

## The Influence of Corporate Image, Price, and Word of Mouth on Repurchase Decisions with Customer Satisfaction as a Mediating Variable: A Study of Stone Crusher UPOYO Mandiri Sejahtera in Sleman

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### Abstract

This study investigates the influence of corporate image, price, and word of mouth on repurchase decisions, with customer satisfaction as a mediating variable, in the context of the heavy equipment material industry. Using a quantitative correlational design, the research was conducted on 100 purposively selected buyers of Stone Crusher Upoyo Mandiri Sejahtera in Sleman, Indonesia. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that corporate image and word of mouth significantly affect repurchase decisions, while price does not. Furthermore, although corporate image, price, and word of mouth positively influence customer satisfaction, satisfaction does not significantly impact repurchase behavior and fails to mediate any of the proposed relationships. These results underscore the unique dynamics of high-value B2B industrial purchasing behavior, where repurchase decisions are primarily driven by rational factors such as product life cycles, project requirements, and capital investment planning, rather than emotional constructs like satisfaction. Theoretically, this study contributes to the refinement of consumer behavior models by highlighting the limited mediating role of satisfaction in industrial contexts. Practically, it suggests that companies should focus on improving post-sale service responsiveness, pricing transparency, and strategic loyalty programs to enhance customer retention in cyclical and investment-intensive markets.

**Keywords** : Customer satisfaction, corporate image, price, repurchase behavior, word of mouth.

### 1. Introduction

The rapid growth of the construction sector has significantly influenced the development of building material industries (Pheng & Hou, 2019), including the stone crushing business. As long as there is demand for infrastructure such as houses, offices, and public facilities, the need for quality building materials like sand, gravel, and crushed stone will remain high (Marschke & Rousseau, 2022). In this context, Stone Crusher Upoyo Mandiri Sejahtera, operating in Sleman, seeks to maintain competitiveness through strategic marketing, product quality, and superior service. The company offers a range of building materials and delivery services, competing in a saturated market that demands continuous innovation in customer engagement strategies.

In a competitive marketplace, companies must implement effective marketing strategies to secure customer loyalty and ensure business sustainability (Pristianti, Syah, Kustiawan, & Nofierni, 2025; Susiang, Suryaningrum, Masliardi, Setiawan, & Abdillah, 2023). According to Mandal (2023), marketing is the process of creating customer value and building strong relationships to capture value in return. The company's monthly sales data from January to December 2024 indicate fluctuations, with noticeable revenue increases in certain periods. These variations suggest that service quality and customer satisfaction play critical roles in influencing consumer behavior and business outcomes.

Customer satisfaction is a central factor that mediates the relationship between marketing strategies and repeat purchase decisions (Santos & Sotelo-Drequito, 2024). Satisfied customers are more likely to engage in repeat purchases and recommend products through word of mouth (Mawaddah, Rahayu, Rahmasari, & Dutahatmaja, 2024; Widanti, Abdillah, & Murni, 2022). Variables such as corporate image, pricing strategies, and interpersonal communications (word of mouth) shape consumer trust and perceived value. Price, in particular, is a crucial component of the marketing mix, influencing customers' purchase intentions through affordability and value perception (Tristanto & Iswati, 2025).

The company's image reflects its competitive advantage and is significant in shaping purchasing behavior (Ardani, 2023; Mardiana, Yudawisastra, Amin, & Rafli, 2025). A positive image supports not only brand recall but also enhances consumer confidence in product quality. Moreover, effective word-of-mouth communication plays a vital role in influencing potential customers, serving as a credible source of information that often outperforms traditional promotional methods (Dwidienawati, Tjahjana, Abdinagoro, Gandasari, & Munawaroh, 2020; Ngo, Bui, Chau, & Tran, 2024). Word of mouth and customer satisfaction, therefore, act as key mediators between corporate strategies and consumer repurchase behavior.

Given the increasing importance of these variables, this study aims to examine the effect of corporate image, pricing, and word of mouth on repeat purchase decisions, with customer satisfaction as a mediating variable in the context of Stone Crusher Upoyo Mandiri Sejahtera. This research contributes to both theoretical development and practical implications for businesses seeking to enhance consumer loyalty and improve marketing performance. The findings are expected to provide valuable insights for stakeholders in the building material industry, particularly in optimizing marketing efforts and customer relationship management.

## **2. Research Method**

This study employed a quantitative correlational design to examine the relationships between corporate image, price, and word of mouth on repurchase

decisions, with customer satisfaction as a mediating variable. The object of the research was material buyers at Stone Crusher Upoyo Mandiri Sejahtera in Sleman, Indonesia. Data were collected between November 2024 and July 2025 using a structured questionnaire distributed to 100 respondents, determined through Slovin's formula with a 10% margin of error. Respondents were selected using purposive probability sampling to ensure they met specific criteria relevant to the study.

The study involved five key constructs: corporate image (X1), price (X2), word of mouth (X3), customer satisfaction (Z), and repurchase decision (Y). Each variable was operationalized using established indicators from the literature and measured on a 5-point Likert scale. The questionnaire was developed and validated through convergent and discriminant validity tests, as well as reliability tests using composite reliability and Cronbach's alpha, with acceptable thresholds set at  $>0.70$ . Observations and literature reviews were also employed to complement primary data sources.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software. The analysis included two stages: measurement model evaluation and structural model evaluation. The measurement model assessed validity and reliability through loading factors, AVE, and reliability coefficients. The structural model tested hypotheses through path coefficients, R-square, and Q-square values, alongside significance testing via bootstrapping. Hypotheses were considered supported when t-statistics exceeded 1.96 and p-values were below 0.05.

### 3. Results and Discussion

#### 3.1 Respondent Characteristics

**Table 1. Respondent Characteristics**

<b>Respondent Identity</b>	<b>Category</b>	<b>Percentage</b>
Gender	Male	100%
	Female	0%
Age	20-25 years	14%
	26-35 years	26%
	36-45 years	51%
	>45 years	9%
Purchase Frequency	1-5 times/day	100%
	6-10 times/day	0%
	>10 times/day	0%

Based in Table 1 above, the respondent characteristics indicate that all participants in this study were male (100%), with no female respondents represented. This is understandable, considering that the stone crusher business operates in a labor-intensive and construction-oriented sector, where most of the workforce is male and more actively involved in project material activities. In terms of age distribution, the

majority of respondents were between 36–45 years old (51%), followed by those aged 26–35 years (26%), 20–25 years (14%), and over 45 years (9%). These findings suggest that purchasing decisions in the stone crusher sector tend to be dominated by individuals in the productive and experienced age groups (26–45 years), who generally possess greater authority and capacity in making repeat purchase decisions for project materials. Regarding purchase frequency, all respondents (100%) reported making purchases between 1–5 times per day, with none exceeding this frequency. This pattern implies that purchasing activities in this industry are routine yet not overly frequent on a daily basis, as construction material transactions typically involve substantial value and do not require high-frequency purchases. These findings also reflect that purchase decisions at Stone Crusher Upoyo Mandiri Sejahtera are made in a planned manner and are not impulsive, aligning with the nature of high-value, durable industrial products.

### 3.2 Quantitative Analysis Results

#### 3.2.1 Outer Model Results

**Table 2. Outer Loading**

Variable	Indicator	Outer Loadings	Description
Corporate Image	X1.1	0.791	Valid
	X1.2	0.818	Valid
	X1.3	0.750	Valid
	X1.4	0.805	Valid
	X1.5	0.836	Valid
	X1.6	0.766	Valid
	X1.7	0.776	Valid
	X1.8	0.764	Valid
	X1.9	0.830	Valid
	X1.10	0.791	Valid
Price	X2.1	0.775	Valid
	X2.2	0.848	Valid
	X2.3	0.791	Valid
	X2.4	0.838	Valid
	X2.5	0.799	Valid
	X2.6	0.810	Valid
Word of Mouth	X3.1	0.786	Valid
	X3.2	0.840	Valid
	X3.3	0.830	Valid
	X3.4	0.819	Valid
	X3.5	0.836	Valid
	X3.6	0.842	Valid
Repurchase Decision	Y1.1	0.842	Valid
	Y1.2	0.820	Valid
	Y1.3	0.817	Valid
	Y1.4	0.789	Valid
	Y1.5	0.810	Valid

	Y1.6	0.844	Valid
Customer Satisfaction	Z1.1	0.807	Valid
	Z1.2	0.818	Valid
	Z1.3	0.769	Valid
	Z1.4	0.746	Valid
	Z1.5	0.805	Valid
	Z1.6	0.765	Valid
	Z1.7	0.765	Valid

Based on Table 2, it can be observed that each research indicator exhibits an outer loading value greater than 0.70 (Hair, Black, Babin, & Anderson, 2019). This indicates that all indicators for the constructs—corporate image, price, word of mouth, repurchase decision, and customer satisfaction—are valid and meet the requirements for convergent validity.

### 3.2.2 Average Variance Extracted (AVE) Validity Test Results

**Table 3. Average Variance Extracted (AVE) Value**

Variable	AVE	Criterion	Remark
Corporate Image (X1)	0.629	> 0.50	Valid
Price (X2)	0.657	> 0.50	Valid
Word of Mouth (X3)	0.682	> 0.50	Valid
Repurchase Decision (Y)	0.673	> 0.50	Valid
Customer Satisfaction (Z)	0.612	> 0.50	Valid

As shown in Table 3, all constructs exhibit AVE values above the 0.50 threshold (Hair et al., 2019). Therefore, corporate image, price, word of mouth, repurchase decision, and customer satisfaction each demonstrate satisfactory convergent validity.

### 3.2.3 Composite Reliability

**Table 4. Composite Reliability Value**

Variable	Composite Reliability	Criterion	Remark
Corporate Image (X1)	0.897	> 0.70	Reliable
Price (X2)	0.937	> 0.70	Reliable
Word of Mouth (X3)	0.896	> 0.70	Reliable
Repurchase Decision (Y)	0.905	> 0.70	Reliable
Customer Satisfaction (Z)	0.907	> 0.70	Reliable

As presented in Table 4, all variables demonstrate composite reliability values above 0.70 (Hair et al., 2019). This indicates that the constructs of corporate image, price, word of mouth, repurchase decision, and customer satisfaction possess high levels of reliability.

### 3.2.4 Cronbach's Alpha

**Table 5. Cronbach's Alpha Value**

Variable	Cronbach's Alpha	Criterion	Remark
Corporate Image (X1)	0.895	> 0.70	Reliable
Price (X2)	0.934	> 0.70	Reliable

Word of Mouth (X3)	0.894	> 0.70	Reliable
Repurchase Decision (Y)	0.903	> 0.70	Reliable
Customer Satisfaction (Z)	0.906	> 0.70	Reliable

Based on the results in Table 5, all constructs have Cronbach’s Alpha values above the 0.70 threshold (Hair et al., 2019), thereby confirming that corporate image, price, word of mouth, repurchase decision, and customer satisfaction demonstrate a high level of internal consistency and reliability.

### 3.3 Inner Model Results

**Table 6. R-Squares Values**

Variable	R-Square	Adjusted R-Square
Customer Satisfaction (Z)	0.501	0.485
Repurchase Decision (Y)	0.478	0.456

As shown in Table 6, the variable Repurchase Decision (Y) has an R-Square value of 0.478, which falls into the moderate category. This means that approximately 47.8% of the variation in repurchase decisions is influenced by corporate image, price, and word of mouth. The remaining variation is explained by other factors not included in this study. Meanwhile, the Customer Satisfaction (Z) variable has an R-Square value of 0.501, indicating that 50.1% of the variation in customer satisfaction is influenced by corporate image, price, and word of mouth, while the rest is affected by variables outside the scope of this model. These values suggest that the model exhibits a moderate level of explanatory power.

### 3.4 Hypothesis Testing Results

**Table 7. Hypothesis Testing Results**

Relationship	Sample (O)	Mean (M)	Standard Deviation	T-Statistic	P-Value	Accepted/Rejected
Corporate Image (X1) → Repurchase Decision (Y)	0.460	0.418	0.142	3.239	0.001	Accepted
Price (X2) → Repurchase Decision (Y)	-0.158	-0.124	0.188	0.842	0.400	Rejected
Word of Mouth (X3) → Repurchase Decision (Y)	0.456	0.425	0.197	2.315	0.021	Accepted
Corporate Image (X1) → Customer Satisfaction (Z)	0.215	0.247	0.103	2.100	0.036	Accepted

Price (X2) → Customer Satisfaction (Z)	0.370	0.345	0.134	2.760	0.006	Accepted
Word of Mouth (X3) → Customer Satisfaction (Z)	0.257	0.246	0.119	2.154	0.031	Accepted
Customer Satisfaction (Z) → Repurchase Decision (Y)	0.024	0.058	0.130	0.188	0.851	Rejected
X1 → Z → Y (Corporate Image → Customer Satisfaction → Repurchase Decision)	0.005	0.015	0.036	0.144	0.885	Rejected
X2 → Z → Y (Price → Customer Satisfaction → Repurchase Decision)	0.009	0.020	0.051	0.179	0.858	Rejected
X3 → Z → Y (Word of Mouth → Customer Satisfaction → Repurchase Decision)	0.006	0.014	0.037	0.171	0.864	Rejected

### 3.5 Discussion

#### 3.5.1 The Influence of Corporate Image on Repurchase Decisions

The results of this study confirm that corporate image has a significant effect on repurchase decisions among customers of Stone Crusher Upoyo Mandiri Sejahtera. A positive corporate image creates favorable perceptions regarding product quality, service reliability, and the company's overall professionalism, which in turn fosters customer trust and loyalty—ultimately encouraging repurchase behavior. When

customers perceive a company as having a strong and reputable image, their confidence increases, leading to greater customer retention and repeat purchases. This finding is consistent with research by (Saputri & Mathori, 2024), which demonstrated that brand image combined with service quality enhances repurchase intentions through customer satisfaction as a mediating variable. Similarly, Virgo Herwin & Abadi (2018) argued that corporate reputation significantly influences purchasing decisions by strengthening customer trust.

These studies collectively underline that a favorable corporate image provides assurances of quality and reliability, making customers feel more comfortable repurchasing. For a company like Stone Crusher Upoyo Mandiri Sejahtera—operating in the construction materials sector—reputation and reliability are essential, as its products (e.g., sand, stone) are used in infrastructure projects where quality and timely supply are critical.

### **3.5.2 The Influence of Price on Repurchase Decisions**

The findings reveal that price does not have a significant influence on repurchase decisions among customers of Stone Crusher Upoyo Mandiri Sejahtera. Although price remains a consideration, buyers of construction materials such as sand and stone tend to prioritize other factors—such as product quality, corporate reputation, delivery service, and supplier reliability. These customers emphasize value over price, especially given the high importance of consistent quality and timely delivery for project continuity. In this context, customers are more likely to repurchase even at premium prices, as long as their expectations for service and material standards are met.

According to Zeithaml (1988) theory of perceived value supports this, positing that consumer decisions are based on the overall benefit-cost trade-off, where benefits such as quality, dependability, and after-sales support outweigh the importance of price. Furthermore, Dick & Basu (1994) customer loyalty theory emphasizes that repeat purchases are driven by positive attitudes, prior experiences, and trust—rather than price alone—highlighting the emotional and cognitive elements that shape customer loyalty in B2B industrial settings.

### **3.5.3 The Influence of Word of Mouth on Repurchase Decisions**

This study also found that word of mouth (WOM) has a significant effect on repurchase decisions at Stone Crusher Upoyo Mandiri Sejahtera. The stronger the informal communication or positive recommendations received by customers, the greater their likelihood of repurchasing products from the company. This finding is supported by the engagement-based WOM theory (Ismagilova, Slade, Rana, & Dwivedi, 2020), which posits that emotionally and cognitively engaged customers are more likely to recommend products and repeat purchases when satisfied.

This is especially relevant in B2B sectors such as heavy equipment and industrial machinery, where purchases are infrequent, high-value, and involve significant operational risks. In such contexts, buyers rely more on credible first-hand experiences from others than on corporate advertising. WOM serves as a crucial mechanism for reducing uncertainty and boosting buyer confidence in making repeat purchases.

#### **3.5.4 The Influence of Corporate Image on Customer Satisfaction**

Based on the research findings, corporate image has a significant influence on customer satisfaction at Stone Crusher Upoyo Mandiri Sejahtera. This indicates that the more positive customers' perceptions are regarding the company's reputation, credibility, professionalism, and social responsibility, the higher their level of satisfaction after purchasing and using the stone crusher products. A positive image makes customers believe that the company consistently maintains product quality, prioritizes consumer interests, and acts responsibly toward its environment, thereby meeting their expectations.

#### **3.5.5 The Influence of Price on Customer Satisfaction**

The results reveal that price significantly influences customer satisfaction at Stone Crusher Upoyo Mandiri Sejahtera. This means that customers' perceptions of the company's pricing directly affect how satisfied they feel after making a purchase. According to Liozu (2016), price perception is not merely about whether a product is cheap or expensive, but whether it is fair and proportionate to the product's functional and emotional value. This theory emphasizes that customers will feel satisfied if the price they pay reflects the value they receive (value-based pricing).

#### **3.5.6 The Influence of Word of Mouth on Customer Satisfaction**

The findings indicate that Word of Mouth (WOM) has a significant impact on customer satisfaction at Stone Crusher Upoyo Mandiri Sejahtera. This implies that customers who hear positive experiences from others, such as business partners or previous clients, are more likely to feel confident, trusting, and ultimately satisfied with their purchase decisions. Conceptually, this is in line with the Word of Mouth Communication Theory (Arndt, 1967), which, although classic, remains highly relevant and has been refined by recent studies. WOM is considered the most influential form of interpersonal communication due to its credibility, honesty, and strong impact on customer perceptions. It is often deemed more convincing than corporate promotions as it stems from genuine consumer experiences.

Moreover, social influence theory reinforces these findings. This theory asserts that the opinions of others affect customer attitudes, beliefs, and satisfaction (Harrigan, Evers, Miles, & Daly, 2018). In construction material purchases such as sand, stone, and related products, customers frequently rely on recommendations from

colleagues or business associates. This is because such purchases have strategic value and can affect the success of a project, necessitating trustworthy suppliers. Positive WOM helps reduce perceived risks and enhances customer satisfaction and confidence after the transaction.

### **3.5.7 The Influence of Customer Satisfaction on Repurchase Decision**

This research reveals that customer satisfaction does not significantly influence repurchase decisions at Stone Crusher Upoyo Mandiri Sejahtera. In other words, even if customers are satisfied with the products and services provided, that satisfaction does not automatically lead to future repurchase intentions. This phenomenon can be explained by the nature of construction material purchases, which heavily depend on current project needs, work volume, and construction schedules. Therefore, purchasing frequency tends to fluctuate based on project progress rather than merely on prior satisfaction.

Moreover, repurchase decisions in the construction materials sector are generally more influenced by factors such as project continuity, budget availability, logistical planning, and long-term business relationships, rather than emotional satisfaction alone, as is common with fast-moving consumer goods (FMCG). This aligns with the view of Kotler & Keller (2016), who noted that in B2B contexts, repurchase decisions are driven primarily by functional needs and project cycles rather than emotional satisfaction.

### **3.5.8 The Influence of Corporate Image on Repurchase Decisions Mediated by Customer Satisfaction**

The results of this study indicate that corporate image does not have a significant effect on repurchase decisions when mediated by customer satisfaction. This finding suggests that even when customers perceive a company's image positively and feel satisfied, such perceptions are not sufficient to encourage immediate repurchase behavior in the future.

This phenomenon can be explained by the characteristics of heavy industrial equipment products, such as stone crushers, where repurchase decisions are not merely influenced by corporate image or emotional satisfaction, but are instead largely determined by long-term purchasing cycles, investment budgets, project conditions, and on-site technical needs. In other words, although the company may possess a strong reputation and deliver high customer satisfaction, customers may not engage in repurchase activities in the near term due to the long product life cycle and infrequent purchasing nature.

According to Kotler & Keller (2016), repurchase decisions in B2B (business-to-business) industries are strongly driven by functional needs and long-term investment processes rather than by corporate image or satisfaction alone, as is often

the case with fast-moving consumer goods (FMCG). Consequently, customer satisfaction as a mediating variable becomes less relevant when repurchases occur only in response to actual needs for replacement or renewal of equipment.

### **3.5.9 The Influence of Price on Repurchase Decisions Mediated by Customer Satisfaction**

The findings of this study reveal that price does not significantly influence repurchase decisions, even when mediated by customer satisfaction. This result suggests that although customers may feel satisfied with the price offered—perceiving it as reasonable, competitive, or aligned with product quality—such satisfaction is not strong enough to drive repurchase behavior in the future.

In the context of the construction material industry, repurchase decisions are not solely based on price and satisfaction but are also heavily dependent on ongoing project requirements, work volume, and the availability of project funding. The purchase of materials such as sand and stone is largely dictated by construction progress; therefore, even if customers are satisfied with the pricing, they may not make repeat purchases unless additional supplies are required for the current project.

Furthermore, repurchase decisions in B2B sectors such as construction materials tend to be more complex than in consumer markets (FMCG). Kotler & Keller (2016) note that B2B repurchases are influenced by factors such as project cycles, continuity of development, storage capacity, and long-term business relationships, rather than by emotional satisfaction or price perception alone. As a result, the mediating role of customer satisfaction between price and repurchase decisions appears insignificant in this context.

### **3.5.10 The Influence of Word of Mouth on Repurchase Decisions Mediated by Customer Satisfaction**

The results of this study show that word of mouth (WOM) does not significantly influence repurchase decisions through the mediating effect of customer satisfaction. This indicates that although customers may receive positive information, recommendations, or testimonials from others and feel satisfied with the company's products and services, such experiences are not sufficiently strong to trigger immediate repurchase behavior.

This outcome can be explained by the nature of the construction materials industry, where repurchase decisions are highly dependent on current project demands, budget availability, and work volume. While WOM can enhance trust and positive perceptions of the company, it does not automatically lead to repeat purchases, as material supply is generally aligned with specific project phases and planning.

In B2B industrial marketing, positive recommendations or experiences from other customers (WOM) typically serve a greater role in supporting initial purchase decisions rather than repeat ones. This aligns with Kotler & Keller's (2016) assertion that WOM has a significant influence during the early decision-making stages, while B2B repurchase behavior is more influenced by functional factors such as material quality, supply reliability, service quality, and the continuity of business relationships.

This insight provides an important implication for the management of Stone Crusher Upoyo Mandiri Sejahtera: relying solely on WOM and customer satisfaction may not be sufficient to drive repurchase behavior. Instead, a long-term retention strategy should be reinforced – for instance, through sustainable supply agreements, customer loyalty programs, bulk project discounts, and flexible material delivery scheduling. Such initiatives can help maintain customer relationships amidst intense competition and ensure sales continuity despite fluctuating material demands based on project progress.

#### **4. Conclusion**

This study concludes that corporate image and word of mouth significantly influence repurchase decisions at Stone Crusher Upoyo Mandiri Sejahtera, while price does not. Corporate image, price, and word of mouth also positively affect customer satisfaction. However, customer satisfaction does not significantly impact repurchase decisions, nor does it mediate the relationship between corporate image, price, or word of mouth and repurchase decisions. These findings highlight that in high-value B2B industrial markets, repurchase behavior is not solely shaped by emotional satisfaction or perception but is more strongly determined by rational considerations such as equipment life cycles, project demands, and investment planning.

From a practical perspective, companies should enhance responsiveness to customer feedback, improve price transparency, and strengthen referral-based promotions to boost customer perception and long-term loyalty. Expanding after-sales services and offering flexible pricing packages may also improve satisfaction. Theoretically, this study contributes to consumer behavior research by underscoring that emotional constructs like satisfaction and brand perception require integration with functional factors to drive repurchase in industrial markets. It suggests future research should refine repurchase behavior models in high-involvement B2B contexts by incorporating investment cycles, product durability, and the nature of long-term business relationships beyond traditional retail paradigms.

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