondents (18 x 5) was determined. Data were subsequently collected through a structured questionnaire distributed to the respondents.

3. Results and Discussion

Multiple linear regression analysis was performed to evaluate the extent to which the independent variables contribute to variations in the dependent variable. More specifically, the analysis aimed to assess the impact of brand love, e-word of mouth, and service quality on consumers' repurchase intention. The collected data were processed using SPSS version 29.0, and the findings are summarized in Table 1.

Table 1. Results of Multiple Linear Regression Analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,001	1,199		1,669	0,099
Brand Love	0,358	0,040	0,560	8,992	0,001
E-Word of Mouth	0,218	0,038	0,362	5,805	0,001
Service Quality	0,261	0,036	0,452	7,262	0,001
Adjusted R square			: 0.660		
F-count			: 58.658		
Sig. F			: 0,001		

Source: Processed by the Author (2026)

An Adjusted R^2 value of 0.660 suggests that brand love, e-word of mouth, and service quality collectively account for 66% of the variance in repurchase intention. The remaining 34% of the variance may be attributed to factors that were not incorporated into the present model.

The Influence of Brand Love on Repurchase Intention

The findings demonstrate that brand love exerts a statistically significant influence on repurchase intention, as reflected by a regression coefficient of 0.560 and a significance level of 0.001 ($p < 0.05$). These results confirm that consumers' emotional attachment to a brand contributes substantially to their intention to make repeat purchases. Customers with a strong emotional bond toward Dailylouisbella tend to exhibit a greater willingness to repurchase the brand's products in the future. A strong emotional connection characterized by affection and attachment increases consumers' likelihood of maintaining long-term relationships with a brand through continued purchasing behavior. Among all variables examined, brand love produced the highest coefficient value, indicating its dominant role in explaining repurchase intention. Dailylouisbella should prioritize strategies that strengthen customers' emotional attachment to the brand by maintaining a consistent brand identity, communicating its unique value effectively, and delivering products that meet customer expectations. These efforts can enhance customers' emotional connections with the brand and encourage future repurchase behavior. This finding is consistent with previous studies conducted by Winarto & Widyastuti (2021), Zahrah (2023), Giovandhi & Adlina (2023), Mastupah (2024), Nguyen et al. (2024) and Kennedy et al. (2024), identified brand love as a significant predictor of repurchase intention.

The Influence of E-Word of Mouth on Repurchase Intention

The analysis produced a regression coefficient of 0.362 for e-word of mouth, with a significance level of 0.001 ($p < 0.05$). Thus, e-word of mouth serves as a significant determinant of repurchase intention. These findings suggest that favorable online reviews, recommendations, and information regarding Dailylouisbella encourage customers to repurchase its products. As consumers increasingly rely on digital platforms to evaluate products and brands, credible online information can strengthen customer confidence and increase repurchase intention. Dailylouisbella should actively manage e-word of mouth by

encouraging customers to share reviews and experiences after purchase and by responding to customer feedback professionally. Such efforts can help create positive online perceptions and foster stronger repurchase intention. This result aligns with earlier empirical evidence reported by Tsavitri & Hartini (2024), Pratama & Nurmansyah (2024), Dharmawan et al. (2023), Heryana & Yasa (2020), Sari et al. (2021), Sanyal et al. (2021) and Ginting et al. (2023), which identified e-word of mouth as a significant predictor of repurchase intention.

The Influence of Service Quality on Repurchase Intention

The findings demonstrate that service quality exerts a statistically significant influence on repurchase intention, as reflected by a regression coefficient of 0.452 and a significance level of 0.001 ($p < 0.05$). Accordingly, service quality was found to exert a statistically significant influence on repurchase intention. This result highlights the important role of service quality in encouraging customers to repurchase Dailylouisbella products. When service performance meets or surpasses customer expectations, consumers are more likely to enjoy positive shopping experiences that encourage future purchases. Dailylouisbella should improve service quality by providing complete, clear, and easily understandable product information, as well as maintaining responsive and reliable customer service throughout the transaction process. Consistent service delivery can create positive shopping experiences, enhance customer experiences, increase satisfaction levels, and reinforce intentions to make repeat purchases. This result supports the findings of previous studies by Mahendrayanti & Wardana, (2021) Xue et al. (2021), Adi et al. (2024), Ellitan & Edgar, (2024) and Bakır et al. (2024), which revealed that service quality significantly influences repurchase intention.

Research Limitations

This study was limited to Dailylouisbella customers in Jakarta who had purchased products through the Shopee platform. Therefore, the findings may not be generalizable to customers residing outside Jakarta or to consumers of other sticker brands. A cross-sectional research design was adopted, whereby data were collected from respondents at a single point in time. Given that customer preferences and market conditions are subject to change, future research is encouraged to re-examine these relationships in different contexts and time periods. Furthermore, the study focused exclusively on brand love, e-word of mouth, service quality, and repurchase intention, suggesting that future studies may incorporate additional variables to provide a more comprehensive understanding of factors influencing repurchase intention.

4. Conclusions

The findings of this study lead to several important conclusions. First, brand love was found to positively and significantly influence repurchase intention, indicating that stronger emotional connections with the Dailylouisbella brand increase consumers' likelihood of making repeat purchases. Second, e-word of mouth also demonstrated a significant contribution to repurchase intention, indicating that positive online information, reviews, and recommendations encourage customers to repurchase Dailylouisbella products. Furthermore, service quality was found to significantly influence repurchase intention, suggesting that improvements in service quality can strengthen customers' intentions to make repeat purchases. Future studies are recommended to investigate these relationships in various industrial settings, geographical contexts, and population groups to provide broader insights and enhance the generalizability of the findings. Additionally, future studies may include other variables that potentially influence repurchase intention, thereby providing a broader understanding of customer repurchase behavior.

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