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The Effect of Brand Image and Trust on Repurchasing, Mediated by E-WOM, with Customer Loyalty as a Moderating Variable at Solong Coffee Banda Aceh

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Abstract
This study analyzes the influence of brand image and trust on repurchasing mediated by e-WOM with customer loyalty as a moderating variable. The research was conducted at Solong Coffee in Banda Aceh, with all customers constituting the population. A non-probability sampling technique was used, resulting in a sample size of 300 respondents. Data were analyzed using SEM AMOS software. The results of the H1 test indicate that brand image, trust, e-WOM, Customer Loyalty and Repurchasing in Solong Coffee customers are positively correlated. The H2 test was rejected, showing that brand image does not significantly affect e-WOM. The H3 test was accepted, demonstrating that trust significantly influences e-WOM. Tests H4, H5, and H6 were accepted, indicating that brand image, trust, and e-WOM each positively impact repurchasing behavior among Solong Coffee customers in Banda Aceh. The mediation hypothesis test revealed that H7 was rejected, meaning e-WOM does not mediate the relationship between brand image and repurchasing. However, H8 was accepted, confirming that e-WOM mediates the relationship between trust and repurchasing. The moderation test showed that customer loyalty moderates the effects of brand image and trust on repurchasing. This research offers managerial implications for Solong Coffee management to enhance trust-based marketing strategies, strengthen brand image, and promote positive interactions through e-WOM, while maintaining customer loyalty as a critical factor in increasing repurchasing rates.

Keyword: Brand Image, Trust, E-Wom, Customer Loyalty, Repurchasing

Introduction

Competition in the cafe industry in Banda Aceh has increased rapidly in recent years. According to data from the Banda Aceh City Tourism Office, the number of coffee shops increased from 230 units in 2017 to 303 units in 2024. Changes in people's lifestyles that have made coffee a social space, a place to gather, discuss, and even work, have made consumers more selective in making choices based on product quality, service, atmosphere, and the overall experience. Solong Coffee, a legendary coffee shop founded in 1974, has a strong history and identity of authentic Acehnese coffee flavors. However, the emergence of modern cafes with attractive space concepts, menu innovations, and more aggressive digital marketing strategies presents new challenges for Solong Coffee in maintaining its competitiveness.

The increasingly competitive market dynamics require Solong Coffee to strengthen its customer retention strategy by increasing repeat purchases (repurchasing). Repurchasing is an important indicator of business sustainability because it reflects customer satisfaction, loyalty, and trust in a brand. In the context of cafe competition, factors such as taste quality, service, comfort of the place, price, customer loyalty, brand image, e-WOM, and trust are the main determinants that influence customers' decisions to repurchase. Solong Coffee's ability to optimize these factors, coupled with its reputation as a legendary cafe, is key to maintaining its competitive position in the Banda Aceh coffee market.

The results of an initial survey of 30 customers showed that Solong Coffee's repurchasing rate remains in the poor category with an average score of 3.33. Several key indicators, such as service (3.03), convenience (3.10), and taste quality (3.33), also received low ratings. At the same time, the development of the cafe industry demands the use of digital strategies, particularly through e-WOM. However, the initial survey showed that Solong Coffee's e-WOM customers are in the poor category with an average of only 1.95, indicating a lack of reviews, recommendations, or online interaction from customers.

Additionally, two important variables that influence repurchasing behavior are brand image and trust. The initial survey showed that Solong Coffee's brand image was in the good category (3.98), as was trust, with an average of 3.79. However, several indicators still received below-average ratings, indicating inconsistencies in the customer experience that could potentially influence repeat purchase decisions.

Several previous studies have shown inconsistent results regarding the influence of image, e-WOM, and trust on repurchasing. Several studies found that e-WOM does not always have a significant effect and can even have a negative impact on repurchasing. Similarly, brand image in several studies did not show a strong influence on repurchase decisions. These inconsistent empirical findings indicate a research gap that is important for further study, especially in the context of local cafes with unique characteristics, consumption culture, and customer bases such as Solong Coffee.

Based on market phenomena, initial survey results, and inconsistencies in previous empirical findings, this research is important to conduct. This research aims to analyze the influence of brand image and trust on repurchasing mediated by e-WOM among Solong Coffee customers in Banda Aceh. The research results are expected to provide theoretical contributions to the development of consumer behavior studies in the cafe industry, as well as provide practical recommendations for Solong Coffee in improving service quality, strengthening digital strategies, and maintaining customer loyalty amidst increasingly fierce industry competition.

Literature Review

Repurchasing

The concept of repurchasing has been widely discussed in consumer behavior and marketing literature. According to (Bo et al., 2023), repurchasing is a customer decision-making process that begins with information seeking from various sources, such as online reviews, advertisements, and recommendations. Consumers then evaluate alternatives based on specific attributes before making a decision. Contradictory online reviews can increase perceived risk and inhibit purchase intentions, while positive reviews encourage trust. Furthermore, (Chen et al., 2022) emphasize that repurchasing is the result of a rational evaluation of the information consumers receive. This process includes searching, comparing, and selecting alternatives based on price, quality, features, and benefits. Thus, purchasing decisions are the result of careful consideration, not an impulsive action.

According to (Kotler & Armstrong, 2018), repurchasing is a fundamental part of consumer behavior, namely how individuals select, purchase, and use products to meet their needs. Purchasing decisions are influenced by motivation, perception, and emotional and social factors, and are guided by consumers' efforts to find the product that best suits their preferences. Meanwhile, (Wulandari & Mulyanto, 2024) explain that repurchasing involves stages starting from problem recognition, information search, alternative evaluation, and decision-making. Each stage is influenced by factors such as perceptions of quality, price, and brand. This process involves a comprehensive analysis so that consumers can obtain maximum benefits from their purchasing decisions. (Wardhana, 2024) adds that the process includes comparing options and selecting based on comprehensive considerations.

From this explanation, it can be concluded that repurchasing is the result of a systematic evaluation of needs, available information, and product alternatives, where risk perception, trust, and online information play an important role. Repurchasing measurement can be carried out using indicators as stated by (Bo et al., 2023) namely: (a), product quality; (b) service; (c) comfort of place; (d) price suitability; (e) evaluation; and (f) experience. The selection of these indicators is considered relevant to the research model being built, because it covers various aspects that influence how consumers make repurchases.

EWOM

e-WOM is a form of word-of-mouth marketing communication that occurs in the digital environment, where consumers share information, opinions, and experiences about products or services through various internet platforms (Kotler & Armstrong, 2018). This form of communication can occur through websites, social media, blogs, forums, digital applications, and e-commerce platforms, thus reaching a wider audience quickly.

According to (Yan et al., 2018), e-WOM is one of the most frequently used information sources by consumers to evaluate and recommend products. Service providers now actively encourage customers to provide online reviews, as they are considered effective in influencing potential customers. Technological developments have also expanded the interaction space between consumers and companies, enabling a more open and real-time exchange of opinions (Cahyaningrum & Hartini, 2023).

Online statements from customers or potential customers, which can be positive or negative and are publicly accessible via the internet, are known as e-WOM in the context of consumer behavior (Park et al., 2007). This communication channel is considered more credible and authentic than traditional marketing, because the information comes directly from the actual experiences of users (Jalilvand & Samiei, 2012).

E-WOM has been shown to be significant in shaping brand perception, consumer confidence, and purchase intention, according to findings from various studies. Its influence is bidirectional: positive reviews enhance brand image and purchase intention, while negative reviews damage perception and inhibit purchase intention (Hamdani & Maulani, 2018); (Prasetio et al., 2024). Furthermore, e-WOM is a determining factor in the consumer decision-making process, serving to minimize risk and provide an initial overview of the experience before the transaction (Santy & Andriani, 2023).

Overall, e-WOM is a key element in modern digital marketing because it has a wide reach, is easily accessible, and greatly influences consumer perceptions and repurchasing. Therefore, companies need to actively monitor and manage e-WOM to maintain their reputation, increase customer trust, and strengthen competitiveness in the digital market. According to (Jalilvand & Samiei, 2012), e-WOM can be measured using the following indicators: a) Reading other consumers' online reviews; b) Gathering information from consumer product reviews on the internet; c) Consulting online; d) Feelings of worry if someone does not read online reviews before purchasing; e) Increased self-confidence after reading online reviews.

Brand Image

Brand image is the impression/perception engraved in the minds of customers about a brand, resulting from their interpretation of the information they receive, such as advertisements, promotions, personal experiences, consumer reviews, and visual identities such as logos and product designs (Kotler et al., 2022). A positive brand can increase trust, provide a sense of security, and encourage repurchasing, while a negative brand can decrease consumer interest in making purchases.

According to (Peter & Olson, 2020), brand image reflects consumer perceptions and preferences, which are composed of various brand associations in their memory. Similarly, (Chinomona, 2016) explains that brand image is an accumulation of associations that give rise to certain meanings about a brand, which emerge in the form of images, emotions, or thoughts when consumers recall the brand. These associations can be formed through symbols, logos, or visual representations of the company that not only differentiate it from competitors but also reflect the company's quality and values (Kotler et al., 2022).

More than just a name or symbol, a brand is a core element in a company's relationship with its consumers. (Kotler & Armstrong, 2018) state that a brand represents consumers' perceptions and feelings about a product and its performance. Through a brand, a company can convey identity, quality, value, and the promise of an experience to consumers, thereby creating an emotional bond and increasing trust.

Many research results confirm that a strong brand image plays an important role in increasing loyalty, strengthening purchase intentions, and encouraging repurchasing. With a positive brand image, companies can maintain lasting consumer relationships and secure a strong competitive position amidst intense market competition. According to (Kotler & Keller, 2018) a brand can be measured using the following indicators: a) professional; b) modern; c) serving people from various circles; d) customer orientation; e) popularity

Trust

Trust is a fundamental element in the relationship between a company and its customers. (Kotler et al., 2022) describe trust as a customer's willingness to rely on a company, arising from confidence in the company's capabilities and honesty. Trust emphasizes not only honesty but also the company's ability to meet customer needs and expectations. In the context of online transactions, (Silvi & Prabandari, 2024) emphasize that trust is built through three main components: capability, integrity, and benevolence.

(Tabrani et al., 2018) divides trust into two important aspects: credibility and benevolence. Credibility relates to customers' confidence that a company is capable of fulfilling its promises, thus creating a rational basis for business relationships. Meanwhile, benevolence reflects customers' emotional belief that a company has good intentions, is oriented towards customer interests, and is not solely focused on profit. The synergy between credibility and benevolence strengthens the quality of relationships and fosters deeper engagement.

According to (Hsu et al., 2014), trust also includes the belief that a company possesses attributes such as security, reliability, promise keeping, and a commitment to the customer's best interests. Thus, trust is formed through positive experiences, consistency of company behavior, integrity, and genuine concern for customers.

Overall, it can be concluded that trust is an important foundation for increasing loyalty, strengthening brand image, and supporting business sustainability. Companies that are able to build and maintain trust tend to have more stable long-term relationships with customers. To measure customer trust at Solong Kafe Banda Aceh, the indicators described by (Hsu et al., 2014), were used: secure, reliable, trustworthy, keep promises, commitments, and keep customers' best interests in mind.

Customer Loyalty

A customer's ongoing commitment to consistently use a company's products or services, despite being faced with other options in the market, is at the heart of customer loyalty. (Mirosa & Fajarwati, 2023) defines loyalty as a form of commitment and fidelity seen in the act of repurchasing and recommending a product, driven by an emotional attachment built through consistent positive experiences. This concept of loyalty is not only based on actions, but also involves an emotional dimension that indicates a deeper connection with the brand.

According to (Wirtz & Lovelock, 2023), loyalty is a consumer's willingness to make repeat purchases on an ongoing basis and voluntarily recommend a product to others. Several key factors influence this, including satisfaction, trust, emotional attachment, perceived value, and convenience. Ultimately, loyalty emerges as the result of a long-term, mutually beneficial relationship between a company and its customer base.

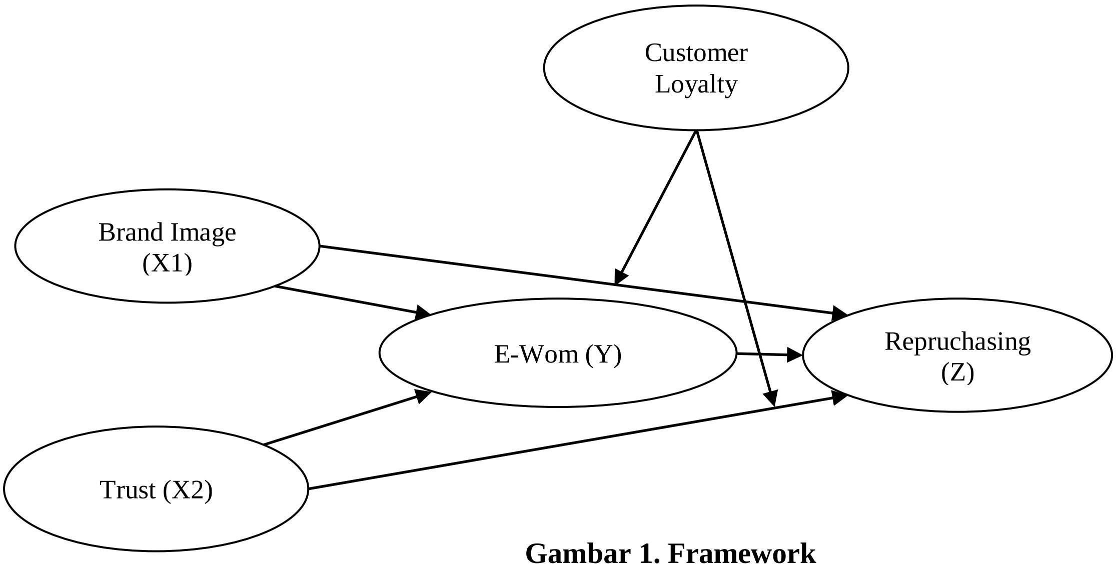
According to (Kotler et al., 2022), customer loyalty is the tendency to make repeat purchases due to a strong commitment to a brand. Loyalty is formed through positive experiences, consistent service quality, unique brand values, and emotional bonds that lead customers to continue choosing a brand even when cheaper or more attractive options are available. This makes loyalty a strategic asset for companies in creating long-term competitive advantage.

(Yunus et al., 2024) emphasize loyalty as a long-term customer commitment, while (Raniya et al., 2023) view loyalty as an attitude of supporting a brand through repeat purchases, providing feedback, and a desire to promote the product. Loyalty in this context is not only consumptive, but also participatory, as customers feel involved in the development of the brand.

(Griffin, 2005) explains that loyalty can be observed through behaviors such as regular purchases, cross-product purchases, positive recommendations, and customers' reluctance to switch to competing brands. Loyal customers remain loyal despite attractive offers from competitors, indicating a strong attachment both rationally and emotionally.

Overall, customer loyalty is a long-term commitment influenced by satisfaction, trust, perceived value, and emotional bonds. A positive and consistent customer experience, quality service, and the company's ability to build emotional connections and provide added value are key factors in creating lasting loyalty. Strong loyalty not only increases customer retention but also strengthens brand position and drives sustainable business performance. (Mirosa & Fajarwati, 2023) state that measuring customer loyalty can be done using the following indicators: a) consumer satisfaction; b) positive emotions; c) emotional attachment; d) engagement; e) post-purchase satisfaction; f) recommendations; and social attachment

Framework



Gambar 1. Framework

Research methods

This research was conducted at several coffee shop locations operating under the Solong Coffee brand, a local coffee brand with a strong reputation in Banda Aceh and its surroundings. The locations that were the object of the research included Solong Coffee Ulee Kareng, Solong Premium Coffee, Solong Coffee Lamnyong, Solong Coffee Pango, Solong Coffee Mini, Solong Coffee Gallery & Roastery, and Solong Coffee Keudah (JP). These shops are known as the main destination for coffee lovers who prioritize the authentic taste of Acehnese coffee. The object of this research focuses on several important variables in marketing, namely Brand Image, Trust, E-WOM, Customer Loyalty, and Customer Repurchasing.

Solong Coffee customers are categorized as an infinite population because their numbers constantly change over time and cannot be counted precisely. This occurs because the cafe business is open to anyone, without a fixed customer registration system. Thus, it is impossible to determine the exact number of customers who come to Solong Coffee in a certain period. In determining the required sample size, this research refers to (Sugiyono, 2017) where Based on literature recommendations that the sample size should be 5 to 10 times the number of indicators, this study sets a minimum sample target of 300 respondents (10 × 30 = 300) because there are 30 indicators. This number is crucial to ensure the collected data is strong enough and valid for SEM analysis. With a sufficient sample size, the research can produce more accurate conclusions regarding the relationship between the variables studied. Data were collected through an online questionnaire linked at the link https://bit.ly/Riset-Farhan_S.

Results and Discussion

Descriptive Testing

The results of the descriptive testing are as shown in Table 1 below:

Table 1. Descriptive Testing

		Test Value = 3.41					
	Average	t	df	Sig. (2-tailed)	MD	95% CI of the Difference	
						Lower	Upper
Repurchasing	3.31	95.719	292	.000	20.45348	20.0329	20.8740
e-Wom	3.35	81.474	292	.000	16.15997	15.7696	16.5503
Brand Image	3.97	90.143	292	.000	17.52515	17.1425	17.9078
Trust	3.78	95.744	292	.000	21.03710	20.6047	21.4695
Customer Loyalty	3.44	123.448	292	.000	28.08829	27.6405	28.5361

The analysis of respondents' perceptions yielded a sig. (2-tailed) value below 0.05 for each variable. This achievement demonstrates the effectiveness of the function of all variables in the study at Solong Coffee Banda Aceh. These results also validate the acceptance of the alternative hypothesis (Ha1) and the rejection of the null hypothesis (H01) in the testing of hypothesis 1.

Direct Effect

The results of the direct hypothesis are as shown in Figure 2 below

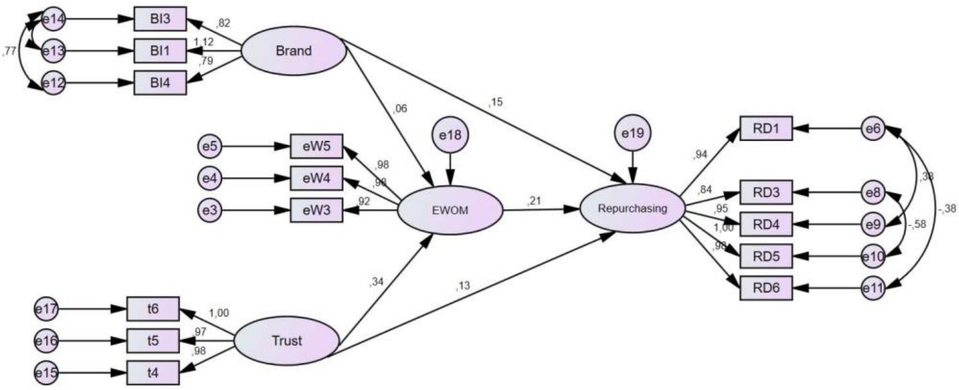


Figure 2 Full SEM Model

A comprehensive model test yielded analytical findings regarding the direct hypotheses, which are presented in the table below.

Table 2. Direct test results

Endogen		Exogenous	E Std	E Ustd	S.E.	C.R.	P
EWOM	<---	Brand	.060	.094	.072	1.296	.195
EWOM	<---	Trust	.344	.447	.073	6.149	***
PurchDecs	<---	EWOM	.212	.197	.056	3.523	***
PurchDecs	<---	Brand	.148	.217	.073	2.981	.003
PurchDecs	<---	Trust	.131	.158	.071	2.215	.027

H2: The Effect of Brand Image on e-Wom

The test results above prove that H2 is rejected, where brand image is unable to influence the increase in e-Wom Solong Coffee in Banda Aceh. This can be seen through the C.R value: 1.296 <1.96 and p of: 0.195> 0.05, which indicates that the relationship between brand image and positive online information dissemination behavior has not been firmly established among Solong Coffee customers in Banda Aceh.

These findings suggest that even though Solong Coffee has a well-known brand in Banda Aceh, this positive perception has not effectively encouraged customers to share their positive experiences through social media or digital platforms. In other words, Solong Coffee's brand image is not yet strong enough to create emotional drive or digital loyalty that leads to e-WOM activities. Other factors such as service experience, product quality, cafe atmosphere, and customer interaction with Solong Coffee's digital media are likely more dominant in influencing customers' willingness to recommend or write online reviews.

This failure to have a significant influence could also be caused by the characteristics of local customers who still tend to convey opinions verbally (traditional word of mouth) rather than through digital platforms, or because Solong Coffee's digital marketing activities are not yet optimal in encouraging customer engagement and participation online.

H3: The Effect of Trust on e-Wom

From the test table above, it can be seen that trust can influence the increase in e-WOM Solong Coffee in Banda Aceh. This is seen through the C.R value: 6.149>1.96 and P: 0.000<0.05. This finding indicates the acceptance of hypothesis 3, which means Ha3 is accepted and H03 is rejected. Therefore, it can be concluded that increasing consumer trust in Solong Coffee will increase the likelihood of them spreading positive information online.

The estimated value of 0.344 means that every increase in customer trust can increase e-WOM by 34.4%, which means that trust has a fairly strong influence on customers' online communication behavior. This illustrates that customers who have high confidence in the product quality, honesty, and consistency of Solong Coffee's service will tend to share their positive experiences through various digital platforms. Trust is an important foundation in creating emotional relationships and psychological attachments for customers with the brand, which ultimately encourages them to act as voluntary brand "promoters" in cyberspace.

This finding aligns with customer trust theory, which states that trust can strengthen positive perceptions and increase a person's likelihood of recommending the product to others (Kotler et al., 2022). In the context of Solong Coffee, this high level of trust can be achieved through the consistent, distinctive coffee flavor, the brand's long-standing reputation in Aceh, and consistent customer experience over time.

H4: The Effect of Brand Image on Solong Coffee Customer Repurchasing

There is a significant influence of brand image on customer repeat purchases at Solong Coffee Banda Aceh, as seen from the results of the fourth hypothesis test. Statistical evidence shows a C.R. value (2.981 > 1.96) and p: (0.003 < 0.05), which validates the acceptance of Ha4 and the rejection of H04. This implies that a positive brand image can increase the tendency of customers to make repeat purchases. This finding is in line with a previous study conducted by (Lien et al., 2015), (Han et al., 2018), (Piriyakul et al., 2024).

The estimated value of 0.148 indicates that brand image contributes 14.8% in influencing customer repurchases. This figure indicates that a positive perception of the Solong Coffee brand, whether in terms of reputation, product quality, atmosphere, or service, can be a strong driving factor in determining consumer repurchases. Customers who have a positive perception of the brand will generally feel more confident and satisfied in choosing the product over its competitors.

In an effort to increase repurchasing of Solong Coffee through brand image, it is important for Solong Coffee managers to continue to strengthen brand storytelling elements that highlight the uniqueness of Aceh coffee and the history of Solong Coffee to increase brand association. In addition, Solong Coffee managers must ensure consistent product and service quality because direct experience strengthens the image. Solong Coffee managers in Banda Aceh must also increase digital visibility that is consistent with the brand identity so that positive perceptions can reach a wider range of potential customers.

H5: The Effect of Trust on Solong Coffee Customer Repurchasing

The results of the test of the influence of trust on repurchasing of Solong Coffee customers in Banda Aceh obtained a CR value of 2.215 and a probability of 0.027. This figure proves that the test of hypothesis 5 is accepted where Ha5 is accepted and H05 is rejected. This result is in line with the results of research conducted by (Raniya et al., 2023), (Handoyo, 2024), (Dash et al., 2025) where they also proved similar research results to this research.

At Solong Coffee, the significant role of trust in increasing customer repurchases is 0.131, which means that increasing customer trust in Solong Coffee in Banda Aceh will increase repurchases by 13.1%. Furthermore, Solong Coffee's consistency as an icon of local Acehnese coffee contributes to the perception of credibility and pride that strengthen customer loyalty to the brand. Customer trust is built through consistent positive experiences, transparency, and brand integrity in fulfilling promises to consumers (Dash et al., 2025). In the context of Solong Coffee, customers who trust the quality of the coffee's taste, the cleanliness of the place, and the professionalism of the employees will feel safe in making repurchases.

Based on these findings, Solong Coffee is advised to continue strengthening the factors that build customer trust. First, increasing transparency and openness regarding raw material sources, coffee-making processes, and hygiene standards can strengthen the brand's perception of honesty and professionalism. Second, ensuring consistent product and service quality across all branches ensures customers have the same experience every time they visit. Third, strengthening its digital presence through active engagement on social media, responding quickly to customer reviews, and testimonial-based promotions can foster online trust. Fourth, developing customer loyalty programs such as membership cards, special discounts, or community events involving existing customers can create emotional bonds that deepen trust in the brand. In this way, Solong Coffee can maintain its reputation as a credible and beloved local cafe among the people of Banda Aceh, while simultaneously increasing repurchases sustainably.

H6: The Effect of e-WOM on Solong Coffee Customer Repurchasing

The results of testing hypothesis 6, namely the influence of e-Wom on Repurchasing of Solong Coffee customers in Banda Aceh, obtained a C.R value of: 3.523>1.96 and a probability value of: 0.000<0.05. This value proves that e-Wom has a positive and significant impact on increasing Repurchasing by Solong Coffee customers in Banda Aceh or it can be interpreted that Ha6 is accepted and H06 is rejected.

These results confirm that digitally distributed reviews and recommendations play a vital role in creating positive perceptions and influencing customer purchasing behavior. These findings corroborate previous research by (Slamet & Albab, 2023), (Handoyo, 2024), (Prasetio et al., 2024) and reject the results of research conducted by (Santy & Andriani, 2023) and (Ela, 2024) which stated that e-WOM does not have a significant influence on repurchasing due to low levels of trust in online information sources or the quality of reviews that are considered non-objective.

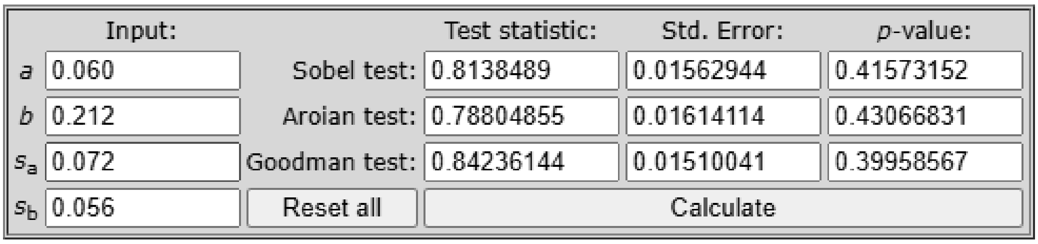
The significant role of e-WOM in increasing customer repurchasing is 0.212, indicating that improving the quality of online communication and recommendations about Solong Coffee can increase customer repurchasing by 21.2%. This indicates that customers tend to trust and be more influenced by information from other users who they perceive to have real experience with the product or service. Therefore, e-WOM functions as an indirect marketing medium that can expand the reach of a brand's influence without requiring large promotional costs.

Based on these findings, Solong Coffee is advised to optimize its digital marketing strategy through more effective e-WOM management. This effort can be achieved by encouraging customers to leave positive reviews, building active interactions on social media, and improving service quality to create a customer experience worthy of voluntary recommendations. Furthermore, Solong Coffee management can utilize local influencers or loyal customers as brand advocates to strengthen the credibility of online reviews. With this strategy, the company can not only maintain a positive image in the digital world but also strengthen purchase intentions and customer loyalty on an ongoing basis.

Indirect Effect

H7: The Effect of Brand Image on Solong Coffee Customer Repurchasing in Banda Aceh Through e-Wom

The results of validation of hypothesis 7 using the Sobel calculator are shown in Figure 3 below.



Input:			Test statistic:	Std. Error:	*p*-value:
a	0.060	Sobel test:	0.8138489	0.01562944	0.41573152
b	0.212	Aroian test:	0.78804855	0.01614114	0.43066831
s_a	0.072	Goodman test:	0.84236144	0.01510041	0.39958567
s_b	0.056	Reset all	Calculate		

Figure 3 Results of Sobel Analysis of Hypothesis 7

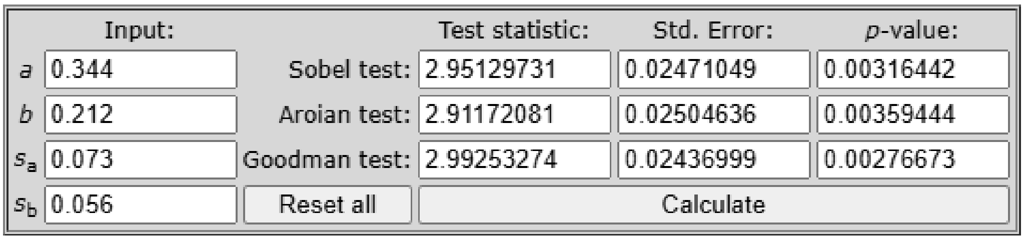
The results of testing hypothesis 7 regarding the influence of brand image on repeat purchases at Solong Coffee Banda Aceh, mediated by e-WOM, show that the t-statistic value is 0.813 (smaller than 1.96) and the P value is 0.415 (greater than 0.05). This finding implies the rejection of hypothesis 7 (Ha7 is rejected and H07 is accepted). This proves that e-WOM does not function as a mediator of the influence of brand image on customer repurchasing at Solong Coffee Banda Aceh. This means that even though the Solong Coffee brand image is well known or positive in the eyes of customers, it does not significantly encourage an increase in repurchasing through the e-WOM mechanism.

These findings indicate that Solong Coffee customers tend to repurchase directly based on personal experience or product preferences, rather than the influence of online reviews or recommendations related to brand image. In other words, a strong brand image does not necessarily automatically encourage the formation of positive e-WOM that leads to repurchasing. Other factors such as trust, product quality, and consistent service experiences may play a more dominant role in encouraging customers to make purchases or provide online reviews.

Based on these results, Solong Coffee needs to strengthen its integration strategy between brand image management and e-WOM activities. A strong brand needs to be accompanied by an effective digital communication strategy so that positive customer perceptions can be channeled through reviews, comments, or recommendations on social media. Management can consider encouraging customers to share positive experiences online, providing loyalty or reward programs for active customers on social media, and strengthening engagement through authentic and interactive digital content. In this way, the brand image is not only recognized offline but can also be strengthened through a positive viral effect in the digital realm, which ultimately can increase customer repurchases sustainably.

H8: The Effect of Trust on Solong Coffee Customer Repurchasing in Banda Aceh Through e-WOM

Figure 4 shows the results of testing hypothesis 8 analyzed using the Sobel calculator.



Input:			Test statistic:	Std. Error:	p-value:
a	0.344	Sobel test:	2.95129731	0.02471049	0.00316442
b	0.212	Aroian test:	2.91172081	0.02504636	0.00359444
s_a	0.073	Goodman test:	2.99253274	0.02436999	0.00276673
s_b	0.056	Reset all	Calculate		

Figure 4. Results of Sobel Analysis of Hypothesis 8.

The Sobel test yielded a t-statistic of 2.95 (> 1.96) and a P-value of 0.003 (< 0.05). These data demonstrate the acceptance of hypothesis 8 (Ha8 is accepted, H08 is rejected). The significance calculation results for path C' were then used to construct a visualization chart of all paths (A, B, C, and C') as shown in the following figure.

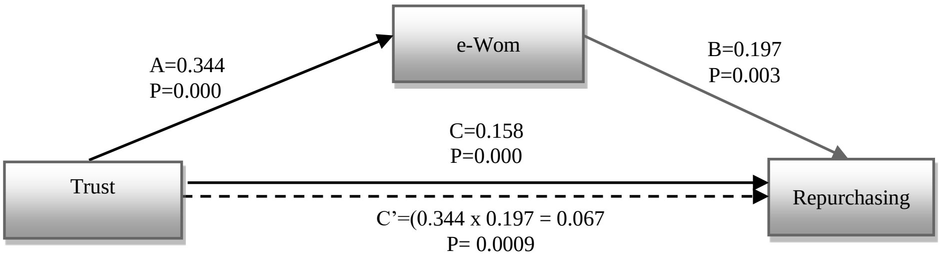


Figure 5. Diagram of the Mediation Effect of Hypothesis 8

The findings from the test indicate that e-WOM partially mediates the influence of trust on customer repurchases at Solong Coffee. The chart shows that the contribution of e-WOM in this mediation is 0.067. This means that with e-WOM, the influence of trust on customer repurchases at Solong Coffee can increase by up to 6.7%.

These findings indicate that customer trust not only has a direct impact on repurchasing, but also encourages customers to engage in online communication activities such as providing positive reviews, recommendations, or comments on social media, which ultimately strengthens repurchasing by both the same customer and other potential customers. In other words, trust is a key factor in forming positive e-WOM, and the presence of e-WOM strengthens this influence on purchasing behavior.

Moderation Effect

H9: The Effect of Brand Image on Customer Repurchasing of Solong Coffee in Banda Aceh, Moderated by Customer Loyalty

The results of testing hypothesis 9, namely the moderating role of customer loyalty in the relationship between brand image and repurchasing of Solong Coffee customers in Banda Aceh, are as shown in Figure 6 below

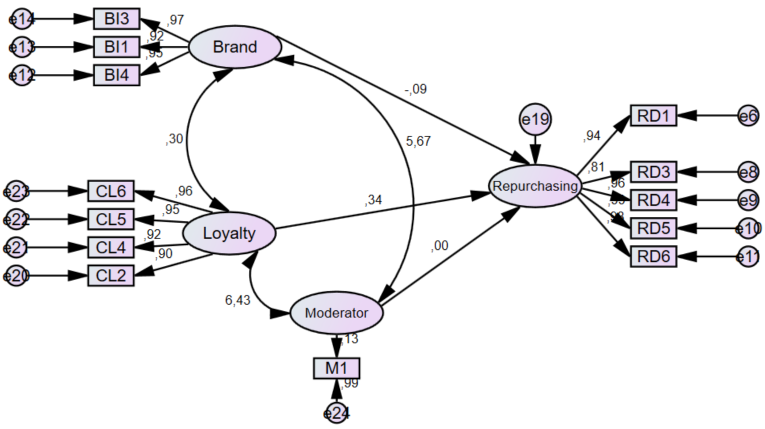


Figure 6. Moderating Role of Hypothesis 9

From the measurement results, the following results were obtained

Table 3. Testing the Moderation Effect of Hypothesis 9

			Estimate	S.E.	C.R.	P
PurchDecs	<---	Brand	-.090	.071	-1.277	.202
PurchDecs	<---	Loyalty	.397	.069	5.722	***
PurchDecs	<---	Moderator	.003	.001	3.203	.001

Customer loyalty has been shown to significantly influence consumer repeat purchases at Solong Coffee Banda Aceh, based on the results of the moderation test. This is evident from the CR value (5.722), P value (0.000), and estimated value (0.397). These figures indicate that customer loyalty is directly and significantly correlated with repurchasing. In other words, increased customer loyalty will increase their tendency to repurchase the product. This solid loyalty reflects emotional attachment, trust, and satisfaction with the quality of the products and services offered.

Furthermore, the interaction value (moderator) obtained C.R: 3.203, P: 0.001, and estimate: 0.003. This value indicates that the moderating effect of customer loyalty on the relationship between brand image and customer repurchasing at Solong Coffee is positive and significant. In other words, customer loyalty strengthens the relationship between consumer perceptions of brand image and their decision to purchase. This means that a good brand image will be more effective in encouraging repurchasing when consumers have a high level of loyalty.

Conceptually, these findings demonstrate that customer loyalty serves as a strengthening variable in the repurchasing process. Customers with high loyalty evaluate brands not only in terms of product quality but also in terms of experience, pride, and emotional closeness to the brand. Therefore, when Solong Coffee successfully maintains and enhances customer loyalty through consistent quality, friendly service, and a comfortable atmosphere, a positive brand image will have a stronger impact on repurchasing.

H10: The Influence of Trust on Customer Repurchasing of Solong Coffee in Banda Aceh Moderated by Customer Loyalty

The results of testing the moderating role of loyalty in hypothesis 10 are shown in Figure 7 below

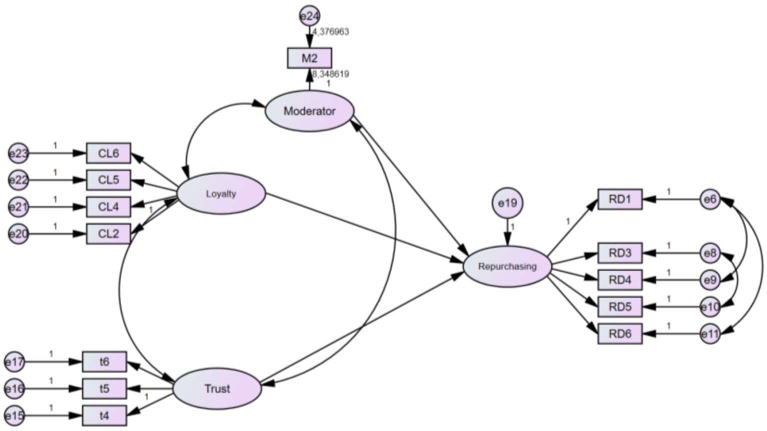


Figure 7. Moderating Role of Hypothesis 10

From the image above, the results obtained are as shown in Table 4 below

Table 4. Testing the Moderation Effect of Hypothesis 10

			Estimate	S.E.	C.R.	P
PurchDecs	<---	Trust	.058	.072	2.799	***
PurchDecs	<---	Loyalty	.332	.071	4.687	***
PurchDecs	<---	Moderator	.201	.001	3.741	***

Customer loyalty is proven to play an important role as a moderator that moderates (strengthens) the relationship between trust and repurchasing at Solong Coffee Banda Aceh, according to the results of hypothesis 10. Statistical evidence shows a C.R. value of 3.741 (>1.96) and P 0.000 (<0.05), so that Ha10 is accepted and H010 is rejected. Customer loyalty in this context acts as a quasi-moderator. The implication is that loyalty strengthens the positive influence of trust on repurchasing; in other words, the combination of high trust and strong loyalty increases the likelihood of customers making repeat purchases.

These results provide insight into the vital role of loyalty in strengthening the link between trust and repurchase intention. Customer trust in Solong Coffee is formed through consistent product quality, friendly service, and a strong brand image. However, without loyalty, this trust does not necessarily result in consistent repurchasing. Loyalty serves as an emotional and behavioral reinforcement, bridging trust into a concrete commitment to the brand. In this context, loyal customers tend not only to repurchase due to trust, but also to have a psychological attachment that makes them reluctant to switch to competing brands and more likely to recommend Solong Coffee to others.

Based on these findings, Solong Coffee needs to position customer loyalty as a core strategy in strengthening the effect of trust on repurchasing. Efforts that can be made include: improving the quality of personal interactions between baristas and customers, ensuring consistency of taste and service at each branch. In addition, building an active and responsive digital presence on social media can also strengthen customers' sense of engagement and trust in the brand. By strengthening customer loyalty, Solong Coffee not only maintains the trust that has been formed, but also turns it into a strong incentive for customers to continue choosing and recommending Solong Coffee as their primary choice.

Conclusion

The results of the research on Solong Coffee in Banda Aceh prove that H1 proves that brand image, trust, e-WOM, Customer Loyalty and Repurchasing in Solong Coffee customers are good. The H2 test is rejected where brand image does not affect e-WOM. The H3 test is accepted where trust is proven to have an effect on e-WOM. The H4, H5, and H6 tests are accepted where brand image, trust, and e-WOM each have an effect on increasing repurchasing of Solong Coffee customers in Banda Aceh. In the mediation hypothesis test, it proves that H7 is rejected where e-WOM does not mediate the relationship between brand image and repurchasing. The H8 test is accepted where e-WOM mediates the relationship between trust and repurchasing. In the moderation test, it proves that loyalty moderates brand image and trust towards increasing repurchasing of Solong Coffee customers in Banda Aceh. This research provides managerial implications for Solong Coffee managers to improve trust-based marketing strategies, strengthen brand image, and encourage positive interactions through e-WOM, while maintaining customer loyalty as a key factor in increasing repurchasing.

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