



The influence of social media promotion, word of mouth, and quality service on repurchase intention: The role of trust

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Abstract

The coffee business or coffee shop is a sector that is growing rapidly. Coffee shops have evolved into more comfortable and modern places, caused by changes in people's lifestyles and behavior in consuming products and services. This situation also brings tight competition in the coffee shop business, where they must make several efforts to keep their brand selected. Some actions are maximizing social media promotion channels, word of mouth (WOM), and increasing service quality, which are expected to increase trust so that consumer repurchase intention can increase indirectly. This research aims to determine the influence of social media promotion, WOM, and service quality on consumer repurchase intention, both directly and through trust mediation. They are using a population of coffee shop consumers in Surakarta. We take a sample of 200 respondents. This number was obtained from an online survey via the Google Forms platform. The questionnaire results were analyzed using the partial least squares method with the SmartPLS 3.0 software application. The research results reveal that social media promotion, WOM, and quality service directly impact repurchase intention. Meanwhile, indirectly, namely through the mediation of trust, only WOM and quality service significantly affect consumers' intention to repurchase. These results imply that when deciding to repurchase, consumers look at the quality of the product they purchased and pay attention to other things. Therefore, managers or owners need to pay more attention to these details.

Keywords: social media promotion; word of mouth (WOM); quality service; trust; repurchase intention

1. Introduction

The agricultural sector, especially coffee, is essential to Indonesia's economic growth. This contribution is reflected in the increasing number of Indonesian coffee exports to various countries. In 2020, coffee became the most significant contributor to exports in the non-oil and gas sector, namely agriculture, achieving positive growth of 6.29% (Zuhdi *et al.*, 2021). Meanwhile, in 2021, Indonesian coffee exports will reach 387,264 tons, equivalent to 858,558 million US\$ (Megautami and Utomo, 2021). Coffee exports encourage regional development and agro-industry in Indonesia by increasing the country's foreign exchange sources, local farmers' income, and employment (Megautami and Utomo, 2021). Apart from that, the high productivity of coffee farming also encourages the development of coffee businesses or shops.

The coffee business or coffee shop has been part of people's culture for a long time. Currently, the coffee business or coffee shop is a sector that is growing rapidly. Even referring to the International Coffee Organization (ICO), the trend of drinking coffee in Indonesia has continued to grow over the last five years (Mufashih *et al.*, 2023). In its publication, the International Coffee Organization (ICO) stated that the increasing trend of drinking coffee in Indonesia occurred in various variants of coffee

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and civet coffee. Coffee consumption in Indonesia is up to 2.5% higher than the world's average coffee consumption of 7.7% in one year. Further, Maulana *et al.* (2021) confirm that coffee shop visits have continued to more than double in recent years.

Initially, this business was a place to gather and exchange information. However, as technology develops, coffee shops have evolved into more comfortable and modern places caused by changes in people's lifestyles and behavior in consuming products and services. The evolution of the coffee shop certainly has had many impacts on business and culture. A coffee shop is not only a place to enjoy coffee but also a place to work and study (Pessoa *et al.*, 2020). People prefer a relaxed and comfortable environment to carry out their social activities. Furthermore, Maulana *et al.* (2021) said that coffee has become part of people's culture to strengthen friendships.

Significant business industry development in the coffee shop sector has occurred in various large cities in Indonesia, including Surakarta. Even though the city of Surakarta has long been known as "*Wedangan*", public interest in coffee shops remains high (Maulana *et al.*, 2021). Encourages many entrepreneurs to create new or develop existing businesses so that competition between coffee shops becomes increasingly fierce. Therefore, coffee shop entrepreneurs must add value to the products, quality, and services they want to provide consumers. This added value will give consumers a reason to choose the right coffee shop compared to other coffee shops. Coffee shops that survive amid intense business competition can provide products with high consumer satisfaction (Suryani and Syafarudin, 2021).

Increasingly tight business competition in coffee shops requires entrepreneurs to explore ideas to attract customers, build a positive image, and increase consumer satisfaction scores. It is necessary to implement policies and strategies appropriate to the field. For example, promotion either through social media or conventional word of mouth. Promotion is defined as a communication effort between producers and consumers regarding product information to increase consumer buying interest and persuade and remind the target market about the product being marketed (Yani and Ngora, 2022). Thus, coffee shop entrepreneurs must be astute in seeing market opportunities so that promotional efforts can be carried out appropriately and effectively and can improve marketing performance.

Research by Mufashih *et al.* (2023) states that promotion via social media and product quality can influence consumer satisfaction. Consumers who feel satisfied submit a short review of the coffee they purchased via social media. This increase in social media reviews aligns with consumers' interest in repeat purchases and attracts other consumers to enjoy the coffee. This will also increase the brand image of the product itself.

Apart from promotions, the quality of coffee shop products and services also plays an important role in influencing consumers' decisions to buy products. Business competition in the coffee shop sector is very competitive, indicating that consumers have many alternatives to meet their coffee needs. This condition requires companies to provide excellent service to consumers. Poor customer service will give a poor and satisfactory product image, thus influencing consumer purchasing decisions (Mufashih *et al.*, 2023). Good service and product quality make it easier for consumers to remember. Consumers tend to be willing to pay for high-quality products, so these two factors are important for producers to pay attention (Calvin *et al.*, 2021).

Several studies have been conducted previously. The results show a gap related to the factors influencing consumer purchasing interest in coffee shops. For example, Titawanno and Martini (2021) prove that social media promotion, WOM, and brand awareness influence purchasing interest. Further research by Zanjabila *et al.* (2023) states that the use of social media, ewom, information quality, and trust significantly positively affect product purchasing decisions. In line with this, Armawan *et al.* (2023) confirm that using social media as a marketing tool, service quality, and e-commerce can influence product purchase intentions. However, Chan *et al.* (2020) found that marketing via social media influences consumer trust but not purchases, while service quality significantly influences consumer trust and product purchases. The same results are shown in research Maslim and Pasaribu (2021) that social media and email promotion affect product purchases. However, this influence will be more substantial if emotional experiences such as mediation follow it. Meanwhile, service quality does not influence purchasing but still requires an emotional experience that mediates it.

Looking at the phenomena and problems above, analyzing what influences repurchase interest in coffee shops, especially in Surakarta, is important. Therefore, this research investigates the influence of promotions on social media, word of mouth, and service quality on repurchase interest in coffee

shops in Surakarta, with trust as a mediating variable. Understanding the influence of these factors can add insight and references to developing coffee shop businesses, especially in Surakarta.

2. Literature review and hypothesis development

Social media promotion, word of mouth (WOM), service quality, and repurchase interest

Social media is now an important part of modern marketing. Social media is a platform that focuses on the existence of its users so that it can be used as a medium to promote services or goods. For coffee shop businesses, social media is a very effective promotional tool to reach a larger audience, increase customer interaction, and increase sales. Social media can also help potential buyers find information about a product. Complete and interesting information will encourage customers' desire to repurchase other products or even similar products (Priambodo and Farida, 2020). This is in line with Prakoso and Dwiyanto (2021), who say that marketing on social media has a positive relationship and influence on consumer's repurchase interest.

The role of social media as a marketing medium greatly impacts the ease of interaction between individuals. Social media allows consumers to disseminate information and share experiences through the Word of Mouth (WOM) mechanism. Philip (2011) says that WOM can trigger consumer participation to review, tell personal experiences after using, and recommend products to other consumers. Looking at various reviews from other consumers who like the product will encourage consumers to make decisions and increase their interest in repurchasing the product (Aghniya, 2019). WOM discusses the product purchased and a person's service experience when purchasing a product.

Another factor is service quality, one of the determining factors for customer satisfaction, which will increase interest in repurchasing. Lupiyoadi (2013) said that service quality dimensions could be seen in customer freedom in obtaining services, dexterity in providing services, comfort, and friendliness. One aspect that must be prioritized is understanding customer habits and how customers think. When the company can meet customers' needs and expectations, interest in repurchasing will appear simultaneously. With that, good service quality will create a different experience to attract customers' interest in repurchasing the product (Sundalangi *et al.*, 2014).

H1. Social media promotion has a positive influence on repurchase intention.

H2. Word of mouth (WOM) has a positive influence on repurchase intention.

H3. Service quality has a positive influence on repurchase intention.

Social media promotion, word of mouth (WOM), service quality, and trust

In this digital age, promotions via social media have fostered the power of strong relationships with customers. Social media, as an effective marketing medium, has really influenced customer trust. A customer can easily rate and share his experience when purchasing a product. The value and reviews via social media can influence customer trust in the product (Arsyalan and Ariyanti, 2019). A good assessment is a reliable reference because it can describe a person's psychological condition after purchasing the product (Goyette *et al.*, 2010). This is in line with Wang and Wuan (2014), who say that customers' desire to buy products on social media is related to trust in the platform.

WOM is still one of the most effective marketing methods today. WOM is sharing personal experiences with other customers, which can shape perceptions and levels of trust in a product (Mowen and Minor, 2002). Through personal experiences shared by customers, WOM becomes a more reliable source of information and builds short-term customer relationships (Godes and Mayzlin, 2009). In addition, information obtained from WOM usually has no connection with the company because it is independent and does not provide benefits for customers.

Service quality is an essential factor in forming customer trust. Customers who receive service according to their expectations will have experience and satisfaction when purchasing the product Maharani and Saputra (2021). Apart from that, with good service quality, the relationship between consumers and producers will become closer. In this way, service quality can influence customer trust (Parasuraman *et al.*, 2005).

H4. Social media promotion has a positive influence on trust.

H5. Word of mouth (WOM) has a positive influence on trust.

H6. Service quality have a positive influence on trust.

Trust and repurchase interest

Repurchase intention is one of the parameters of a customer's trust in a product. There are several reasons why customers are interested in repurchasing a product, including customer satisfaction and trust (Awi and Chaipooirutana, 2014). Trust is a feeling of confidence that arises from customers feeling satisfied with the products and services provided so that they are willing to use them in the long term. High repurchase interest reflects high customer satisfaction, giving rise to a sense of trust in the product. Therefore, customer trust has been proven to partially mediate the relationship between service quality and repurchase intention (Tasya and Dwiyanto, 2022).

- H7. Trust mediates between social media promotion and repurchase intention.
- H8. Trust mediates between word of mouth (WOM) and repurchase intention.
- H9. Trust has a mediating role between service quality and repurchase intention.

3. Methodology

This research uses a quantitative approach to primary data. The data was obtained from an online survey previously carried out via the Google Forms platform as a research instrument. The population is all coffee shop consumers in the Surakarta area who have visited, purchased, and consumed coffee aged 15-60 years. Therefore, the research sample used a purposive sampling technique. The Likert scale used to measure respondents' answers is a 5-point scale ranging from strongly disagree, disagree, undecided (neutral), agree, and strongly agree. The results showed that 200 respondents met the appropriate criteria as samples for this research.

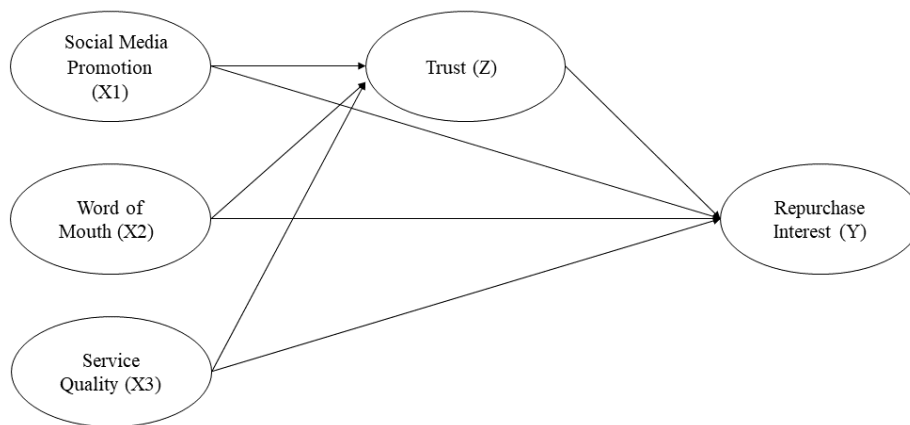


Figure 1. Research framework

The repurchase interest variable (Y) is the dependent variable, while the independent variables are social media promotion (X1), word of mouth (X2), and service quality (X3), and the mediating variable is trust (Z). The repurchase interest variable (Y) is reflected in the indicators of referential interest, transactional interest, exploration interest, and preferential interest, which are measured, including the independent variables, social media promotion, word of mouth, service quality, and the mediating variable trust. The social media promotion variable (X1) reflects indicators of context, communication, collaboration, and connection to consumers. The word of mouth variable (X2) reflects the promoting or recommending indicator. Furthermore, the service quality variable (X3) reflects indicators of reliability, responsiveness, and direct evidence of the products offered, both directly and indirectly. Lastly, the mediating variable of trust can be seen from integrity and competence.

Furthermore, the data analysis method used is Partial Least Square (PLS) with the help of the SmartPLS application. PLS itself is a powerful analysis method and is often said to be soft modeling because it eliminates the assumptions of OLS regression (Ghozali and Latan, 2014). There are two PLS methods, namely the outer model (measurement model) and the inner model (structural model). The outer model (measurement model) can be seen from several indicators, namely convergent validity, discriminant validity, and reliability—meanwhile, the inner model (structural model) from R-Square, Q-Square, and Effects size f.

4. Results and discussion

Results

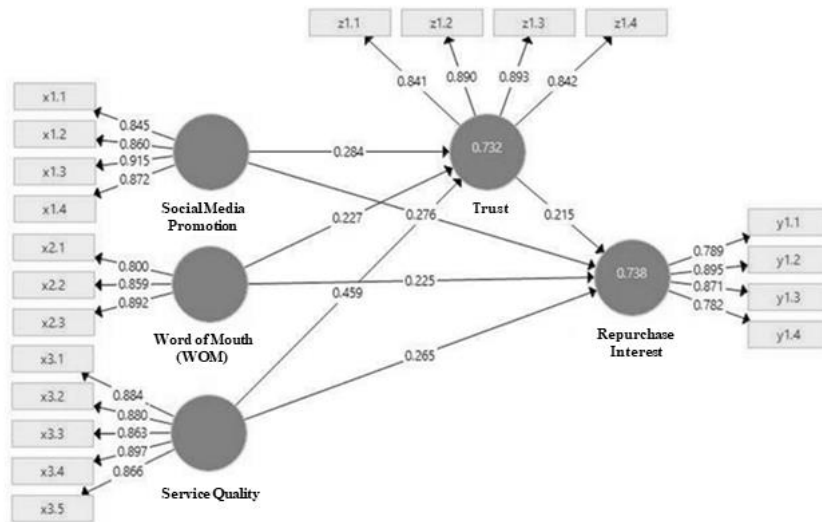


Figure 2. Outer model

Test validity convergent

In convergent validity testing, it can be said to be valid if the value is > 0.7 for each indicator factor loading for each variable (Ghozali and Latan, 2014). Figure 2. above shows that all factor loading values are > 0.7 , so it can be said that the validity of this research is met.

Table 1. Test validity discriminant

	Average Variances Extracted (AVE)	Information
Social media promotion	0.762	Valid
Word of mouth (WOM)	0.724	Valid
Service quality	0.771	Valid
Trust	0.752	Valid
Repurchase interest	0.699	Valid

The way to see the feasibility of discriminant validity testing is to look at the Average Variance Extract (AVE) value. If the AVE value is > 0.5 for each variable construct, it can be feasible or meet the requirements. Table 1. shows that each variable construct has a value > 0.5 , so all variables in this study are achievable, with the most significant value of 0.771 for the service quality variable.

Table 2. Composite reliability and Cronbach's alpha

	Composite reliability	Cronbach's alpha	Information
Social media promotion	0.928	0.896	Reliable
Word of mouth (WOM)	0.887	0.809	Reliable
Service quality	0.944	0.926	Reliable
Trust	0.924	0.890	Reliable
Repurchase interest	0.902	0.855	Reliable

Composite reliability and Cronbach's alpha testing are carried out to determine the level of reliability, which measures the consistency of the questionnaire, which is an indicator of the research variable or construct. According to Ghozali (2018), a variable can be said to be reliable if it has a Composite Reliability value > 0.7 and a Cronbach's alpha value > 0.6 . Based on Table 2, the values for Composite reliability and Cronbach's alpha are declared reliable. In contrast, the lowest values for Composite reliability and Cronbach's alpha are in the Word of Mouth variable, namely 0.887 and 0.809.

Table 3. Analysis multicollinearity (VIF)

	Trust	Repurchase interest
Social media promotion	2.,205	2.506
Word of mouth (WOM)	1.684	1.876
Service quality	2.363	3.147
Trust		3.727

This test aims to determine whether each independent variable has a relationship between the independent variables or not. VIF has a value criterion of < 1 , and then the variable does not correlate; if the value is 1-5, it has a moderate correlation, and if the value is > 5 , then the correlation is high. Table 3. above shows that the correlation value for each independent variable is between low and medium. So, it does not violate the multicollinearities assumption test. Namely, it must be < 5 .

Evaluation inner model

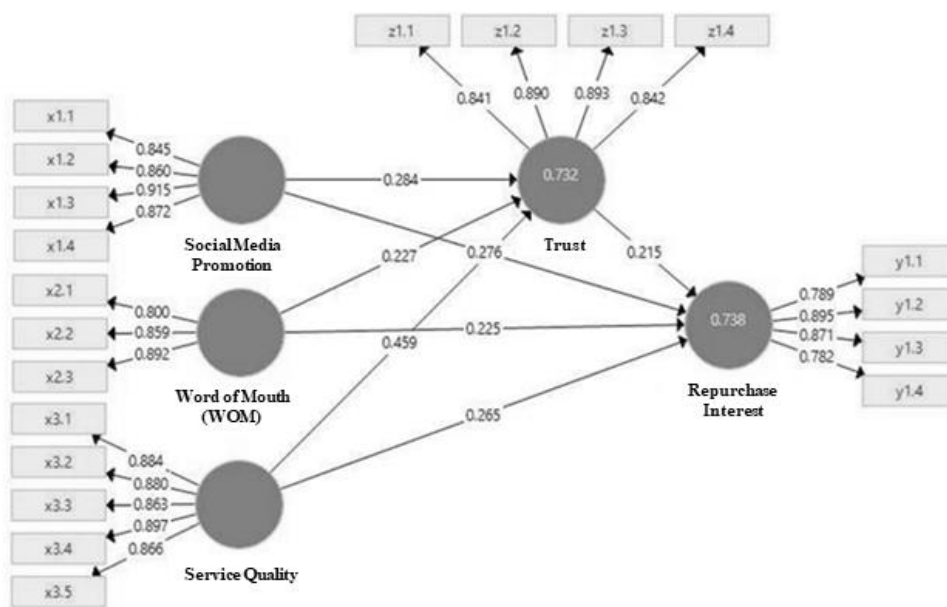


Figure 3. Inner model

As seen in Figure 3 above, this is the form of the inner research model. The inner model is a structural model for predicting causality between variable latent. Evaluation model use Coefficient determination (R²) and Effect size test (F-square).

Table 4. Coefficient determination (R²)

	R-square	R-square adjusted
Trust	0.732	0.728
Repurchase interest	0.738	0.733

The coefficient of determination (R²) test shows the model's ability to explain variations in the dependent variable. The correlation coefficient has several classifications, including 0 (no correlation), 0-0.49 (weak correlation), 0.50 (medium correlation), 0.51-0.99 (strong correlation), and 1.00 (perfect correlation) (Ghozali, 2018). Based on Table 4, it is explained that the independent variable can have an influence of 73.2% on the trust mediation variable. In contrast, the rest is explained by other variables which were not included in the research. On the other hand, the independent variable has a 73.8% influence on the dependent variable repurchase intention.

Table 5. Results test F-square

	Trust	Repurchase interest
Social media promotion	0.137	0.116
WOM	0.114	0.103
Service quality	0.332	0.086
Trust		0.047

Sarstedt et al. (2017) said that an F-square value of 0.02 has a negligible effect, 0.15 has a moderate effect, and 0.35 has a significant impact, while a value <0.02 can be considered to have no effect. Table 5 shows that most independent variables moderately influence both the mediating variable trust and the dependent variable repurchase interest. Only the independent variable, service quality, and the mediating variable, trust, have a strong influence.

Hypothesis testing

Table 6. Analysis direct effects

Hypothesis	Original sample (O)	Sample means (M)	Standard deviations (STDEV)	T-Statistics (O/STDEV)	P-Value
Social Media Promotion -> Repurchase Intention	0.276	0.273	0.082	3.360	0.001
Word of Mouth -> Repurchase Intention	0.225	0.232	0.066	3.435	0.001
Service Quality -> Repurchase Intention	0.265	0.259	0.094	2.838	0.005
Social Media Promotion -> Trust	0.284	0.289	0.075	3.804	0.000
Word of Mouth -> Trust	0.227	0.219	0.057	3.957	0.000
Service Quality -> Trust	0.459	0.464	0.074	6.205	0.000
Trust -> Repurchase Intention	0.215	0.220	0.091	2.358	0.019

Direct influence testing measures how strong or significant the independent variable is with the dependent variable directly without going through certain variables. There are two ways to find out: T-statistics values and P-value. From Table 6, it can be concluded that all independent variables significantly positively influence the dependent variable because they have T-statistic values ≥ 1.96 and P-value < 0.05.

Table 7. Analysis indirect effects

Hypothesis	Original sample (O)	Sample means (M)	Standard deviations (STDEV)	T-Statistics (O/STDEV)	P-Value
Social Media Promotion -> Trust -> Repurchase Intention	0.061	0.063	0.031	1.952	0.051
Word of Mouth -> Trust -> Repurchase Intention	0.049	0.047	0.023	2.147	0.032
Service Quality -> Trust -> Repurchase Intention	0.099	0.103	0.048	2.056	0.040

Different from the previous test, this analysis explains the influence of the independent variable on the dependent variable indirectly by involving mediating variables. In this study, the trust variable is used as a mediating variable to measure its indirect influence. The result is that the independent variable, social media promotion, which is mediated by trust, does not significantly impact customer repurchase intention. This is because the P-value is above 0.05, and the T-Statistics does not reach the minimum number of 1.96. Meanwhile, Word of Mouth (WOM) and service quality mediated by trust positively and significantly influence customer repurchase intention.

Discussion

This research has nine hypotheses, all of which are significant based on previous testing. In detail, six hypotheses directly test the independent variable's impact on the dependent variable repurchase intention. Three hypotheses indirectly test the independent variable's effect on the dependent repurchase intention with the mediating variable of trust. The explanation of each hypothesis will be summarized in 3 outlines below.

Social media promotion, word of mouth (WOM), and service quality significantly positively influence repurchase intention

The first hypothesis states that social media promotion positively affects repurchase intention. This hypothesis is accepted according to the results shown in Table 6. This means that the better the social media promotion by the coffee shop, the higher the repurchase intention of consumers who have purchased. These research results align with Jamil *et al.* (2022), who state that social media marketing activities significantly affect customer buying interest. This is because, with social media promotion, consumers find it easier to reach the latest information regarding the products and services offered to create a strong relationship between consumers and the brand (Ebrahim, 2020). This strong relationship begins the formation of customer loyalty, which impacts consumer repurchase intention.

The second hypothesis argues that word of mouth (WOM) positively affects repurchase intention. This hypothesis is also accepted, as shown in the results in Table 6. This means that improving WOM can increase consumers' intention to repurchase. The reason is that people tend to trust information from someone they know when getting explanations about certain brands or products they have purchased. They are looking for validation of the quality of the brand by asking people close to them. This makes WOM marketing very important in someone's intention to repurchase. This opinion is based on research from Ambasari and Hendrayati (2021), where WOM marketing performance significantly positively affects the intention to repurchase private label products.

The third hypothesis argues that service quality positively influences repurchase intention. This hypothesis is accepted as in the test results in Table 6. This indicates that better service quality will increase consumers' intention to repurchase the coffee shop brand. Consumers are very sensitive to the service quality provided, so as a result, they tend to have choices to repurchase in the future (Su *et al.*, 2016). The results of this research are also consistent with Prabowo *et al.* (2020), which states that service quality significantly affects repurchase intention, both directly and indirectly.

Social media promotion, word of mouth (WOM), and service quality have a significant positive influence on trust

Next, the fourth hypothesis states that social media promotion will positively affect consumer trust. The results of this hypothesis are accepted according to Table 6. This means that consumer trust in a coffee shop brand will continue to increase along with the better social media promotion they carry out. The results of this research align with Sohail *et al.* (2020), where the four elements of social media marketing in their research, namely brand community, entertainment, interaction, and customization, are useful in encouraging consumer trust in the brand. With social media platforms, customers can share their experiences, and the interactions between brands and consumers also become closer, increasing brand credibility.

The fifth hypothesis argues that word of mouth (WOM) positively affects trust. This hypothesis is accepted, which means that increasing the quality of WOM will also encourage consumer trust in the coffee shop brand. Someone unfamiliar with a particular product brand will ask the people around them about that brand. The better the reviews, ratings, and reviews provided, the more trusting consumers will be because they receive more convincing information (Nugroho *et al.*, 2022). The results of this research are the same as those obtained by Wu (2017), where WOM will be significantly positively related to brand trust.

The sixth hypothesis is that service quality has a positive effect on trust. Similar to the five previous hypotheses, this hypothesis is also accepted, as seen in Table 6. This means that good service quality will increase consumer trust. This is natural and makes sense because, with good service quality, consumers will feel comfortable and happy with the service, making them more confident in the products from that brand. The results of this research strengthen that there is a positive relationship between service quality and trust, as stated (Rasheed and Abadi, 2014).

Social media promotion, word of mouth (WOM), and service quality mediated by trust have a significant positive influence on repurchase intention

This is different from the previous seventh hypothesis, which stated that social media promotion with trust mediation has a significant positive influence on repurchase intention. This hypothesis is rejected, as seen in table 6 above. This means that social media promotion indirectly, mediated by trust, does not have a significant impact on customer repurchase intention. Finally, both the eighth and ninth hypotheses state that word of mouth (WOM) and service quality, separately mediated by trust, can positively affect repurchase intention. This means that WOM and service quality can influence repurchase intention indirectly by forming and strengthening consumer trust. The results of this research are also the same as those expressed by Prabowo *et al.* (2020), where service quality and WOM indirectly affect repurchase intention. This indicates building strong trust with consumers through a good image of WOM and improving service quality, which is very important for consumer purchases in the future.

5. Conclusion

The increasingly mushrooming development of the coffee shop business has encouraged owners to continue making several innovations. Several steps have been taken so consumers stay in the coffee shop brand. These steps include carrying out attractive social media promotions, making good use of word of mouth (WOM), and improving service quality so that consumers feel at home. This research reveals that these steps, namely social media promotion, WOM, and service quality, have a significant positive impact on consumer repurchase intention. Meanwhile, indirectly through trust mediation, social media promotion results are not significant on repurchase intention. Other results, namely WOM or service quality mediated by trust, significantly impact repurchase intention.

The results of this research have the implication that consumers do not only judge brands based on the quality of the products they produce. In deciding on repurchase intention, consumers also assess the social media promotion carried out, word of mouth with other consumers so that they get validation for their assessment, and the service quality the brand provides to consumers. Building a good WOM image and providing quality service will also increase consumer trust in the brand. This can indirectly have an impact on customer repurchase intention. Therefore, managers must pay more attention to these things so that consumers continue to choose their brands.

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