



## The Influence of Product Quality, Brand Image, and E-Wom on Repurchase Intention of Samsung Brand Smartphones

(Study on Samsung Smartphone Consumers in Tabanan Regency)

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**Abstract.** *The development of information and communication technology has significantly changed consumer behavior, especially in the smartphone industry. Samsung as one of the leading smartphone manufacturers, is ranked first based on data from the 2024 Top Brand Award. Superior product quality, positive brand image, and good e-WOM are estimated to play a significant role in influencing consumer decisions to make repeat purchases. This study aims to determine the effect of product quality, brand image and E-WOM on repurchase intentions. The location of this research is in Tabanan Regency. The data collection technique used is a questionnaire. The population uses the Tabanan Regency community who have used Samsung smartphones, with a sample of 100 respondents. The data analysis techniques used are Descriptive Statistical Analysis, Research Instrument Test, Classical Assumption Test, Multiple Linear Regression, t-Test, F-Test, Determination and Beta Coefficient. Based on the results of the study, it was found that product quality has a positive and significant effect on repurchase intentions, brand image has a positive and significant effect on repurchase intentions, and E-WOM has a positive and significant effect on repurchase intentions. The suggestion that can be given by the researcher is that Samsung is expected to maintain product quality, build a strong brand image, and manage e-WOM well. This is an effective strategy to increase consumer desire and encourage consumers to repurchase.*

**Keywords:** *Product Quality, Brand Image, E-WOM, Repurchase Intention*

### INTRODUCTION

The development of information and communication technology has changed consumer behavior significantly, especially in the smartphone industry. Smartphones are now not just a means of communication, but also an important part of the modern lifestyle used for various activities, from work, entertainment, to financial transactions. The more advanced technology, the more people's expectations for the quality of services and goods used have increased as a result of knowledge and living standards. According to some individuals today, smartphones have become important to their lifestyle. The emergence of several smartphones that meet the technological needs of the community to communicate is supported by this phenomenon. As one of the largest smartphone manufacturers in the world, Samsung comes with new ideas to meet the diverse and complex demands of its customers. Samsung devices are renowned for their excellent quality, well-integrated device ecosystem, and advanced technology. The number of people using social media services is increasing along with the number of people using the internet. Smartphones as portable devices

Smartphone as a mobile phone or smart mobile phone equipped with reliable and high-performance features. On September 23, 2008, the first smartphone was officially launched in the United States by two Google co-founders, Sergei Brin and Larry Page, named HTC G1. The trend of smartphone use in Indonesia began in 2005, namely the BlackBerry cellphone. BlackBerry entered the Indonesian cellphone market in 2005 and experienced growth in the number of BlackBerry users which increased sharply from 2008 to 2011. Smartphone users in Indonesia in 2021 reached 167 million people or 89 percent of the total population of Indonesia (mediaindonesia.com, 2021).

Smartphone models circulating in Indonesia have various types and models. The many types of smartphone models circulating on the market make companies that produce smartphones have to create products that are able to meet the needs of their users, therefore companies try their best to create innovative and creative products in order to compete in increasing the market share of their products with competitors of similar products. The number of users of a particular brand of smartphone can be seen and measured from how much percentage of market share is owned by the smartphone brand. The following is a list of market shares of various smartphone brands in Indonesia in the 2nd quarter of 2022 and 2023 which can be seen in Table 1.

**Table1. Share List Smartphones in Indonesia**

Indonesian Smartphone Shipment	Q2 2023	Q1 2022
	<i>market share%</i>	
Samsung	20.0%	21.7%
Oppo	19.1%	22.4%
Vivo	16.2%	17.9%
Xiaomi	14.2%	14.2%
Transsion	13.1%	9.3%
Others	16.7%	14.5%
TOTAL	100.0%	100.0%

Source: Tekno.kompas.com, 2024

It can be seen that Samsung's market share in Indonesia has increased. The market share table proves that Samsung is ranked first and has promising sales projections in Indonesia. Samsung is interesting to study because Samsung is the smartphone market leader in Indonesia that has been able to survive for quite a long time from several years until now, and has been able to seize the top position from Oppo and Vivo which are the cellphone market leaders in Indonesia in previous years, and to find out what factors influence Samsung's sales in Indonesia related to research variables. With that, the Samsung company must of course use the right

strategy, and always develop new ideas for products but always remember to pay attention to product quality. Samsung managed to rank first as Top Brand in the smartphone category. Top brand is an award given to the best brands chosen by consumers. The following are the best brands chosen by consumers (Top Brand Awards 2024) listed in Table 2

**Table 2. Top Brand Awards Category Smartphones in Indonesia 2020-2024**

No.	Brand Name	2020 2021 2022 2023 2024				
		Caption	TBI (%)	TBI (%)	TBI (%)	TBI (%)
1.	Samsung Top	46.50	37.10	33.00	32.90	32.70
2.	Oppo Top	17.70	19.30	20.60	23.40	22.90
3.	Iphone -	11.00	12.00	12.40	14.40	
4.	Xiaomi	10.10	12.40	11.20	10.60	7.00
5.	Vivo	7.90	7.90	9.70	9.70	8.50

*Source: Top Brand Awards, 2024*

Based on the data from Table 2, it can be seen that competition in the smartphone industry is one form of tight business competition in recent years. A significant decline occurred in Samsung Smartphones in the 2020 period, which experienced a decline of 8.40 percent and 4.10 in the 2021-2022 period. Based on these data, it states that there is a problem with purchasing Samsung brand smartphones.

Repurchase intention is a consumer behavior where consumers respond positively and intend to revisit or repurchase a product (Ariffin et al., 2016). Niekerk et al. (2016) defines repurchase intention as the intention to make a repeat purchase by consumers. Repurchase intention is part of consumer purchasing behavior that occurs because of the suitability between consumer desires and the performance of the products or services offered by the company, so that there is a desire to use it again in the future (Pather, 2016). In this study, repurchase intention is influenced by several components, including product quality, brand image and e-wom are components that influence purchase intention.

Product quality can also increase consumer repurchase intentions (Sutrisna & Yasa, 2021). To achieve a larger market share, companies carry out various strategies to create competitive advantages, one of which is by ensuring that product quality meets consumer expectations, so that it can be said that a consumer judges a product based on the quality of the product (AAN. Pratiwi et al., 2020). The purpose of product quality is to find out consumer behavior by influencing their choice to use the product so that this can make it easier for consumers to make a decision in making a purchase (Ekaprana et al., 2020). Better product quality will increase consumer repurchase intentions.

The results of the study from (Pebriana, 2016) which stated that product quality has a positive influence on repurchase intention. These results are the same as the results of the study (Astiani, 2017) that product quality has a significant influence on repurchase intention. However, different results were obtained by (Afif, 2017) stating that product quality does not have a significant influence on repurchase intention. This is in line with the results of the study (Arfiani, 2017) stating that product quality does not have a significant influence on repurchase intention.

Brand image is one of the determinants of consumers making repeat purchases. Brand image plays an important role in encouraging repeat purchases (Chang, 2021). There have been many developments in the fashion world, especially the development of clothes with well-known brands. "Through a brand image, consumers can recognize products, evaluate products, minimize purchasing risks and gain experience and satisfaction from product differentiation (Kaur & Kaur, 2019) Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make repeat purchases (Raji et al., 2019). research conducted by (Savitri & Wardana, 2018) which states that brand image has a positive and significant effect on repurchase intentions. Meanwhile, different results were obtained from research conducted by (Priestnall et al., 2020) that brand image does not have a positive effect on repurchase intentions.

E-WOM (Electronic Word of Mouth). An effective method of delivering information is generally delivered from customers by customers and for customers, so that satisfied consumers or customers can indirectly become advertising media for the company (Satria & Oetomo, 2016). An effective marketing tool to influence purchasing decisions in potential consumers is E-WOM communication. However, along with the development of technology, information can spread very quickly through electronic media. Ardana and Rastini in (2018) described the significant influence of E-WOM on repurchase interest. However, there are differences in research results with research studies conducted by Christie and Krisjanti (2021)

which state that E-WOM does not have a positive effect on repurchase intentions, where electronic word-of-mouth is not efficient for consumers who prioritize product quality.

. Based on the background, empirical studies, existing research gaps, this study is interesting to study to determine the influence of product quality, brand image and distribution through e-WOM so that the intention of prospective consumers to repurchase Samsung brand smartphones occurs. Based on the phenomena and research gaps that have been described above, this study takes the topic "The Influence of Product Quality, Brand Image, and E-WOM on Repurchase Intention of Samsung Brand Smartphones".

## RESEARCH METHODS

This study uses a research design in the form of an associative method, namely research that aims to determine the influence between two or more variables Sugiyono (2018). This study aims to explain the influence of Product Quality, Brand Image, and E-WOM on Repurchase Intentions of Samsung Brand Smartphones.

The location of this research is in Tabanan Regency. The data collection technique used is a questionnaire. The population uses the Tabanan Regency community who have used Samsung smartphones, with a sample of 100 respondents. The data analysis techniques used are Descriptive Statistical Analysis, Research Instrument Test, Classical Assumption Test, Multiple Linear Regression, t-test, F-test, Determination and Beta Coefficient.

## RESEARCH RESULTS AND DISCUSSION

### Research Data Analysis Results

#### Validity Test Results

Validity testing measures the extent to which the measuring instrument can be used to measure what should be measured (Sugiyono, 2017). Validity testing in this study was carried out with the help of the SPSS 23 for Windows program. Validity testing can be done by correlating the factor scores with the total score, if the correlation coefficient of each factor is positive 0.3 and above, the questionnaire is declared valid (Sugiyono, 2017). Table 3 shows the results of the validity test.

Table 3. Validity Test Results

No.	Variables	Item Statement	Total Item Correlation	Information
1.	Product quality (X1)	X1.1	0.842	Valid
		X1.2	0.892	Valid

		X1.3	0.884	Valid
		X1.4	0.829	Valid
		X1.5	0.888	Valid
		X1.6	0.907	Valid
		X1.7	0.896	Valid
		X1.8	0.913	Valid
		X1.9	0.858	Valid
		X1.10	0.865	Valid
2.	Brand image (X2)	X2.1	0.818	Valid
		X2.2	0.877	Valid
		X2.3	0.872	Valid
		X2.4	0.881	Valid
		X3.1	0.906	Valid
3.	E-WOM (X3)	X3.2	0.849	Valid
		X3.3	0.852	Valid
4.	Repurchase intention (Y)	Y.1	0.908	Valid
		Y.2	0.851	Valid
		Y.3	0.827	Valid

Source: Appendix 4 (processed data), 2024.

All instruments used to measure the variables of product quality, brand image, and repurchase interest have a correlation coefficient value with the total score of all statement items of more than 0.3, according to the results of the table test in Table 3. This shows that the statement items in this research instrument are valid and suitable for use as research instruments.

### Reliability Test Results

Reliability testing aims to test the consistency of respondents' answers. An instrument can be said to be reliable if it is able to produce the same data when used repeatedly (Sugiyono, 2017). Reliability testing is measured with the help of the SPSS 23 for Windows program. To state that an instrument is reliable, it is calculated using Cronbach's Alpha for each SPSS output instrument. If the Cronbach's Alpha value is more than 0.6, the instrument can be said to be reliable. The results of the instrument reliability test can be seen in Table 4.

Table 4. Reliability Test Results

No.	Variables	Cronbach's Alpha	Information
1.	Product quality (X1)	0.967	Reliable

2.	Brand image (X2)	0.885	Reliable
3.	E-WOM (X3)	0.837	Reliable
4.	Repurchase intention (Y)	0.826	Reliable

*Source: Appendix 5 (processed data), 2024.*

The results of the reliability test in Table 4 show that the three research instruments have a Cronbach's Alpha coefficient of more than 0.6, so they can be said to be reliable, so they can be used in this study.

### Classical Assumption Test Results

In this study, the classical assumption tests used are the normality test, multicollinearity test, and heteroscedasticity test. In this test, the SPSS for Windows software is used, which is presented as follows.

#### 1) Normality Test

The normality test is used to test whether the independent variables and dependent variables in the regression model are normally distributed or not (Ghozali, 2016). This test is used to measure data on an ordinal, interval, and ratio scale. If analyzed using a parametric method, the normality requirements must be met. If the data is not normally distributed, a non-parametric statistical method will be used. To test normality in the study, the statistical method used is the One Sample Kolmogorov-Smirnov test. The regression model is said to be normally distributed if the significance level is greater than 0.05. The following are the results of the normality test:

Table 5. Normality Test Results

<i>Unstandardized Residual</i>	
N	100
<i>Asymp.Sig.(2-tailed)</i>	0.200

*Source: Appendix 6 (processed data), 2024.*

Based on Table 5, we can see that the Asymp. Sig. (2-tailed) value is 0.200. These results indicate that the regression equation model is normally distributed because the Asymp. Sig. (2-tailed) value is greater than the alpha value of 0.05.

#### 2) Multicollinearity Test

Table 6. Multicollinearity Test Results

Variables	<i>Tolerance</i>	VIF
Product quality	0.329	3,036
Brand image	0.409	2,443
E-WOM	0.401	2,491

Source: Appendix 6 (processed data), 2024.

Table 6 shows that the tolerance and VIF values of the E-WOM, brand image, and product quality variables are less than 10 and greater than 0.10, respectively. This indicates that multicollinearity is not present in the regression equation model.

3) Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1,822	0.488			3,736	0,000
Product quality	-0.005	0.017	-0.048		-0.274	0.784
Brand image	-0.073	0.043	-0.263		-1,692	0.094
E-WOM	0.052	0.059	0.139		0.883	0.379

Source: Appendix 6 (processed data), 2024.

Table 7 shows that the E-WOM variable has a significance value of 0.379, brand image of 0.094, and the product quality climate variable of 0.784. A number greater than 0.05 indicates that the independent variable has no effect on the absolute residual. Therefore, it can be concluded that there is no heteroscedasticity.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is an analysis technique to determine linearly between independent variables, namely product quality (X1), brand image (X2), and E-WOM (X3) with the dependent variable of purchase intention (Y). The following are the results of multiple linear regression analysis:

Table 8. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2,398	0.843			2,844	0.005
Product quality	0.084	0.030	0.321		2,796	0.006
Brand image	0.197	0.075	0.272		2,641	0.010
E-WOM	0.243	0.101	0.250		2,399	0.018

Source: Appendix 7 (processed data), 2024.

As can be seen in the table above, the regression equation can be compiled as follows:

$$Y = 2.398 + 0.084X1 + 0.197X2 + 0.243X3$$



The findings of the previous multiple linear regression equation show the strength and direction of the influence of each independent variable on its dependent variable. If the regression coefficient is positive, it indicates that the influence is unidirectional. The following is an explanation of the equation above:

- 1) The constant value of 2.398 shows that if product quality, brand image and E-WOM are equal to zero (0), then customer satisfaction will be a constant of 2.398.
- 2) The regression coefficient value of product quality (X1) of 0.084 indicates that there is a positive influence between the product quality variable and repurchase intention of 0.084. This means that if the independent variable of product quality increases by 1 unit with the assumption that other independent variables are constant, then the repurchase intention variable will increase by 0.084.
- 3) The brand image variable and repurchase intention have a positive relationship, as indicated by the brand image regression coefficient value (X2) of 0.197. This indicates that the repurchase intention variable will increase by 0.197 if the independent variable brand image grows by 1 unit assuming all other independent variables remain constant.
- 4) The E-WOM variable and repurchase intention have a positive relationship, as indicated by the E-WOM regression coefficient value (X3) of 0.243. This indicates that the repurchase intention variable will increase by 0.243 if the independent E-WOM variable increases by 1 unit assuming all other independent variables remain constant.

### **Results of the Determination Coefficient Test (R<sup>2</sup>)**

To find out how well the model can explain the dependent variable, the coefficient of determination test is used. The coefficient of determination value ranges from zero to one. A low R<sup>2</sup> value indicates that the capacity of the independent variable to explain the variance of the dependent variable is very limited. On the other hand, if the R<sup>2</sup> value is close to 1, it indicates that almost all the information needed to predict the dependent variable is in the independent variable. The adjusted R<sup>2</sup> value in the Model Summary table shows the coefficient of determination. When there are several independent variables, the adjusted R<sup>2</sup> is used (Ghozali, 201). The following are the results of the coefficient of determination test in the table below:

**Table 9. Results of the Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.764a	0.583	0.570	1,373

Source: Appendix 7 (processed data), 2024.

The adjusted R Square value in Table 9 of 0.570 shows that the product quality variables (X1), brand image (X2), and E-WOM (X3) contribute 57% of the variation in repurchase intention (Y), while other factors outside the model contribute the remaining 100% - 57% = 43%.

**Model Feasibility Test Results (F Test)**

**Table 10. F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	253,121	3	84,374	44,753	0.000b
Residual	180,989	96	1,885		
Total	434,110	99			

Source: Appendix 7 (processed data), 2024.

Based on the results of the regression analysis in Table 10, the significance value is 0.000 < 0.050, this result means that there is a significant influence between product quality, brand image and E-WOM on repurchase intention. This means that the research model can or is feasible to use, so that hypothesis testing can be continued.

**t-Test Results**

**Table 11. t-Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2,398	0.843		2,844	0.005
Product quality	0.084	0.030	0.321	2,796	0.006
Brand image	0.197	0.075	0.272	2,641	0.010
E-WOM	0.243	0.101	0.250	2,399	0.018

Source: Appendix 7 (processed data), 2024.

The conclusion is drawn by comparing the level of significance t of each independent variable with the SPSS results. Based on Table 11, the results of the t-test significance test can be explained as follows:

- 1) The effect of product quality on repurchase intention  
Results of product quality variable analysis to repurchase intention obtained a regression coefficient value of 0.084, a calculated t value of 2.796 > t table 1.660 and a significance value of 0.006 < 0.050 indicating that H0 is rejected and H1 is accepted. These results mean that product quality has a positive and significant effect on repurchase intention.

This means that the better the product quality, the more it can increase repurchase intention.

2) The influence of brand image on repurchase intention

Results of brand image variable analysis to repurchase intention obtained a regression coefficient value of 0.197, a calculated t value of  $2.641 > t$  table 1.660 and a significance value of  $0.010 < 0.050$  indicating that H<sub>0</sub> is rejected and H<sub>2</sub> is accepted. These results mean that brand image has a positive and significant effect on repurchase intention. This means that the better the brand image, the more it can increase repurchase intention.

3) The influence of electronic word of mouth on repurchase intentions

Results of E-WOM variable analysis to repurchase intention obtained a regression coefficient value of 0.243, a calculated t value of  $2.399 > t$  table 1.660 and a significance value of  $0.018 < 0.050$  indicating that H<sub>0</sub> is rejected and H<sub>3</sub> is accepted. These results mean that E-WOM has a positive and significant effect on repurchase intention. This means that the better the E-WOM, the more it can increase repurchase intention.

## Discussion of Research Results

### The Influence of Product Quality on Repurchase Intention Samsung Brand Smartphone

Based on the results of the analysis of the influence of product quality on purchase prices, a regression coefficient of 0.084 was obtained, t count of  $2.796 > t$  table of 1.660, and a significance level of 0.006, which means that H<sub>0</sub> is rejected and H<sub>1</sub> is rejected. The results of this study indicate that product quality has a positive and significant effect on purchasing decisions. This shows that the better the product quality, the greater the interest in purchasing Samsung smartphones. The results of this study indicate that Samsung smartphones have various forms according to their series, so that consumers are more interested in buying Samsung smartphones. This is based on the product quality variable in advertising. Samsung smartphones have sophisticated features. Samsung smartphones have various variations so that they meet consumer preferences. Good performance quality in carrying out functions according to the promised specifications. Pay attention to the suitability of the smartphone according to the specifications. Have good durability covering physical and battery life. Have high reliability. Easy to repair (Repairability) there are qualified spare parts. *Smartphone Style* Samsung has aesthetic characteristics, designs, and visual elements that make Samsung products distinctive and distinguish them from other smartphone products. Samsung smartphones have distinctive designs in each variant that provide a different experience in each series.

The results of this study are in accordance with previous studies conducted by Ekaprana et al. (2020), Pratiwi et al. (2020), Paramarta & Yasa (2022), Dewi et al. (2023), Chinomona & Maziriri (2017), Aditya & Yasa (2024a), Ekayani et al. (2024), stating that product quality has a positive and significant effect on repurchase intentions.

### **The Influence of Brand Image on Repurchase Intention of Samsung Brand Smartphones**

The regression coefficient value of 0.197,  $t$  count  $2.641 > t$  table 1.660, and significance  $0.010 < 0.05$  all support the conclusion that  $H_0$  is rejected and  $H_2$  is accepted based on the research findings of brand image on repurchase intention. The research findings show that brand image has a good and significant influence on repurchase intention. This shows that if Samsung has a better reputation, customers are more likely to buy their phones again. The statement that Samsung smartphones are a well-known brand has the highest average value on the brand image variable. The research findings show that many people are already familiar with Samsung smartphones, which may give them greater confidence to buy Samsung branded smartphone products. Samsung smartphones introduce their products through social media and also through influencers, this will make it easier for consumers to find out the products they are interested in. Samsung smartphones have a good brand reputation because their quality has been tested. Samsung smartphones have their own appeal in each series starting from the quality and price they have.

The results of this study are in accordance with previous studies conducted by Ekaprana et al. (2020), Huang et al. (2019), Prabawa et al. (2022), Pratama & Yasa (2023), Subawa et al. (2023), Ramaditya & Yasa (2024), Lopulalan & Yasa (2024), Aditya & Yasa (2024), and Kusuma et al. (2022), stating that brand image has a positive and significant effect on repurchase intention.

### **The Influence of E-WOM on Repurchase Intention of Samsung Brand Smartphones**

The regression coefficient value is 0.243,  $t$  count  $2.399 > t$  table 1.660, and significance  $0.018 < 0.05$  indicating that  $H_0$  is rejected and  $H_3$  is accepted is the result of E-WOM analysis on repurchase intention. The results of this study indicate that E-WOM has a positive and significant influence on repurchase behavior. This shows that the higher the prevalence of E-WOM, the number of Samsung smartphone purchases will increase. In the E-WOM variable, the statement I consider choosing a smartphone based on the reviews given by the reviewer has the highest average value, the results of this study indicate that one of the factors consumers make repurchases of Samsung brand smartphone products is because of the reviews given by the reviewer. Consumers collect information about the products they are interested in, this will

provide an overview of the products they want. All information about Samsung smartphones is usually explained in detail on social media so that prospective consumers know the specifications of the products they want.

The results of this study are in accordance with previous studies conducted by Dany (2019), Patrisia & Yasa (2024), Prayoga & Yasa (2023), Didik et al. (2020), Indrawan et al. (2024), stating that E-WOM has a positive and significant influence on the intention to use or the decision to use.

### **The Influence of Product Quality, Brand Image and E-WOM on Repurchase Intention of Samsung Brand Smartphones**

A significant value of 0.000 indicating that H0 is rejected and H3 is accepted is obtained based on the results of the analysis of product quality, brand image, and E-WOM on repurchase intention. The results of the study indicate that repurchase intention is positively and significantly influenced by product quality, brand image, and E-WOM. This indicates that repurchase intention of Samsung branded smartphones can increase in proportion to product quality, brand image, and E-WOM. Because Samsung phones are already embedded in the minds of consumers, potential consumers will tend to buy them again.

The results of this study are in accordance with previous studies conducted by Angel et al. (2023), Dea ayu ptramesti (2024), The Story of Herman Sjahrudin (2015)) states that product quality, brand image and E-WOM have a positive and significant effect on repurchase intentions.

## **CONCLUSION**

Based on the results of the research discussion that has been conducted, it can be concluded that:

- 1) The results of this study indicate that product quality has a positive and significant effect on repurchase intentions, meaning that the better the product quality, the greater the repurchase intention for Samsung Brand Smartphones.
- 2) The results of this study indicate that brand image has a positive and significant effect on repurchase intentions, meaning that the better the brand image, the greater the repurchase intention for Samsung Brand Smartphones.
- 3) The results of this study indicate that E-WOM has a positive and significant effect on repurchase intentions, meaning that the more appropriate the E-WOM is, the more it can increase the repurchase intention of Samsung Brand Smartphones.

- 4) The results of this study indicate that product quality, brand image and E-WOM have a positive and significant effect on repurchase intention, meaning that the higher the product quality, brand image and E-WOM, the higher the repurchase intention of Samsung Brand Smartphones.

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