

Effect of Product Quality and eWOM on Repurchase Intention Mediated by Customer Satisfaction: Uniqlo Consumers in Yogyakarta

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Abstract

This study examines the influence of product quality and electronic word of mouth (e-wom) on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta, with customer satisfaction serving as a mediating variable. The research adopts a quantitative method with a purposive sampling technique. Data were collected through a survey of 120 Uniqlo customers in the Special Region of Yogyakarta. Data analysis was performed using SmartPLS 4.0 software. Data collection was conducted via a questionnaire distributed through a Google Form link. The results indicate that product quality has a positive and significant effect on repurchase intention, electronic word of mouth also has a positive and significant effect on repurchase intention, and customer satisfaction positively and significantly mediates the influence of product quality and electronic word of mouth on repurchase intention. This study is expected to contribute to the development of Marketing Management knowledge, particularly in research related to repurchase intention.

Keywords: Product Quality, Electronic Word of Mouth, Customer Satisfaction, Repurchase Intention.

Introduction

The fashion industry has experienced rapid growth in recent years, including in Indonesia, where fashion plays a significant role in reflecting individual style and personality. This growth is driven by social, economic, and technological changes that have intensified competition among fashion brands. Companies must deliver high-quality, trend-aligned products to remain competitive. In the digital era, the internet significantly influences consumer behavior, particularly repurchase intention, by providing easy access to information and reviews.

A person's attitude toward purchasing and wearing fashion products is influenced by the wide variety of options available in the market, especially with the rapid changes in fashion trends that drive people to seek products from various brands (Leman et al., n.d.). The fast fashion industry responds to this dynamic through the concept of ready-to-wear, which offers affordable, easily accessible products that can be mass-produced both nationally and internationally. Examples of fast fashion brands include Zara, H&M, and Uniqlo. This study focuses on Uniqlo as its primary subject. Founded by Hitoshi Yanai under the name Unique Clothing Warehouse, the company was renamed Uniqlo in 1984, with its first store located in Hiroshima (fastretailing.

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

















2022	2021	Logo	Name	Country	2022	2021
1 =	1		Nike		IDR 466,605,907M	IDR 447,695,588M
2 ^	3		Louis Vuitton		IDR 329,478,481M	IDR 218,494,265M
3 v	2		GUCCI		IDR 254,717,862M	IDR 229,391,471M
4 ^	5		Chanel		IDR 214,622,785M	IDR 194,710,441M
5 v	4		Adidas		IDR 205,846,976M	IDR 210,910,735M
6 ^	10		Hermès		IDR 189,864,135M	IDR 171,418,971M
7 v	6		ZARA		IDR 182,796,203M	IDR 193,475,441M
8 =	8		H&M		IDR 178,676,934M	IDR 181,878,235M
9 =	9		Cartier		IDR 174,674,543M	IDR 177,751,324M
10 v	7		UNIQLO		IDR 135,578,059M	IDR 192,222,647M

Figure 1. Top 50 Retail in Indonesia
Source: brandirectory.com



Figure 2. Uniqlo Sales Chart
Source: ceicdata.com

com). Today, Uniqlo has grown significantly, operating 2,234 stores worldwide and ranking as the 10th largest global apparel company by sales.

Uniqlo's sales data for the first half of 2024 showed a fluctuating trend, with an increase peaking in February 2024, followed by a gradual decline through June 2024. This phenomenon prompted researchers to conduct a preliminary survey of 31 Uniqlo customers to evaluate product quality, electronic word of mouth (e-wom), customer satisfaction, and repurchase intention. The survey revealed that only 16.1% of

customers considered Uniqlo products durable after repeated use, while 83.9% found them lacking in durability. Furthermore, 90.3% agreed that the quality of products deteriorated after several washes, and 83.9% observed negative perceptions of Uniqlo on social media. Additionally, 77.4% of customers reported dissatisfaction with the products they had purchased, which could significantly impact their intention to repurchase Uniqlo products.

Repurchase intention refers to the customer's desire to purchase the same product again that was previously bought (Aulia & Herawati, 2023). This is closely related to the customer's attitude toward the product and their previous purchasing behavior. Product inconsistency can reduce repurchase intention, making it essential for Uniqlo to understand the factors that influence it. The company needs to evaluate its marketing strategies, enhance the positive perceptions of customers, and improve product quality control. By doing so, Uniqlo can increase repurchase intention and strengthen its market position to compete more effectively.

Product quality refers to a product's ability to deliver results or performance that meet or exceed customer expectation (Kotler & Armstrong, 2018). Customers feel satisfied when the product they use meets quality standards. Therefore, high product quality leads to customer satisfaction. However, complaints about product durability and inconsistencies in Uniqlo's product quality have led to decreased customer satisfaction. Issues such as clothing that wears out quickly or loses color after several washes can disappoint customers and negatively impact their repurchase intention.

Brand image, which is formed from consumer experience and knowledge, has a significant effect on purchasing behavior. Kotler & Keller (2016) state that brand image can influence purchasing decisions. Positive perceptions of a brand will encourage consumers to choose products from that brand. By building a strong image, Kahf can attract more consumers. Therefore, an effective communication strategy is essential to strengthen the brand image in the minds of consumers and encourage loyalty.

According to Kotler & Armstrong (2018), customer satisfaction is the feeling of pleasure or disappointment a person experiences after comparing the performance (outcome) of a product with their expected performance. When a customer receives good product quality, it creates a positive impression. This positive impression of a product can influence customer satisfaction, which in turn affects repurchase intention.

This study aims to explore the effect of product quality and electronic word of mouth on consumers of Uniqlo in Special Region of Yogyakarta with customer satisfaction as a mediating variable. Given the importance of these factors, as well as the existing research gap, this study is expected to provide valuable insights for Uniqlo's marketing strategy. The findings from this study are expected to assist Uniqlo in formulating more effective measures to increase sales and customer loyalty. With a better understanding of consumer behavior, Uniqlo can be better prepared to face challenges in this dynamic market.

Literature Review

Product Quality

Product quality is crucial in determining customer satisfaction and repurchase intention. According to Kotler & Keller (2016), product quality refers to a product's

ability to perform its functions, including durability, reliability, and accuracy. A high-quality product enhances customer satisfaction, which directly impacts their likelihood to repurchase. Tjiptono (2014) emphasizes that product quality reflects a customer's evaluation of a product's advantages, reliability, and aesthetics, requiring quality standards to maintain customer trust. Kotler & Armstrong (2018) define product quality as a characteristic that meets or exceeds customer expectations. Additionally, Natalia & Suparna (2023) highlight that high-quality products help retain existing customers and attract new ones, ultimately boosting profitability. Factors influencing product quality include market demands, financial constraints, management responsibility, and advancements in technology and materials (Gunawan, 2020). Kotler & Keller (2016) identify several indicators of product quality, such as form, features, performance quality, conformance quality, durability, reliability, repairability, style, and customization. In this study, the focus will be on features, performance quality, conformance quality, durability, and style as key indicators of product quality.

Electronic Word of Mouth

Electronic Word of Mouth (E-WOM) is a popular marketing strategy in the digital era, facilitating rapid information spread across the internet. Kotler & Keller (2016) define E-WOM as internet-based word-of-mouth marketing that supports marketing efforts. Wardani & Indayani (2021) further explain that E-WOM involves online users sharing positive or negative experiences about products or services. This digital form of word-of-mouth allows buyers to compare alternatives and reduce decision-making risks (Goyette et al., 2010). Kotler & Keller (2009) identify two types of E-WOM: buzz marketing, which generates interest and publicity through online conversations, and viral marketing, where information spreads quickly via clicks. E-WOM differs from traditional word of mouth, as it occurs online and is mediated by computers, while traditional word of mouth is face-to-face communication (Goyette et al., 2010). The advantages of E-WOM include easy access to information, rapid dissemination, and cost-effective marketing opportunities, but it also poses risks, as negative reviews can harm a company's reputation. Goyette et al. (2010) propose four indicators for measuring E-WOM: intensity (frequency of interactions and reviews), content (information about products, services, or experiences), positive opinions (favorable comments and recommendations), and negative opinions (harmful reviews that may damage a brand).

Customer Satisfaction

Customer satisfaction is defined as the feeling of pleasure or disappointment a customer experiences after comparing the actual performance of a product to their expectations (Kotler & Keller, 2016). When a product meets or exceeds customer expectations, satisfaction is achieved, positively influencing loyalty and repurchase intention (K. T. K. Putri & Sukawati, 2021). Tjiptono (2014) explains that satisfaction is an evaluation of a product or service's performance relative to expectations. It is influenced by factors such as product quality, service quality, emotional response, price, and cost (Indrasari, 2019). Satisfied customers tend to remain loyal, repurchase, and share positive recommendations (Kotler & Keller, 2016). Two types of satisfaction exist: functional satisfaction (derived from product performance) and psychological satisfaction (from intangible attributes like service quality) (Tjiptono, 2014). Key indicators of customer satisfaction include expectation alignment,

repurchase intention, and willingness to recommend (Kotler & Keller, 2016). Achieving high satisfaction fosters long-term relationships, enhances loyalty, and boosts profits, while dissatisfaction can lead to reduced sales and negative reputations.

Repurchase Intention

Repurchase intention refers to a customer's desire to repurchase a product after evaluating it based on their previous experience (Kotler & Keller, 2016). It is influenced by factors such as customer satisfaction, which leads to positive responses and repeat purchases (E. A. Putri & Pradhanawati, 2021). Key elements like cultural, psychological, personal, and social factors shape a customer's purchasing behavior, while satisfaction, brand preference, and price also play significant roles in driving repurchase intentions (Kotler & Armstrong, 2018). The dimensions of repurchase intention include loyalty, the unwillingness to switch, and the willingness to pay more for a product (Zeithaml et al., 1996). Indicators for measuring repurchase intention include transactional interest, preferential interest, referral interest, and exploratory interest (Kotler & Keller, 2016). In essence, repurchase intention is a reflection of customer satisfaction, positive past experiences, and the emotional and rational factors that guide repeated buying decisions.

Hypotheses in this research are as follows:

H1. Product quality have a positive and significant effect on the repurchase intention of Uniqlo consumers in the Special Region of Yogyakarta.

H2. Electronic word of mouth have a positive and significant effect on the repurchase intention of Uniqlo consumers in the Special Region of Yogyakarta.

H3. Customer satisfaction have a positive and significant effect on the repurchase intention of Uniqlo consumers in the Special Region of Yogyakarta.

H4. Product quality have a positive and significant effect on the customer satisfaction of Uniqlo consumers in the Special Region of Yogyakarta.

H5. Electronic word of mouth have a positive and significant effect on the customer satisfaction of Uniqlo consumers in the Special Region of Yogyakarta.

H6. Product quality have a positive and significant effect on repurchase intention for Uniqlo products in the Special Region of Yogyakarta through customer satisfaction.

H7. Electronic word of mouth have a positive and significant effect on repurchase intention for Uniqlo products in the Special Region of Yogyakarta through customer satisfaction.

Methods

Sampling and Procedures

The population in this study consists of all customers in the Special Region of Yogyakarta who have the intention to repurchase Uniqlo products. The sample in this study is a portion of customers in the Special Region of Yogyakarta who have the intention to repurchase Uniqlo products, consisting of 120 respondents selected using the purposive sampling method. Data was collected using a questionnaire.

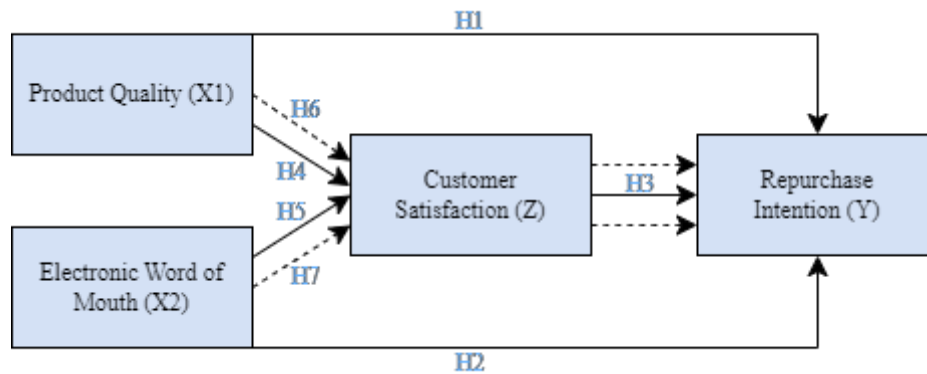


Figure 3. Research Model

Measures

Table 1. Measures

Variable	Operational Definitions	Indicator
Product Quality	The ability of a product to perform its functions, including durability, reliability, and overall excellence (Kotler & Armstrong, 2018).	<ol style="list-style-type: none"> 1. Features 2. Performance quality 3. Conformance quality 4. Durability 5. Style
Electronic Word of Mouth	The use of the internet to create word-of-mouth effects in marketing (Kotler & Keller, 2016). It involves customers sharing positive or negative experiences online (Wardani & Indayani, 2021).	<ol style="list-style-type: none"> 1. Intensity 2. Content 3. Positive opinion 4. Negative opinion
Customer Satisfaction	The feeling of pleasure or disappointment from comparing product performance to expectations (K. T. K. Putri & Sukawati, 2021).	<ol style="list-style-type: none"> 1. Expectation match 2. Repurchase interest 3. Recommendation willingness
Repurchase Intention The intention to repurchase is closely related to the customer's motive to buy a specific product (Kotler & Keller, 2009)	Repurchase Intention: The intention to repurchase is closely related to the customer's motive to buy a specific product (Kotler & Keller, 2009)	Repurchase Intention The intention to repurchase is closely related to the customer's motive to buy a specific product (Kotler & Keller, 2009)

Data Analysis

This study employs Quantitative analysis. Quantitative analysis, according to (Sugiyono, 2019), involves using statistical formulas and calculation techniques to test data, theories, and hypotheses. In this study, SmartPLS was used to analyze the effect of product quality and electronic word of mouth (eWOM) on repurchase intention among Uniqlo customers through customer satisfaction as a mediating variable. The analysis was conducted in two stages:

Outer Model Analysis

Ghozali & Latan (2020) describe the outer model as a tool for assessing construct validity and reliability. This includes:

- ☑ Convergent Validity: Measured through standardized loading factors and Average Variance Extracted (AVE). Valid values are > 0.7 for loading factors and > 0.5 for AVE.
- ☑ Discriminant Validity: Ensures that correlations between constructs and indicators are stronger than correlations with other constructs.
- ☑ Composite Reliability: Assesses construct reliability, with values > 0.7 indicating high reliability.
- ☑ Cronbach's Alpha: A further measure of reliability, with acceptable values > 0.7 .
- ☑ AVE: Must be at least 0.5 to be acceptable.

Inner Model Analysis

The inner model, also known as the structural model, predicts relationships between latent variables. Once the outer model meets the required validity and reliability criteria, the inner model is evaluated through:

- ☑ Model Fit: Assessed using the NFI, with values closer to 1 indicating a good fit.
- ☑ R-Square: Measures how much variance in the dependent variable is explained by independent variables. Values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak explanatory power, respectively.
- ☑ Q-Square: Predictive relevance; values > 0 indicate good predictive relevance, while values < 0 suggest poor prediction.

Hypothesis Testing

The inner model, also known as the structural model, predicts relationships

Hypothesis testing assesses the direct impact of independent variables on related dependent variables. According to Ghozali & Latan (2020), this involves comparing T-statistics to critical T-table values (e.g., 1.96 for $p\text{-value} = 0.05$). If the t value has the significance value of < 0.05 , the independent variable has a significant effect on the dependent variable. The key criteria for hypothesis testing include:

- ☑ Path Coefficient: Shows the hypothesized relationship between constructs, with values close to +1 indicating strong positive relationships.
- ☑ t value: A the t value has the p-value of < 0.05 , the result is significant; if p-value > 0.05 , the result is not significant.

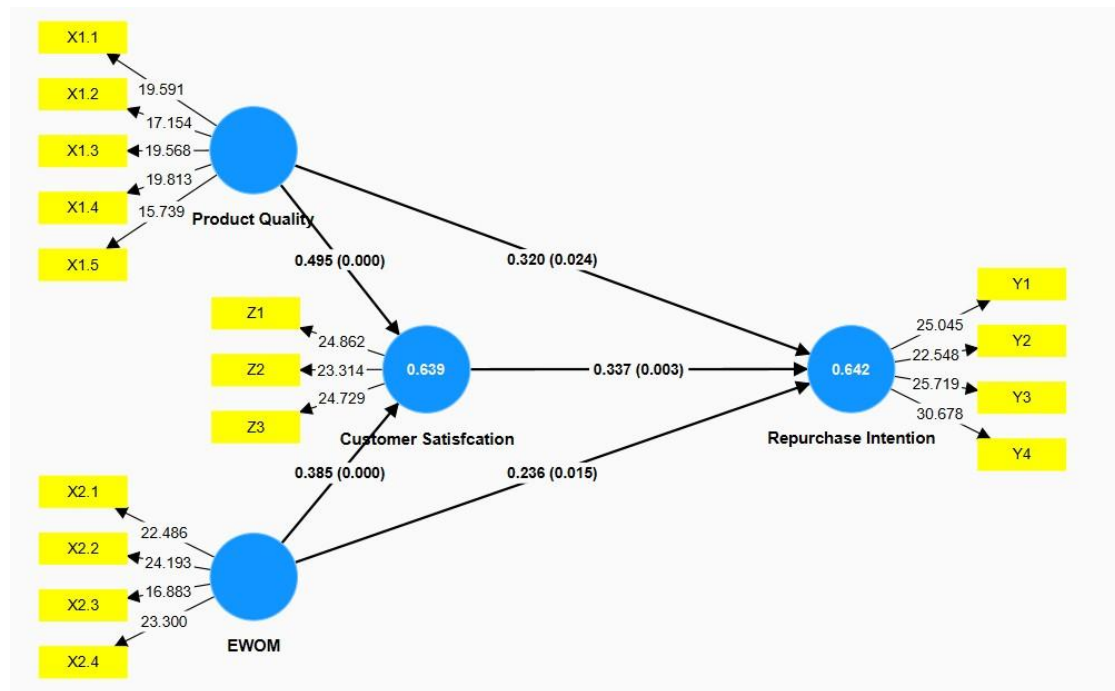


Figure 4. Direct Effect

Result and Discussion

Result

Hypothesis Testing 1

Hypothesis 1 states that product quality has a significant positive effect on repurchase intention. The analysis results demonstrate that product quality has a significant positive effect on repurchase intention with t value of 2.254 p-value of 0.024 (<0.05). It can be concluded that Hypothesis 1 is supported.

Hypothesis Testing 2

Hypothesis 2 states that product quality has a significant positive effect on customer satisfaction. The analysis results demonstrate that product quality has a significant positive effect on customer satisfaction with a t value of 4.621 and p-value of 0.000 (<0.05). It can be concluded that Hypothesis 2 is supported.

Hypothesis Testing 3

Hypothesis 3 states that electronic word of mouth has a significant positive effect on repurchase intention. The analysis results demonstrate that electronic word of mouth has a significant positive effect on repurchase intention with t value of 2.441 and p-value of 0.015 (<0.05). It can be concluded that Hypothesis 3 is supported.

Hypothesis Testing 4

Hypothesis 4 states that electronic word of mouth has a significant positive effect on customer satisfaction. The analysis results demonstrate that electronic word of mouth has a significant positive effect on customer satisfaction with t value of 3.487 and a p-value of 0.000 (<0.05). It can be concluded that Hypothesis 4 is supported.

Hypothesis Testing 5

Hypothesis 5 states that customer satisfaction has a significant positive effect on repurchase intention. The analysis results demonstrate that customer satisfaction has a significant positive effect on repurchase intention with t value of 2.930 and p-value of 0.003 (<0.05). It can be concluded that Hypothesis 5 is supported.

Hypothesis Testing 6

Hypothesis 6 states that the effect of product quality on repurchase intention is mediated by customer satisfaction. The analysis results demonstrate that customer satisfaction mediates the effect of product quality on repurchase intention with t value of 2.355 and p-value of 0.019 (<0.05). So, hypothesis 6 is supported.

Hypothesis Testing 7

Hypothesis 7 states that the effect of electronic word of mouth on repurchase intention is mediated by customer satisfaction. The analysis results demonstrate that customer satisfaction mediates the effect of electronic word of mouth on repurchase intention with t value of 2.353 and p-value of 0.019 (<0.05). So, hypothesis 7 is supported.

Summary of Hypothesis Testing Result

Based on the hypothesis tests conducted, the strongest effect was found in Hypothesis 2, where product quality has a significant positive effect on customer satisfaction with t value of 4.621 and p-value of 0.000. This indicates that higher product quality leads to greater customer satisfaction among Uniqlo customers in Yogyakarta. Additionally, the mediating effects in Hypotheses 6 and 7, where customer satisfaction mediates the effects of product quality and electronic word of mouth on repurchase intention, have smaller t values compared to the direct effects in Hypotheses 1 and 3. This suggests that complementary mediation has occurred, indicating that customer satisfaction enhances but does not outweigh the direct effects of product quality and electronic word of mouth on repurchase intention.

Discussion

Product quality has a significant positive influence on the repurchase intention of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that product quality has a significant positive influence on repurchase intention for Uniqlo products in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. This study supports the findings of (Danu Praja & Haryono, 2022), who also found that product quality significantly affects repurchase intention. However, several issues were identified, particularly customer complaints regarding product durability and quality inconsistency. Initial observations indicate that durability is a crucial factor influencing customer decisions to repurchase Uniqlo products. Despite these concerns, Uniqlo's overall product quality remains high, with customers valuing aspects such as design and innovation. To further strengthen repurchase intention, Uniqlo should focus on enhancing durability and ensuring quality consistency. By addressing these issues, Uniqlo can improve customer satisfaction, foster brand loyalty, and sustain long-term repurchase behavior.

Electronic word of mouth has a significant positive influence on the repurchase intention of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that electronic word of mouth has a significant positive influence on the repurchase intention of Uniqlo's customers in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. This finding aligns with the theory proposed by (Kotler & Keller, 2016), which states that electronic word of mouth can shape customer perceptions of a product. Customers tend to rely on electronic word of mouth when evaluating a product before making a purchase. The higher the number of positive reviews, the greater the trust in the brand, ultimately increasing repurchase intention. However, initial observations indicate the presence of negative perceptions regarding electronic word of mouth about Uniqlo products, with many customers acknowledging the existence of negative comments about product quality on social media. This suggests that widespread negative reviews can damage brand image and decrease customer repurchase intention. Therefore, it is crucial for Uniqlo to strategically manage electronic word of mouth by improving product quality, responding to customer reviews promptly and professionally, and fostering positive interactions on social media. By implementing these strategies, Uniqlo can strengthen the positive perception of electronic word of mouth, enhance customer satisfaction, and drive sustained repurchase behavior. Contrary to these findings, previous research by (Sya'roni & Fikriah, 2024).

Customer satisfaction has a significant positive influence on the repurchase intention of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that customer satisfaction has a significant positive influence on the repurchase intention of Uniqlo's customers in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. This finding indicates that the higher the level of customer satisfaction, the greater the likelihood of repurchase intention, while lower customer satisfaction results in a decreased likelihood of repurchase. Initial observations support this finding, as most customers expressed dissatisfaction with the Uniqlo products they purchased. This condition influences customer perceptions of the brand and directly impacts their intention to repurchase. Therefore, focusing on improving customer satisfaction can be an effective strategy for Uniqlo to enhance repurchase intention while strengthening its competitive advantage in the market. This approach not only increases customer satisfaction but also fosters long-term loyalty, reinforcing the potential for sustained repurchase behavior. These findings align with the study conducted by (Aulia & Herawati, 2023), which also concluded that customer satisfaction has a significant positive effect on repurchase intention.

Product quality has a significant positive influence on the customer satisfaction of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that product quality has a significant positive influence on customer satisfaction among Uniqlo's customers in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. This finding indicates that the higher the perceived product quality, the greater the level of customer satisfaction. Initial observations support this finding, as the majority of customers reported a decline in product quality, with only a few stating that the products met their expectations. Good product quality encompasses key aspects such as

durability, design, and comfort. When customers receive products that meet or exceed their expectations, it creates a positive experience that drives customer satisfaction. However, inconsistent product quality, such as clothing that deteriorates quickly after multiple washes, can negatively impact perceptions of product quality and, in turn, customer satisfaction. These findings align with the study conducted by Sya'roni & Fikriah (2024), which also confirmed that product quality has a significant positive effect on customer satisfaction. This highlights the importance of maintaining high product quality to enhance customer satisfaction. However, for Uniqlo, the observed inconsistencies in product quality present a major challenge. By improving product quality through enhanced quality control, Uniqlo can address these issues, ensure consistency across its product line, and ultimately increase customer satisfaction.

Electronic word of mouth has a significant positive influence on the customer satisfaction of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that electronic word of mouth has a significant positive influence on customer satisfaction among Uniqlo's customers in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. This finding indicates that the higher the quality of electronic word of mouth, the greater the level of customer satisfaction. Initial observations support this finding, as most customers acknowledged the presence of negative perceptions about Uniqlo products circulating on social media. This suggests that electronic word of mouth directly influences customer satisfaction levels. Negative reviews, such as complaints about declining product quality, durability, and color fading after washing, contribute to decreased customer satisfaction. Conversely, positive e-WOM has great potential to enhance customer satisfaction. Therefore, it is crucial for Uniqlo to strengthen positive e-WOM by conducting in-depth evaluations of product quality inconsistencies and responding more effectively to customer complaints. These findings contradict the study conducted by Sya'roni & Fikriah (2024), which stated that electronic word of mouth has a minimal and insignificant influence on customer satisfaction.

Customer satisfaction mediates the relationship between product quality and the repurchase intention of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that product quality has a significant positive influence on repurchase intention through customer satisfaction among Uniqlo's customers in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. Customer satisfaction plays a crucial role in determining whether customers will repurchase Uniqlo products and serves as a key mediator linking product quality to repurchase intention. This finding aligns with the theory proposed by Tjiptono & Chandra (2021), which states that product quality is not only assessed based on physical aspects such as durability, functionality, or design but also on its ability to generate customer interest and desire for the product, both directly and indirectly. When customers are satisfied with a purchased product, they are more likely to repurchase it in the future. In this context, customer satisfaction acts as an essential bridge connecting perceptions of product quality to repurchase intention. Although Uniqlo's products have a global reputation, initial observations indicate that durability remains a concern for some customers, suggesting that product quality is a primary factor influencing customer satisfaction. Therefore, Uniqlo must continue

enhancing quality control to ensure its products meet durability expectations, offer appealing designs, and provide the comfort customers seek. Additionally, the company should actively manage customer reviews on social media and online platforms to identify and address quality-related issues. This approach can help improve customer satisfaction, ultimately strengthening the relationship between product quality and repurchase intention. These findings are consistent with the study conducted by Aulia & Herawati (2023), which also found that product quality significantly influences repurchase intention through customer satisfaction.

Customer satisfaction mediates the relationship between electronic word of mouth and the repurchase intention of Uniqlo's customers in Special Region of Yogyakarta

Based on the results, it is proven that electronic word of mouth has a significant positive influence on repurchase intention through customer satisfaction among Uniqlo's customers in the Special Region of Yogyakarta, confirming the acceptance of this hypothesis. Customer satisfaction plays a crucial role in determining whether customers will repurchase Uniqlo products and serves as a key mediator linking electronic word of mouth to repurchase intention. This finding supports the idea that positive electronic word of mouth can shape favorable perceptions of a product, ultimately enhancing customer satisfaction. In the context of Uniqlo, electronic word of mouth is highly influential, as customers often rely on reviews and experiences shared by others before making a purchase decision. Initial observations indicate that most Uniqlo customers have encountered negative perceptions circulating on social media, particularly concerning product quality concerns. These negative perceptions can pose challenges for Uniqlo in maintaining customer satisfaction and loyalty. Therefore, Uniqlo must proactively engage with customer reviews across online platforms, not only to mitigate the impact of negative feedback but also to amplify the positive effects of electronic word of mouth on customer satisfaction. By fostering positive electronic word of mouth, Uniqlo can strengthen the link between customer satisfaction and repurchase intention, a critical success factor in the competitive fast fashion industry. These findings are consistent with the study conducted by Sya'roni & Fikriah (2024), which also found that electronic word of mouth significantly influences repurchase intention through customer satisfaction.

Conclusion

Based on the results of research and discussion regarding the influence of product quality and electronic word of mouth on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta, with customer satisfaction as a mediating variable, conducted by the researcher, it can be concluded as follows:

- ☑ Product quality has a positive and significant effect on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta. It can be concluded that hypothesis one in this study is proven.
- ☑ Electronic word of mouth has a positive and significant effect on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta. It can be concluded that hypothesis two in this study is proven.
- ☑ Customer satisfaction has a positive and significant effect on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta. It can be concluded that hypothesis three in this study is proven.

- ☑ Product quality has a positive and significant effect on customer satisfaction among Uniqlo customers in the Special Region of Yogyakarta. It can be concluded that hypothesis four in this study is proven.
- ☑ Electronic word of mouth has a positive and significant effect on customer satisfaction among Uniqlo customers in the Special Region of Yogyakarta. It can be concluded that hypothesis five in this study is proven.
- ☑ Product quality has a significant effect on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta through customer satisfaction as a mediating variable. It can be concluded that hypothesis six in this study is proven.
- ☑ Electronic word of mouth has a significant effect on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta through customer satisfaction as a mediating variable. It can be concluded that hypothesis seven in this study is proven.

Limitation

Based on the results of this study, the research is limited to only two independent variables, namely product quality and electronic word of mouth. Therefore, the researcher suggests that future researchers incorporate additional variables, such as perceived behavioral control, subjective norms, and attitudes, as these factors may have an influence on repurchase intention either independently, as mediators, or moderators. These variables were not included in the current study but could provide valuable insights into the prediction of consumer behavior. Additionally, the study focused on Uniqlo customers in the Special Region of Yogyakarta, which may limit the generalizability of the findings. Future researchers are encouraged to explore other customer segments or geographical locations to broaden the scope of the research and provide more comprehensive results.

Management Implication

The results show that product quality and electronic word of mouth significantly influence repurchase intention among Uniqlo customers in Yogyakarta. Uniqlo should prioritize improving product quality and innovation to meet customer needs. Additionally, fostering positive online reviews and engaging with customers on social media can strengthen brand reputation and encourage repurchase intention. Customer satisfaction also plays a crucial role, so Uniqlo should focus on providing excellent customer service to enhance loyalty. By implementing these strategies, Uniqlo can improve customer retention and maintain a competitive edge in the retail market.

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