

THE ROLE OF ELECTRONIC WORD OF MOUTH ON CONSUMER SATISFACTION AND ITS IMPACT ON REUSING THE GOFOOD FOOD DELIVERY SERVICE APPLICATION IN MEDAN CITY

Muhammad Ferdiananda Chadafi¹, Nanda Nur Sofyana², Qisthy Rahmah Chairani³
Universitas Islam Kebangsaan Indonesia¹²³

ARTICLE INFO

Keywords:

electronic word of mouth,
Satisfaction,
Reuse

E-mail:

ferdianandach@gmail.com

ABSTRACT

This study aims to analyse the effect of electronic of mouth on the re-use of GoFood; a food delivery services with satisfaction variable as an intervening variable. The object of this research is GoFood user in Medan city. The sampling technique was carried out using an accidental sampling for 140 respondents, who use GoFood as their food delivery service. The method used is SEM PLS with WarpPLS 7.0 application. The result shows that the electronic word of mouth variable has a positive effect on consumer satisfaction, and the consumers want to re-use. This study also proves that the consumer satisfaction variable is a mediator in an electronic word of mouth and re-use in Gofood in Medan city.

Copyright © 2022 Economic Journal. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The development of technology especially information technology inevitably becomes a business target since it can be used to support all business activities. With a rapid advancement of internet, it creates a huge opportunity. For example, people can combine the internet with transport such as PT. Gojek Indonesia, a company established in 2022 facilitating an online application of private mode transportation.

Today, Gojek does not only focus on providing online transport services, but also becomes a huge platform offering online shopping and food delivery services. A food delivery service offered by GoFood gives convenience for consumers in terms of saving time and energy. Based on research that has been done, food delivery services have an impact on the behavior of Indonesian consumers. The presence of application of food delivery services such as GoFood and the other online food delivery phenomenon has influenced the development of trends such as food trends, creative businesses since the last few years.

According to the study from Nielsen Singapore (2019), a decision to use online application to buy fast food is about 2.6 times a week. Jayani (2019) also reveals a high demand for ordering food via online in Indonesia. Another research from Hastuti (2019) explains that GoFood is the most popular online platform of food delivery in Indonesia, where most respondents has more than two 2 similar applications and most industries examined are GrabFood, Berrry Kitchen, and Kulineran.

On the other hand, in Indonesia Gojek is not the sole player in this food-delivery-based business, there is Grab, a Singapore-based company that has the GrabFood line of business. Besides Grab, there are also a huge E-Commerce company that are also involved in food-delivery services from Singapore, namely Shopee. Their product which is ShopeeFood and many other similar companies that are ready to challenge the existence of Gojek in food delivery services.

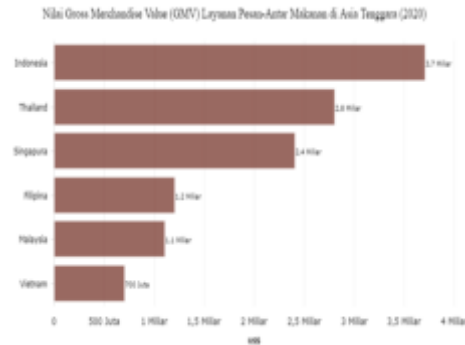


Figure 1 Gross Merchandise Value (GMV) of Food Delivery Services in Southeast Asia (2020)
Source: Momentum Works

A company engaged in venture building based in Singapore, Momentum Works (2020) explain that the Gross Merchandise Value (GMV) or the GMV value of the Indonesian food delivery industry reached US\$3.7 billion in 2020. This figure is the highest compared to the other Southeast Asian countries. This data shows that the market share of food delivery services in Indonesia is very large, so there will be many new competitors that will affect the food delivery service industry in Indonesia. Therefore, PT. Gojek must work hard by conducting various strategies such as electronic word of mouth strategy. According to Hasan (2018), electronic of mouth will establish a strong power brand to become market leaders, and it will drive to a high purchase.

Electronic word of mouth is a marketing strategy run by two or more than two people who exchange information based on the experience of using goods and services via face-to-face or electronic platforms (Kotler & Keller 2016). By doing electronic word of mouth, Gojek provides excellent services in order to maximize response from the user, so other Gojek users are expected to use the services because of the testimony in the application. Another study from Finanda & Arjuna (2019); Desak & Ketut (2018) explain that electronic word of mouth has a positive and significant impact on making decisions. Furthermore, Lavenia et al., (2018) reveal the fact that electronic word of mouth affects user satisfaction. Overall, this shows that the better the electronic word of mouth, the more consumer satisfaction formed by consumers' perception towards the experience of using the services.

Moreover, another issue regarding online service is pandemic and it is explained by katadata.co.id (2020). The association of online driver stated that demand for services fell by 50% due to the corona pandemic. In response to this, Gojek believes that there are two main factors. First, the company prioritizes the health and safety of all users including employees, driver partners, sellers on GoFood, and customers. Second, collaboration with the government and health authorities to play an active role in dealing with the COVID-19 crisis. The average decline occurred in the online motorcycle taxi sector, although the food delivery sector increased by around 10%. Currently, Grab is the ruler of the online transportation market in Indonesia compared to Gojek (an Indonesian-based). In Indonesia, Grab controls the market by 64 percent, while Gojek has to be satisfied with a market share only 35.5 percent.

Recently, since Indonesian people are very active on social media, the spread of information is mostly from various social media platforms. Therefore, the use of electronic word of mouth on social media greatly affects the sustainability of a company. When electronic word of mouth is positive, the company's image will be maintained, but on the other hand, if electronic word of mouth is negative, the company's image will also be negative. Based on the exposure and empirical study.

2. LITERATURE REVIEW

Electronic Word Of Mouth

EWOM communication through electronic media is able to make consumers not only get information about related products and services from people they know, but also from a group of people from different geographic areas who have experience with the product or service (Cheung & Lee, 2012). The spread of information through internet media is also known as electronic word of mouth (eWOM), word of mouth that takes place online is called eWOM (Schiffman and Kanuk, 2013). Therefore, it can be concluded that

electronic word of mouth is a form of willingness consumers to voluntarily tell and provide recommendation to others to buy or use a company's product through the internet.

Consumer Satisfaction

Consumer satisfaction is a crucial thing that is most expected by producers, so the satisfied consumers will definitely buy or use the product more than once. According to Tjiptono (2016) Satisfaction comes from the Latin "Satis" which means good enough, adequate and "Facio" which means to do or make.

Kotler (2016) explains satisfaction is a person's feelings of pleasure or disappointment resulting from comparing product performance or results with expectations. If the performance does not meet expectations, the results are not satisfying. Based on Kotler's opinion, it can be concluded that satisfaction is a feeling of satisfaction or disappointment from a consumer resulting from comparing product performance or results with expectations.

Reuse

Purchases can also be associated with reuse. Purchasing is an alternative that is most preferred by a consumer to buy a product or service based on various considerations. According to Mulyadi (2017), Purchasing is a series of actions in obtaining goods and services through exchange, which is intended for personal use or resale. Meanwhile, according to Solihin in Neni et al., (2017) explains that the repurchase is when the need for a product or service, customers will repurchase the same product or service, there is an emotional bond between customers and marketers. Based on those opinion, it can be concluded that repurchase refers to consumer activities towards products or services after using the products or services, so the desire to use them appears.

The Relationship between *Electronic Word of Mouth* and Consumer Satisfaction

Electronic word of mouth is an informal communication between a non-commercial speaker and a person receiving information regarding brands, products, companies or services. Positive electronic word of mouth occurs when consumers are satisfied with the products or services they use. Research conducted by Neni et al., (2017) reveals that electronic word of mouth affects consumer satisfaction. The better electronic word of mouth received, the higher the consumer satisfaction with the products used.

Furthermore, Lavenia et al., (2018) shows that electronic word of mouth has an effect on user satisfaction. The results of the same study were also found by Justika (2020) that electronic word of mouth has a significant impact on consumer satisfaction. It indicates that the better electronic word of mouth, the more user satisfaction will increase. Conversely, the lower level of electronic word of mouth, the lower the user satisfaction will be. Thus, the hypothesis in this study is:

H₁: *Electronic word of mouth* has a positive effect on customer satisfaction of service users on servicesGofood food delivery in Medan City

The Relationship of Electronic Word Of Mouth To Consumer Reuse

Electronic word of mouth is a form of willingness from consumers to voluntarily recommend to others to use a product or service via internet. Electronic word of mouth will stimulate consumers to repeat the purchase. Neni et al., (2017) explain that word of mouth significant has a positive effect on repurchase. Honorata (2014) also reveals that electronic word of mouth has an effect on repeat purchases. Another research that is in line is from Justika (2020), the research explains that electronic word of mouth has an effect on consumer repurchase. This indicates that the higher the word of mouth, the higher the repurchase action will occur. Therefore, the hypothesis in this study is:

H₂: *Electronic word of mouth* has a positive effect on reuse on Gofood food delivery services in Medan City

The Relationship of Consumer Satisfaction to Consumer Reuse

Consumer satisfaction is what producers expect, and satisfied consumers will definitely buy or use the product more than once. Research conducted by Neni et al., (2017) reveals that the level of satisfaction is one of the determinants of the repeat purchase. This indicates that the higher the customer satisfaction, the higher the repurchase action that occurs. Another research conducted by Wulandari & Marlana (2020) explains that customer satisfaction with Migo services, it is likely that consumers will repurchase the Migo e-Bike service. Tan & Brahmin (2019) shows that consumer satisfaction with repurchase intention has a positive effect. Consumers who have high repurchase intentions on product purchases because they are

The Role of Electronic Word of Mouth on Consumer Satisfaction and Its Impact on Reusing the GoFood Food Delivery Service Application in Medan City
Muhammad Ferdiananda Chadafi, et.al

satisfied with the provider, both for the product and the services provided due to a pleasant consumer experience. So, the hypothesis in this study is:

H₃: *Consumer Satisfaction* has a positive effect on reuse on Gofood food delivery services in Medan City

Consumer Satisfaction Mediates the Relationship of Electronic Word of Mouth to Repeat Purchases

Consumer satisfaction is a feeling appeared after comparing the results of a product or service to the expectations. If the results exceed expectations, then the person will be satisfied, but if the results are below expectations, then the person will not be satisfied. Many factors can affect customer satisfaction, so producers or company should do some research. A high satisfaction will influence consumers to repeat purchases. Research conducted by Syafaruddin et al., (2016) states that consumer trust mediates the relationship between electronic word of mouth and consumer repurchase. Furthermore, research conducted by Neni et al., (2017) explain that consumer satisfaction mediates the relationship between electronic word of mouth and consumer repurchase. Justika (2020) also reveals the same result that electronic word of mouth significantly influences the variable of repurchase intention through consumer satisfaction. Thus, the hypothesis in this study is:

H₄: Consumer Satisfaction mediates the relationship of *electronic word of mouth* to reuse on Gofood food delivery services in Medan City

3. METHOD

The location of this research is in Medan, and the object of this research is Gofood user. The population in this study are people in Medan who use Gofood- a food delivery service. According to Hair et al., (2010), The appropriate and ideal sample size in SEM analysis is 100 – 200, and the sample size is in the range of 5 – 10 times the number of parameters/indicators that exist in one research model. The number of indicators in this research model is 14 indicators, so based on this study, the number of samples can be 5-10 times the number of indicators in the model, this study takes a sample of 10 times the number of indicators (14 x 10) = 140 samples.

The sampling technique in this study was carried out by the accidental Sampling technique. Meanwhile, an accidental sampling is a sampling technique based on chance; researcher randomly choose participants to be a sample as long as suitable to be a data source (Sugiyono, 2013). Data analysis uses The Structural Equation Model (SEM) in the model and the tested hypotheses are examined using WarpPLS software version 7.0 statistical analysis tool. This study also uses multivariate statistical techniques using three variables, namely independent variables, mediating variables, and dependent variables. Based on the hypotheses that have been formulated, this research starts to measure the model (outer model), then evaluates the model structure (inner model). Next step is testing the hypotheses and mediation. The relationship between predictor variables (X) is electronic word of mouth, mediator (M) is consumer satisfaction and output (Y) is reuse the online application. These structural equations are formulated to express causality between various constructs. The formula developed is shown below:

$$\begin{aligned} KK &= P_1EWOM + e_1 \\ PU &= P_1EWOM + P_2KK + e_1 \end{aligned}$$

4. RESULT AND DISCUSSION

Confirmatory Factor Analysis (CFA) Measurement Model

Convergent validity is part of the measurement model (measurement model) which in SEM-PLS is usually referred to as the outer model while in covariance-based SEM called confirmatory factor analysis (CFA). There are two criteria to assess whether the outer model (measurement model) meets the requirements of convergent validity for the reflective construct, namely (1) loading must be above 0.7 and (2) significant p-value (<0.05). However, in some cases, loading requirements above 0.7 are often not met, especially for newly developed questionnaires. Therefore, a loading between 0.40 - 0.70 should still be considered to maintain or remove the reflective indicator (Sholihin and Ratmono 2013).

Table 1 Confirmatory Factor Analysis (CFA)

Variable	EWOM	KK	PU	P Value
EWOM1	(0.796)	0.135	-0.126	<0.001
EWOM2	(0.870)	0.157	-0.026	<0.001
EWOM3	(0.858)	-0.226	0.198	<0.001

The Role of Electronic Word of Mouth on Consumer Satisfaction and Its Impact on Reusing the GoFood Food Delivery Service Application in Medan City
Muhammad Ferdiananda Chadafi, et.al

EWOM4	(0.769)	0.016	-0.138	<0.001
EWOM5	(0.894)	-0.070	0.066	<0.001
KK1	-0.035	(0.877)	-0.031	<0.001
KK2	-0.017	(0.839)	-0.174	<0.001
KK3	0.038	(0.788)	-0.148	<0.001
KK4	-0.068	(0.805)	-0.127	<0.001
KK5	0.139	(0.501)	0.782	<0.001
PU1	-0.149	0.130	(0.775)	<0.001
PU2	-0.103	0.084	(0.843)	<0.001
PU3	0.069	-0.049	(0.718)	<0.001
PU4	0.226	-0.202	(0.674)	<0.001

It can be concluded that the variable indicators of electronic word of mouth, consumer satisfaction, and reuse in this study meet the evaluation criteria for the outer model (measurement model) because the entire loading value is above 0.5 and the p-value is <0.05.

Construct Reliability

Measurement of construct reliability test using Composite Reliability > 0.70, Cronbach's alpha > 0.60, Average Variance Extract > 0.50, and Full Collinearity VIF < 3.3. The results are attached in the following table:

Table 2 Construct Reliability

	EWOM	KK	PU
<i>Composite reliable.</i>	0.922	0.879	0.841
<i>Cronbach's Alpha</i>	0.894	0.823	0.746
<i>Avg. var. extract.</i>	0.703	0.599	0.571
<i>Full Collin. VIF</i>	1,282	2.158	2.035

1. The *composite reliability* value of electronic word of mouth (EWOM) is 0.922, consumer satisfaction (KK) is 0.879 and reuse (PU) is 0.841. It is known that all composite reliability values are above 0.7, which means that the variables in this study have met the reliability requirements based on the composite reliability measure.
2. *Cronbach's Alpha* from electronic word of mouth (EWOM) 0.894, consumer satisfaction (KK) is 0.823, and reuse (PU) is 0.746. It is known that all Cronbach's alpha values are above 0.6, which means that the variables in this study have met the reliability requirements based on the Cronbach's alpha size.
3. For validity testing with AVE, the recommended AVE value is 0.5. It is known that the AVE value of *electronic word of mouth (EWOM)* is 0.703, consumer satisfaction (KK) is 0.599, and reuse (PU) is 0.571. It is known that the four variables with an AVE value above 0.5 mean that they have met the validity requirements based on the AVE size.
4. For the Full Collinearity VIF test, the recommended value is < 3.3. It is known that the *Full Collinearity VIF* value of electronic word of mouth (EWOM) is 1.282, consumer satisfaction (KK) is 2.158, and reuse (PU) is 2.035. It is known that the four variables with the value of *Full Collinearity VIF* < 3.3, which means they have met the requirements based on the size of *Full Collinearity VIF*.

Model Fit Testing (Goodness of fit)

The next stage is to conduct a structural evaluation (inner model) which includes a model fit test (model fit), path coefficient, and R model fit. There are 3 test indices, namely average path coefficient (APC), average R-squared (ARS) and average variance factor. (AVIF) with APC and ARS criteria is accepted with the condition that p-value <0.05 and AVIF is smaller than 5 (Sholihin and Ratmono, 2013). The following are the output results of the fit indices model presented in the table.

Table 4 Goodness of fit

<i>Fit Indices</i>	<i>Index</i>	<i>p-value</i>	<i>Criteria</i>
APC	0.432	0.001	0.05
ARS	0.393	0.001	0.05
AVIF	1,299		< 5

The output results above explain that APC has an index of 0.432 with a p-value <0.001. Furthermore, ARS has an index of 0.393 with p - value < 0.001. Thus, the AVIF value that must be < 5 has been fulfilled because based on the data, the AVIF value is 1.299. Thus, the Goodness of fit in this study can be accepted.

Coefficient of Determination

The interpretation of R Square for each latent variable is the same as the interpretation of the regression, changes in the value of R Square can be used to assess the effect of the variable electronic word of mouth on the variables of satisfaction and reuse whether it has a substantive effect.

Table 5 Determination

Latent Variable	(EWOM) R Square
Satisfaction	0.235
Reuse	0.551

Table 4 shows the R2 value or the coefficient of determination on the endogenous construct of the consumer satisfaction variable having an R2 value of 0.235 which indicates that 23.5% of the variation in consumer satisfaction can be explained by electronic word of mouth. Furthermore, the value of R2 or the coefficient of determination of the reuse variable is R2 0.551 which indicates that 19.3% of the variation in reuse can be explained by electronic word of mouth and consumer satisfaction.

Structural Model Path Analysis (SEM WarpPLS)

To see how much influence the exogenous electronic word of mouth variable has on the endogenous variables of consumer satisfaction and reuse, it can be seen in Figure 1 below:

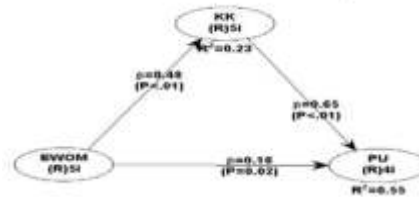


Figure 1. SEM Models PLS

Based on the model above, we can write the following equation:

$$\begin{aligned}
 KP &= P_1 0.485 + e_1 \\
 PU &= P_1 0.162 + P_2 0.651 + e_1
 \end{aligned}$$

So from this equation it can be explained that

1. Regression coefficient *electronic word of mouth* (X1) is positive (0.485) meaning it is increasing *electronic word of mouth* it will increase customer satisfaction.
2. Regression coefficient *electronic word of mouth* (X1) is positive (0.162), meaning that it is increasing *electronic word of mouth* the reuse will increase.
3. Regression coefficient consumer satisfaction (Z) is positive (0.485) meaning it is increasing consumer satisfaction the reuse will increase.

Result of Direct Effect (Direct Effect)

The following is a table of research results from the effect sizes that have been obtained based on data processing:

Table 4 Effect of Exogenous Variables on Endogenous Variables

Path Coefficients		
	EWOM	KK
KK	0.485	
PU	0.162	0.651
P-Values		
	EWOM	KK

KK	<0.001	
PU	0.025	<0.001

Based on the results of data analysis as shown in Table 4, it can be explained that:

1. Direct influence *electronic word of mouth* on consumer satisfaction with coefficients value of 0.485 and a significant value of 0.001 smaller than 0.05 which means a significant effect. So that H1 which states *electronic word of mouth* positive effect on customer satisfaction of service users on servicesGofood food delivery in Medan City is accepted.
2. Direct influence *electronic word of mouth* on reuse with coefficients value of 0.165 and a significant value of 0.025 which is smaller than 0.05 which means a significant effect. So that H2 which states *electronic word of mouth* positive effect on service reuse in servicesGofood food delivery in Medan City is accepted.
3. Direct influence consumer satisfaction on reuse with coefficients value of 0.651 and a significant value of 0.001 smaller than 0.05 which means a significant effect. So H3 which states customer satisfaction positive effect on service reuse in servicesGofood food delivery in Medan City is accepted.

Indirect Influence and Total Influence

Based on the tests conducted using the WarpPLS method, the results are shown in Table 5.10.

Table 5 Indirect and Total Effects

	EWOM	KK
<i>Indirect Effects</i>		
Repeat purchase	0.316	-
<i>p-value</i>	<0.001	-
<i>Total Effects</i>		
Consumer Satisfaction	0.485	-
Repeat purchase	0.477	0.651

Apart from the direct effect, in Table 5.11 it can also be seen that the indirect effect between exogenous variables on endogenous variables is the indirect effect of electronic word of mouth (EWOM) variable on reuse of 0.316. From Table 5 it is known that the total effect of electronic word of mouth (EWOM) on consumer satisfaction is 0.485. The total effect of electronic word of mouth (EWOM) on consumer satisfaction is 0.477. The total effect of electronic word of mouth (EWOM) on reuse is 0.651.

Result of Mediation Effect

An explanation of the relationship between predictor (X), mediator (M) and output (Y) variables is explained as follows: Consumer Satisfaction mediates the relationship between electronic word of mouth and reuse

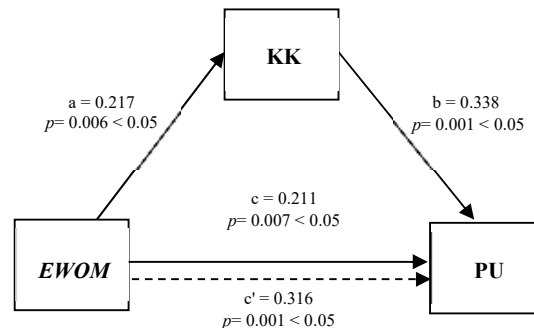


Figure 2 Mediation Test

Based on Figure 2 and Mediation Criteria (Baron and Kenny 1986) it can be concluded that the path coefficients (a, b, c and c') are significant, it can be concluded that there is a partial mediation relationship

or in other words accept H4 which states that consumer satisfaction variables mediate the relationship between electronic word of mouth and service reuse on servicesGofood food delivery in Medan City is accepted.

Discussion

The Effect of Electronic Word Of Mouth on Consumer Satisfaction

The results showed that the variable electronic word of mouth effect on consumer satisfaction on service reuse on servicesGofood food delivery in Medan City is accepted. With a positive value of coefficients, explaining that the better electronic word of mouth the higher the level of consumer satisfaction. This explains that when consumers are satisfied using Gojek's services, they will tend to share their experiences and recommend them to others.

The results of this study are in line with research conducted by Neni et al., (2017) it was found that electronic word of mouth had an effect on consumer satisfaction, the better the electronic word of mouth received, the higher the consumer satisfaction with the products used. Furthermore, research conducted by Lavenia et al., (2018) shows that electronic word of mouth has an effect on user satisfaction.

The Effect of Electronic Word Of Mouth on Reuse

The results showed that the variable electronic word of mouth affects service reuse on servicesGofood food delivery in Medan City is accepted. With a positive value of coefficients, explaining that the better electronic word of mouth the higher the consumer's desire to make repeat purchases. Electronic word of mouth is an independent source of information, in other words e-WOM is not related to the company so it is more trusted than other sources of information. Word of mouth communication that is done online has a role in influencing consumers before making a virtual purchase, so that e-WOM becomes one of one's considerations when deciding to make a repeat purchase.

The results of this study are in line with the research conducted in Neni et al., (2017) stated that word of mouth had a significant positive effect on repurchase action. Furthermore, research conducted by Honorata (2014) get the results that electronic word of mouth has an effect on repeat purchases.

The Effect of Consumer Satisfaction on Consumer Reuse

The results showed that the variable consumer satisfaction affects the reuse of Gofood food delivery services in the city of Medan. With a positive value of coefficients, it explains that the higher the customer satisfaction the higher the consumer's desire to make repeat purchases. Customer satisfaction has a positive effect on repeat purchases of Gojek service users, this explains that customer satisfaction provides a good basis for repurchasing and gives a positive response to what has been given by the company so that they are interested in consuming the company's products and create customer loyalty that forms word of mouth or recommendations to other people that will benefit the company.

This research is in line with research conducted by Neni et al., (2017) concluded that the level of satisfaction given is one of the determinants of repeat purchases. Next Research conducted by Neni et al., (2017) concluded that the level of satisfaction given is one of the determinants of repeat purchases. This indicates that the higher the customer satisfaction, the higher the repurchase action that occurs.

Consumer Satisfaction Mediates the Relationship of Electronic Word Of Mouth to Reuse

Based on the results of the study accept H6 which states that the variable consumer satisfaction mediates the relationship between electronic word of mouth and re-purchase of Gojek service users in the city of Medan. The path coefficients (a, b, c and c') are significant, it can be concluded that there is a partial mediation relationship. This means that the electronic word of mouth variable can directly influence repurchase without the customer satisfaction variable or even the consumer satisfaction variable. This shows that electronic word of mouth regarding Gojek services can make consumers make repeat purchases.

The results of this study are in line with research conducted by Syafaruddin et al., (2016) states that consumer trust mediates the relationship between electronic word of mouth and consumer repurchase. Furthermore, research conducted by Neni et al., (2017) states that consumer satisfaction mediates the relationship between electronic word of mouth and consumer repurchase. Justika (2020) electronic word of mouth significantly influences the variable of repurchase intention through consumer satisfaction.

5. CONCLUSION

Based on the results of the research and the discussion that has been described previously, it can be conveyed some conclusions as follows: This study concludes that the variable *electronic word of mouth* positive effect on consumer satisfaction on Gofood food delivery services in Medan City. This study concludes that the variable *electronic word of mouth* positive effect reuse on Gofood food delivery services in Medan City. This study concludes that the variable consumer satisfaction positive effect on reuse on Gofood food delivery services in Medan City. This study concludes that the variable consumer satisfaction mediates the relationship between electronic word of mouth and reuse on Gofood food delivery services in Medan City.

ACKNOWLEDGMENTS

My thanks go to the Ministry of Education, Culture, Research and Technology for funding this research, especially for PDDIKTI region XIII.

REFERENCES

- [1] Baron, Reuben M., and David A. Kenny. 1986. "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations." *Journal of Personality and Social Psychology*, 51.
- [2] Cheung, Christy M. K., and Matthew K. O. Lee. 2012. "What Drives Consumers to Spread Electronic Word of Mouth in Online Consumer-Opinion Platforms." *Decision Support Systems* 53(1):218-25. doi: 10.1016/j.dss.2012.01.015.
- [3] Hair et al., Joseph F. 2010. *Multivariate Data Analysis*.
- [4] Honorata, Ratnawati Dwi Putranti, and FX. Denny Pradana. 2014. "Electronic Word Of Mouth (E-Wom), Kepuasan Konsumen Dan Pengaruh Langsung Dan Tak Langsung Terhadap Minat Beli Konsumen (Studi Pada Mahasiswa Feb Untag Di Semarang)." *Business and Information Systems Engineering* 6(1):63-65. doi: 10.1007/s12599-013-0306-0.
- [5] Justika, Ulan. 2020. "Pengaruh Electronic Word Of Mouth Dan Persepsi Nilai Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Sebagai Variabel Intervening Pada Shopee (Studi Kasus Pada Pengguna Shopee Di Kec. Kramat Jati)." Sekolah Tinggi Ilmu Ekonomi Indonesia.
- [6] Kotler, Philip, and Kevin Lane Keller. 2016. *Manajemen Pemasaran, Edisi 13 Jilid 1 Dan 2, Alih Bahasa : Bob Sabran*. Jakarta: Erlangga.
- [7] Lavenia, Binti Clara, Mohammad Iqbal, and Ari Irawan. 2018. "Pengaruh Technology Acceptance Model (Tam) Dan Electronic Word Of Mouth (Ewom) Terhadap Kepuasan Pelanggan (Survei Pada Pelanggan Go-Jek Di Kota Kediri)." *Jurnal Administrasi Bisnis* 60(3):52-61.
- [8] Mulyadi. 2017. *Sistem Akuntansi. Edisi Keempat*. Jakarta: Salemba Empat.
- [9] Neni, Rambe, Choiril Maksum, and Moch Jasin. 2017. "Pengaruh Pelayanan, Citra Merek Dan Harga Terhadap Pembelian Ulang Melalui Kepuasan Pelanggan Dan Word Of Mouth." *Ekonomi Bisnis Dan Manajemen* 1(April):5-24.
- [10] Sholihin, Mahfud, and Dwi Ratmono. 2013. *Analisis SEM-PLS Dengan WarpPLS 3.0*. Yogyakarta: ANDI.
- [11] Sugiyono. 2013. "Buku - Sugiyono." P. 407 in *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*.
- [12] Syafaruddin, Suharyono, and Srikandi Kumadji. 2016. "Pengaruh Komunikasi Electronic Word Of Mouth Terhadap Kepercayaan (Trust) Dan Niat Beli (Purchase Intention) Serta Dampaknya Pada Keputusan Pembelian (Survey Pada Konsumen Online Shopping Zafertech.Com)." *Jurnal Bisnis Dan Manajemen* 3(1):65-72.
- [13] Tan, H., and K. M. R. Brahmana. 2019. "Pengaruh Perceived Value Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Pada Shopee."
- [14] Tjiptono, Fandy. 2016. *Strategi Pemasaran Edisi Tiga*. Yogyakarta: Penerbit Andi.
- [15] Wulandari, Septian, and Novi Marlana. 2020. "Pengaruh Kualitas Layanan Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Pengguna Transportasi Migo Di Surabaya." *Jurnal Pendidikan Tata Niaga (JPTN)* 8(2):791-97.