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The Influence of Electronic Word of Mouth, Product Quality, and Price on Repurchase Intention Among MM Bakery Consumers

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Abstract

This study aims to analyze the partial and simultaneous influence of Electronic Word of Mouth, Product Quality, and Price on Repurchase Intention among customers of MM Bakery Madiun. This is a quantitative research, utilizing a sample size of 100 customers (the number of respondents was determined using the Lemeshow formula). The data analysis techniques employed were multiple linear regression, t-test (partial), F-test (simultaneous), and the coefficient of determination (R^2). The research findings indicate that: 1) Partially, Electronic Word of Mouth, Product Quality, and Price all have a significant influence on Repurchase Intention among MM Bakery Madiun customers. 2) Simultaneously, the variables Electronic Word of Mouth, Product Quality, and Price collectively have a significant influence on Repurchase Intention among MM Bakery Madiun customers.

Keywords: ***Electronic Word of Mouth, Product Quality, Price, Repurchase Intention***

INTRODUCTION

The food and beverage (F&B) industry, particularly the bakery sector, has transformed into an integral part of the modern lifestyle, triggering exponential market growth in Indonesia. This growth has spawned fierce business competition, forcing companies to shift their strategic focus from mere customer acquisition to customer retention efforts. This is driven by the marketing management principle that acquisition costs far exceed customer maintenance costs. In the context of business sustainability, repurchase intention acts as a crucial indicator reflecting the consumer's psychological tendency to conduct future transactions (Larasati, 2022). High repurchase intention not only

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ensures a company's financial stability but also reduces price sensitivity and creates a base of voluntary brand advocates.

Various factors have been identified as predictors of repurchase intention, where digital social validation, intrinsic product functions, and monetary value play central roles. The first factor, Electronic Word of Mouth (E-WOM), is the digital evolution of verbal promotion that allows consumers to widely share product experiences and reviews with other prospective buyers (Rahmawati & Ahsan, 2021; Muninggar, 2022; Sya'adah, 2025). In the digitalization era, E-WOM originating from real experiences holds the highest authoritative position in shaping consumer trust, surpassing the effectiveness of paid advertising campaigns (Kotler, 2021). The second factor is product quality, which acts as the primary foundation of post-purchase satisfaction (Chatzoglou, 2022). Quality represents the product's functional ability to meet or exceed consumer expectations through non-negotiable attributes, such as consistency in taste, texture, and freshness (Mathori, 2022; Maulana, 2021). Furthermore, the third factor is price, representing the consumer's total monetary sacrifice relative to the offered benefits (Kotler, 2021). Modern consumers do not merely seek the cheapest nominal price, but rather the rationality of the balance between price and received value (value for money), so competitive pricing directly affects demand fluctuation and loyalty (Tj, 2020; Kotler & Amstrong, 2008).

Studies on the determinants of repurchase intention have been widely documented, yet often show inconsistent findings due to differences in industry characteristics and market demographics. Some studies indicate the dominance of price perception in decision-making, while others highlight the superiority of E-WOM and product quality as primary variables. Furthermore, integrated model testing involving these three crucial variables holistically in local business entities facing national-scale competitors remains minimal.

MM Bakery Madiun is a bakery business operating amidst the dense local market competition in the Madiun region. The intensity of this competition demands a precise understanding of the driving factors of consumer behavior to maintain market share stability. Therefore, this study aims to answer the question: Can Electronic Word of Mouth, product quality, and price significantly predict repurchase intention among consumers of MM Bakery in Madiun, Indonesia?

The results of this study are expected to provide empirical insights into the causal role between digital reviews, product quality consistency, and price rationality on the consumer's subsequent behavioral intentions. In addition, these findings will provide a crucial data foundation for corporate policymakers, marketers, and local bakery industry stakeholders in developing effective strategy formulations to reduce customer churn and sustainably increase customer repurchase intention.

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THEORETICAL REVIEW

Repurchase intention represents the psychological tendency and post-purchase behavioral intention of consumers to consistently choose the same brand for future transactions, acting as the fundamental precursor to customer loyalty (Larasati, 2022; Murtiningsih, 2023; Qudus, 2022; Hamdi, 2025). In the modern marketing landscape, this behavioral intention is heavily influenced by digital social validation, prominently known as Electronic Word of Mouth (E-WOM). E-WOM is the digital evolution of conventional verbal promotion, allowing consumers to share personal product experiences and reviews across online platforms (Rahmawati & Ahsan, 2021; Ariffin & Februadi, 2022; Muninggar & Rahmadini, 2022; Sya'adah, 2025). Driven by emotional attachment and overall satisfaction (Qirana, 2021), positive E-WOM holds immense authoritative credibility, transforming personal satisfaction into public validation that significantly shapes prospective buyers' trust and purchase decisions (Kotler, 2021).

Beyond digital social validation, intrinsic product attributes and economic sacrifices provide a crucial framework for understanding consumer retention. Product quality acts as the non-negotiable core element that dictates functional satisfaction (Chatzoglou, 2022). It represents the totality of a product's characteristics such as taste, aesthetics, reliability, and durability to perfectly fulfill and exceed consumer expectations (Mathori, 2022; Kotler & Amstrong, 2021; Maulana, 2021; Sari, 2021). Concurrently, price represents the monetary value consumers sacrifice to obtain these functional benefits (Kotler, 2021; Qudus, 2022). Effective pricing must reflect an equitable balance between the cost incurred and the perceived quality received (value for money), ensuring affordability and competitiveness in the market to eliminate financial barriers to repeat purchases (Najibah, 2024; Tj, 2020).

Previous studies have supported the validity of the interconnectedness among these variables in predicting consumer behavior. For instance, Salsabila (2024) found that Word of Mouth, product quality, and price collectively act as primary determinants of repurchase intention. When consumers perceive a fair alignment between competitive pricing and high-performance product quality, complemented by strong positive E-WOM within their social network, their psychological inclination to revisit and repurchase solidifies. These studies support the idea that repurchase intention is not an isolated decision but a synthesized outcome of social recommendations, functional fulfillment, and economic rationality.

The study tested the hypothesis that Electronic Word of Mouth, product quality, and price will significantly predict repurchase intention among consumers of MM Bakery in Madiun.

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METHOD

Research Design

Research Design The study adopted a quantitative cross-sectional survey design using structured questionnaires to collect data. The independent variables investigated were Electronic Word of Mouth (E-WOM), product quality, and price, while the dependent variable was the consumers' repurchase intention.

Setting and Study Population

The study population comprised all consumers of MM Bakery located in Madiun, Indonesia. Since the exact number of daily and active consumers fluctuates and cannot be definitively calculated, the population is considered infinite. This population served as the focus of the study because they are the direct end-users who experience the product quality, pricing strategies, and are exposed to the brand's digital social validation.

Sampling Technique Procedure

A non-probability purposive sampling technique was utilized to select the study participants. To ensure the validity of the responses, specific inclusion criteria were established: respondents must be at least 17 years old and have made at least one prior purchase at MM Bakery Madiun. Using the Lemeshow formula for an unknown population size, the sample size was determined to be 100 respondents. Questionnaires were subsequently distributed to the eligible participants.

Instruments

A validated structured questionnaire was used for data collection, rated on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The instrument assessed four primary constructs:

1. Electronic Word of Mouth (adapted from Fakhrudin, 2021) comprising indicators of sharing positive product experiences, giving personal recommendations, and persuading others to purchase.
2. Product Quality (adapted from Kotler, 2021) measuring aspects such as product performance, aesthetics, accessibility, reliability, and durability.
3. Price (adapted from Najibah, 2024) evaluating affordability, value for money (consistency between price and quality), and market competitiveness.
4. Repurchase Intention (adapted from Najibah, 2024) measuring affective intention, transactional action, referential willingness, brand preference, and exploratory information-seeking. Prior to hypothesis testing via multiple linear regression (SPSS), the

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instrument was subjected to rigorous validity and reliability testing to ensure data accuracy.

Road Accident History and Consequence Questionnaire Instruments A validated structured questionnaire was used for data collection: Consumer Perception and Repurchase Intention Questionnaire (adapted from Fakhrudin, 2021; Kotler, 2021; Najibah, 2024) was used to assess whether the participants have experienced the related marketing stimuli and the extent of repurchase intention associated with such experiences. It is a [Jumlah Item]-item scale rated on a 5-point Likert's format of Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. Sample items include: "I share positive experiences about this bakery's products on my social media", and "The price of the products at MM Bakery is affordable for my budget". Authors obtained Cronbach' α ranging from [0.6] to [0.7], and in the current study, Cronbach's α = [0.6] was obtained.

Data Collection

IBM SPSS version 26 was utilized to analyze the collected data. Both descriptive and inferential statistics were employed. The hypotheses were tested using multiple linear regression analysis (to account for the three independent variables) and evaluated at a $p < .05$ level of significance.

Data Analysis

IBM SPSS version 26 was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypothesis was tested using simple linear regression analysis and accepted at $p < .001$ level of significance.

RESULTS

Table 1: Participants' Demographic Information

Variable	Categories	Frequency	%
Age	17–21 yrs	10	10
	21–30 yrs	34	34
	31–40 yrs	42	42

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	41–50 yrs	12	12
	>50 yrs	2	2
Gender	Male	14	14
	Female	86	86
Total		100	100.0

Table 1 presents the demographic variables of the study participants. Descriptive statistics revealed that the majority (42%) of the participants were in the 31–40 years age bracket, followed by those aged 21-30 years (34%). Furthermore, there was a disproportionate representation in terms of gender, with the vast majority (86%) of the participants being females.

Testing the hypothesis…

Testing the hypothesis… Electronic Word of Mouth (E-WOM), product quality, and price are projected to significantly predict repurchase intention among consumers of MM Bakery Madiun. This hypothesis was tested using multiple linear regression analysis, and the results are presented in Tables 2a-c.

Table 2a: Model of E-WOM, Product Quality, and Price on Repurchase Intention

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate
1	.697	.486	.736	1.52832

Table 2b: ANOVA of E-WOM, Product Quality, and Price on Repurchase Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	88.579	3	29.526	8.797	<.001
Residual	325.560	97	3.356		
Total	414.139	100			

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Table 2c: Coefficients Predicting Repurchase Intention from E-WOM, Product Quality, and Price

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	11.359	1.980			.000
E-WOM	.030	.061	.062	3.493	.032
Product Quality	.245	.073	.383	3.369	.001
Price	.138	.061	.238	2.280	.025

Tables 2a-c show the results of the multiple regression analysis conducted to determine whether E-WOM, product quality, and price predict repurchase intention among consumers of MM Bakery Madiun. The research findings revealed that the independent variables significantly and collectively predicted repurchase intention among the study participants, Adjusted R2 = .736, F (3, 96) = 8.797, p < .001. Specifically, the unstandardized coefficients indicated that E-WOM (B = .030, t = 3.493, p = .032), product quality (B = .245, t = 3.369, p = .001), and price (B = .138, t = 2.280, p = .025) each had a positive and statistically significant predictive relationship with repurchase intention. Furthermore, the model explains that E-WOM, product quality, and price collectively accounted for 73.6% of the variance in repurchase intention, a proportion considered exceptionally high and meaningful in consumer behavior research. This fully supports all research hypotheses.

DISCUSSION

The hypothesis that Electronic Word of Mouth (E-WOM), product quality, and price will independently and collectively predict repurchase intention among consumers of MM Bakery Madiun was fully supported. The integrated model accounted for 73.6% of the variation in repurchase intention among consumers in the study area. This finding is consistent with previous results identifying these three elements as major predictors of consumer retention. For example, this finding corroborates that of Hamdi (2025) and Salsabila (2024), who found that digital and conventional word-of-mouth recommendations, combined with product quality and price, are strong predictors of repurchase intention in the Food and Beverage sector. Collaboratively, Najibah (2024) and

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Qudus and Amelia (2022) reinforced the present findings, emphasizing that product quality serves as a fundamental functional requirement, while price rationality ensures transactional satisfaction.

These findings collectively support the evidence from MM Bakery Madiun, reinforcing the conclusion that an integrated marketing stimulus plays a critical role in shaping customer loyalty. E-WOM operates by building trust and social validation, effectively reducing perceived risks for buyers (Sya'adah, 2025). Concurrently, consistent product quality fulfills functional expectations, and competitive pricing provides maximum value for money. When these factors synergize, they create a holistic customer experience that strongly solidifies repurchase intention.

CONCLUSION

The study investigates Electronic Word of Mouth (E-WOM), product quality, and price as predictors of repurchase intention among consumers of MM Bakery Madiun in East Java, Indonesia. The results confirmed that E-WOM, product quality, and competitive pricing are robust and significant predictors of repurchase intention in the study area.

Recommendations

First, the management of MM Bakery must strictly maintain and control the consistency of product taste, texture, and freshness, as this functional reliability is the primary foundation for customer retention. In addition, periodic price evaluations should be conducted to ensure that the products remain affordable and highly competitive within the local market, thereby maintaining a high perception of value for money among price-sensitive consumers.

Furthermore, the business should proactively optimize its digital reputation by promptly responding to all online reviews both positive and negative. Management could introduce minor incentive programs or loyalty rewards to encourage satisfied customers to share their positive experiences on social media, thus amplifying E-WOM. Finally, all three variables must be managed synergistically, as repurchase intention is maximized only when high-quality products are offered at fair prices and validated by strong digital social proof.

Limitations and suggestions for further study

The study has some limitations worth addressing in future research. To begin with, while the model explains 73.6% of the variance, the remaining 26.4% suggests that other variables outside this study also influence repurchase intention. Therefore, future studies would benefit from expanding the model to include potential predictors such as customer

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satisfaction as a mediating variable, service quality, and brand image. In addition, the reliance on a quantitative cross-sectional survey limits the depth of understanding regarding consumer motivations. Future research should adopt a mixed-methods approach, integrating qualitative techniques like in-depth interviews or focus group discussions to gain richer, contextual insights into why local consumers exhibit specific price sensitivities and digital behaviors.

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