The Effect of *User Generated Content*, E-WOM, and E-Servqual on TikTok Application on *Repurchase Intention*

(Case Study on Student Speed Shop Tempeh Lumajang)

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Abstract: As information technology grows increasingly sophisticated, *User Generated Content* is currently the most popular way for companies to introduce their products. *Elecronic Word Of Mouth* and *Electronic Service Quality* that is good and attractive will bring consumers determined to repurchase *a* product. The purpose of this study is to assess the effect of *User Generated ConWStent, Elecronic Word of Mouth, Electronic Service Quality* on *Repurchase Intention* in Student Speed Shop, this study is an explanatory research that aims to explain causal relationships on variables through hypothesis testing. This study uses a sample of 100 consumer respondents. Hypothesis testing was carried out using the t-test and f-test. Based on the results of the hypothesis test, it was found that *User Generated Content, Elecronic Word Of Mouth,* and *Electronic Service Quality* in this study affected *Repurchase Intention* simultaneously in the Student Speed Shop. *User Generated Content* has a positive and significant effect on *Repurchase Intention* in Student Speed Shop, *Elecronic Word Of Mouth* has a positive and significant effect on *Repurchase Intention* in Student Speed Shop, *Electronic Service Quality* has a positive and significant effect on *Repurchase Intention* in Student Speed Shop

Keywords: *User Generated Content; Elecronic Word Of Mouth; Electronic Service Quality; Repurchase Intention*

INTRODUCTION

In today's business world, it is growing rapidly and causing a lot of competition to become increasingly fierce. With the occurrence of this competitive process, business actors are required to implement the right steps for the progress of the business they are running to adapt to changes in the business world, one of which is following the growth of information technology.

Along with the development of the growth of information and communication technology that is increasingly sophisticated in this convergence era, there are various unique information and communication technology appearances. One of the information and communication technologies that is experiencing very rapid growth is social media. According to Andreas Kaplan and Michael Haenlein in Rahmana et al [1] Social media is a group of online applications based on Web 2.0 concepts and technologies, which facilitate the creation and sharing of user-generated content. Various types of social media have been known to the public with various features and functions.

Nowadays, especially in Indonesia, more and more e-commerce platforms are emerging which makes the competition for online sellers even tighter, one of which is the tiktok shop which began to appear recently in 2021. In Tusanputri and Amron [2], the total number of TikTok application downloads with the most according to Sensor Tower data is Indonesia with a percentage of 11%, followed by 9% downloads from Brazil. The average TikTok user is mostly teenagers to adults who are around 16-24 years old, this tiktok social media application has very diverse content ranging from useful content such as education, cooking, fashion references, place references to entertainment content so that users are more challenged to create creative and interesting content, this is one of the reasons why TikTok is one of the social media applications with many users. Because of the convenience obtained by uploading content videos on TikTok, some business people make the TikTok application one of the social media that is actively used in promoting a product or brand.
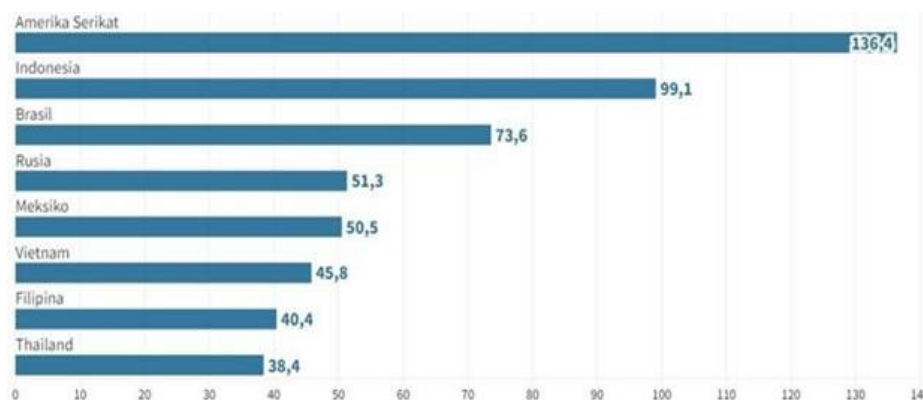

Figure 1. Countries with the world's largest tiktok active users 2022

As reported by Data Indonesia.id (2022), based on the We Are Social report as a provider of data on the internet, social media and e-commerce behaviour in all parts of the world, We are Social states that TikTok users in the world currently number 1.4 billion. This number increased by 15.34% compared to the previous quarter. Based on the report, Indonesia itself ranks second as the most TikTok users in the world.

UGC is creative content that is created without professional intervention either by product owners or companies and distributed through publicly accessible media Pratiningsih [3] the content used can be produced individually or collaboratively, modified, shared, or as a source of information for consumers in searching for a product or service. Consumers are starting to shift from the common promotional practice or producer-generated content (PGC) which usually uses endorsements and celebrities to talk about the benefits and advantages of the product to UGC based on the consumer's own experience Bahtar & Muda, In Pratiningsih [3] content that contains interesting User Generated Content, encouraging other users to watch the video to the end so that information about the product can be conveyed and able to attract buying interest user.

According to Anisa & Marlena [4] *Electronic Word of Mouth* is the most effective and efficient marketing communication medium because it does not require large costs, wide reach, and fast information transmission. Social media that is currently popular and supports these activities is TikTok social media which is widely used in marketing products or services in the E-WOM way. By offering a product through E-WOM using

social media TikTok, it is one of the options to post reviews about products, services, brands, and others so that it is able to provide information to other consumers about the product

According to Wiatna & Sanaji [5] explained that e-service quality is the effectiveness and efficiency of a website in facilitating shopping, purchasing, and shipping products. Develop a broad framework for customer relationship management over the Internet. According to Winer, Wiatna & Sanaji [5] pays primary attention to customer satisfaction as the overall goal of the company's relationship program. adopt a broad definition of e-service, or the role of service over the internet.

From the explanation of the variables above, there is a gap in research research conducted by Hasanah & Huda [6] This study involved 116 MSME consumer respondents of superior products in Pasuruan Regency. Data were collected through questionnaires and analyzed using SPSS 22. The results show that both brand equity and UGC partially have a positive and significant influence on purchasing decisions. In addition, both also have a positive and significant influence on the intention to buy back. Direct purchase decisions also have a positive and significant effect on the intention to buy back. However, partially, brand equity and UGC have no direct influence on the intention to buy back through the purchase decision.

In a study conducted by Aditya [7] which was carried out using SEM (Structural Equation Model) analysis on SPSS software version 25, this study stated positive results and had a significant effect on the hypothesis formulated due to the influence of the independent variable E-Service Quality on the dependent variable *Repurchase Intention*, by taking Customer Satisfaction as an intervening variable. This allows researchers to understand the dynamics and mechanisms underlying the relationship between these variables. Meanwhile, research conducted by Kadang & Berlianto [8] the results of this study show that the three characteristics of Ewom have a direct and negative effect on online repurchase intentions.

Figure 2. Social Media @studentspeedindonesia

@studentspeedindonesia is one of the accounts that makes the TikTok application its sales method. @studentspeedindonesia account began to be active in 2022 which currently has 463 thousand followers and 7.9 million likes which is always increasing steadily. Studentspeedindonesia claims to be the "latest modification center located in Lumajang, East Java" which is listed in the bio on its tiktok account. In the content, it is always emphasized that products from StudentSpeedIndonesia have quality and models that can be highlighted, every day @studentspeedindonesia account uploads at least one content, and also insta stories in addition to reaching the wider community @studentspeedindonesia TikTok account also wants to provide

detailed information about its products. In some of his posts, there were a number of comments written by followers that contained a feeling of wanting to buy the product, and some said that he had bought the product.

Promotional content and consumer comments on tiktok studentspeedshop videos Source: Tiktok studentspeedshop (2024) Student speed shop attracted the attention of researchers after several promotional content videos that were uploaded received hundreds of thousands to millions of views, and were supported by several videos where student speed shops carried out their services to be used as promotional content and also some of the consumer comments who gave their experiences in the comment column, This phenomenon can be said to be a form of Electronic Word Of Mouth and Electronis Service Quality. Since the popularity of the Student Speed Shop account, many TikTok users have created content using products from the Student Speed Shop, both for their existence in the form of views and sharing reviews about the Student Speed Shop. various types of content uploaded by TikTok application users are content that contains User generated contend (UGC) according to Pratiningsih [3].
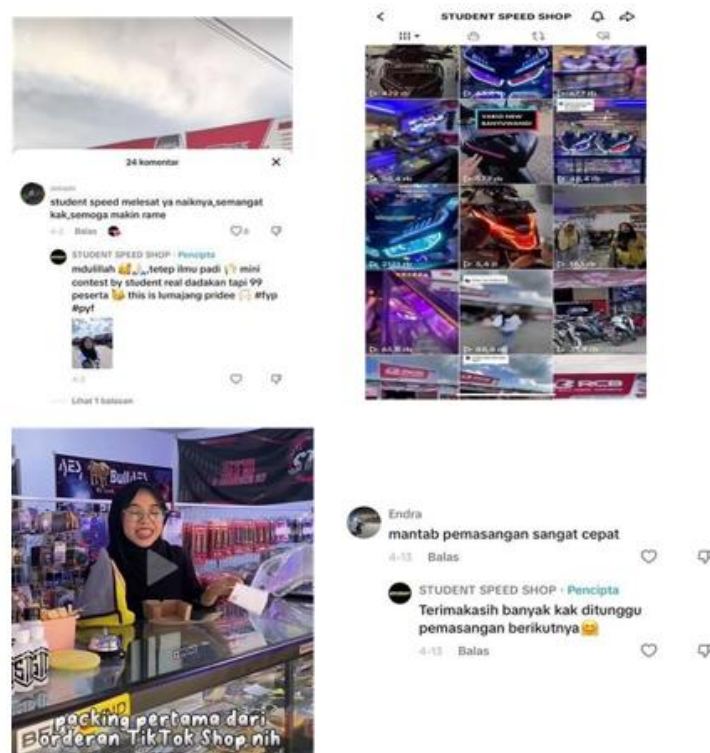

Figure 3. Buying and Selling Activities @studentspeedindonesia

Repurchase Intention can be considered as one of the factors for customer loyalty so that in the end consumer repurchase intention can be a resource to reduce costs and market share growth. According to Rifki [9], companies must pay close attention to *User Generated Content* and E-Service Quality in order to gain consumer trust and E-WOM plays an important role as a supporting factor in order to obtain and foster interest in repeat purchases. Based on the description above, the researcher conducted a study entitled "The Effect of User Generated Content, E-Wom, and E-Servqual on the TikTok Application on *Repurchase Intention* (case study on Student Speed Shop Tempeh Lumajang).

METHOD

Research Design

This study uses a causality research approach, where according to Prayogi et al [10], causality is shown when independent variables are limited This study researchers use a quantitative approach method with the aim of examining the influence of independent variables, User Generated Content, Electronic Word of Mouth, and Eservice quality on dependent variables, namely *Repurchase Intention*.

Data Type

The data used in this study is divided into 2 types, namely primary data is data obtained from sources, from individuals or individuals. The data used in this study was obtained through the method of distributing questionnaires to respondents. Meanwhile, the secondary data used in this study is in the form of documentation information that can be retrieved through an online system that is worthy of being used as a source.

Population, Sample and Data Collection Techniques

The population in this study is the followers of student speed shops on the TikTok application. The determination of the number of samples in this study was using the slovin formula. The sample used in this study was 100 respondents from customers of the TikTok social media service on the student speed shop account. The sampling method used is *non-probability sampling* which is based on certain criteria or characteristics and characteristics according to the needs of the researcher.

Data Analysis Techniques

The analysis technique used in this study is multiple linear regression analysis. According to Sari [11] Multiple regression analysis is an analysis used to determine the influence of two or more free variables (X_1, $_2$, $_3$.....n) This model is used because the researcher wants to find out how far the influence of free variables, namely User Generated Content (X1), Electronic Word of Mouth (X2) and *Electronic Service Quality* (X3) on *Repurchase Intention* (Y).

RESULTS AND DISCUSSION

Overview of Research Objects

Figure 4. Logo Student Speed Shop

Student Speed Shop is one of the MSMEs from Lumajang that is known by the wider community. Student Speed Shop began to be active in 2022 on the Tiktok application and was able to attract the attention of the surrounding community. Student Speed Shop is an independent business that operates in the field of selling motorcycle accessories, precisely the sale of motorcycle equipment such as racing tires, racing wheels, spotline handgrips and others related to motorcycle accessories. Student Speed Shop has the spirit to always be ahead of the company's competition, which is to move fast and continue to learn and develop from experience, and Innovation, continue to be present to offer new technologies to make it easier. Student Speed Shop claims to be the center of the latest modification, it gives a message to consumers that its products are products that are up to date, have quality and models that can be highlighted by sealigus providing convenience with its various innovations, including meeting the full needs of consumers.

Data Analysis Results

1. Test Instrument

a. Validity Test

Table 1. Validity Test

No.	Variable User Generated Conent (x1)	R Calcu-late	R Table	Sig. Count	Extent Sig	Criterion
1	X1.1	**0,715**	**0,1966**	0,000	0,05	Valid
2	X1.2	**0,733**	**0,1966**	0,000	0,05	Valid
3	X1.3	**0,672**	**0,1966**	0,000	0,05	Valid
4	X1.4	**0,706**	**0,1966**	0,000	0,05	Valid
	E-wom (X2)					
1	X2.1	**0,617**	**0,1966**	0,000	0,05	Valid
2	X2.2	**0,704**	**0,1966**	0,000	0,05	Valid
3	X2.3	**0,684**	**0,1966**	0,000	0,05	Valid
4	X2.4	**0,730**	**0,1966**	0,000	0,05	Valid
5	X2.5	**0,727**	**0,1966**	0,000	0,05	Valid
	E-servqualX3)					
1	X3.1	**0,760**	**0,1966**	0,000	0,05	Valid
2	X3.2	**0,751**	**0,1966**	0,000	0,05	Valid
3	X3.3	**0,688**	**0,1966**	0,000	0,05	Valid
4	X3.4	**0,814**	**0,1966**	0,000	0,05	Valid
5	X3.5	**0,790**	**0,1966**	0,000	0,05	Valid
6	X3.6	**0,726**	**0,1966**	0,000	0,05	Valid
	Repurchase Iintention (Y)					
1	Y1.1	**0,706**	**0,1966**	0,000	0,05	Valid
2	Y1.2	**0,755**	**0,1966**	0,000	0,05	Valid
3	Y1.3	**0,815**	**0,1966**	0,000	0,05	Valid

Source: SPSS 2024 Processing Results Data

R Table: df: 100 - 2 = 98 = 0.1966

Based on the results of the validity test in table 1, it can be seen that the correlation between each variable indicator of *User Generated Content* (X1), *Electronic Word Mouth* (X2), *Electronic Service Quality* (X3) and *Repurchase Intention* (Y) shows valid test results, this is because the value of the calculated r is greater than the table r and the significance value is less than 0.05.

b. Reliability Test

Table 2. Reality Test

It	Variable	Cronbach Alpha Values	Alpha Standard	Information
1	*User Generated Content* (x1)	**0,660**	0.6	Realistic
2	E-wom (X2)	**0,728**	0.6	Realistic
3	E-servqual (X3)	**0,842**	0.6	Realistic
4	*Repurchase Intention* (Y)	**0,618**	0.6	Realistic

Source: SPSS 2024 Processing Results Data

Based on the results of the reliability test in table 2, it is known that in the variable instruments *User Generated Content* (X1) with a Cornbach Alpha value of 0.660, *Electornic Word of Mouth* (X2) with a Cornbach Alpha value of 0.728, *Electronic Service Quality* (X3) with a Cornbach Alpha value of 0.842 and *Repurchase Intention* (Y) with a Cornbach Alpha value of 0.618. It can be stated that the instrument in this study is reliable because the Cronbach Alpha value is greater than 0.06

2. Classic Assumption Test

a. Normality Test

To test whether the distribution of data is normal or not, it is done by looking at a significance value greater or smaller than the significance value level of 0.05.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.25542422
Most Extreme Differences	Absolute	.084
	Positive	.068
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.082c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on table 3, it can be stated that the normality test value states that the significance value of the calculation is greater (0.082) > 0.05 (5%). Based on this, it can be stated that the data is normally distributed

b. Multicokinearity Test

According to Sugiyono [12], the multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should not have correlations between independent variables. Tolerance measures the variability of a selected variable that is not explained by other independent variables.

Table 4. Multicollinearity Test

It	Variable	VIF	Conditions VIF	Tolerance	Conditions Tolerance	Information
1	*User Generated Content (x1)*	**1.145**	10.0	**0,873**	0.10	No Multicollinearity
2	*E-wom (X2)*	**1.322**	10.0	**0,755**	0.10	No Multicollinearity
3	*E-servqual (X3)*	**1.295**	10.0	**0,772**	0.10	No Multicollinearity

Source: SPSS 2024 Processing Results Data

Based on table 4, it is stated that the VIF value < 10 and the tolerance value > 0.10, it can be stated that each variable User *Generated Content* (X1), Electronic Word OF Mouth (X2), Electronic Servise Quality (X3) does not occur multicollinearity.

c. Heteroscedasticity Test

According to Ghozali [13] the purpose of this test is to test whether in the regression model there is an inequality of variance from the residual of one observation to another. The results of the Heterokedasticity Test using the Glesjer Test were used to see if there was any inequality in the residual variance between observations in the regression model.

Table 5. Heteroscedasticity Test

It	Variable	T-Count	T-Table	Sig. Calculate	Sig Rating.	Information
1	*User Generated Content* (x1)	**1.292**	**198.498**	**0,200**	0.05	No Heterokedasticity
2	E-wom (X2)	**0.141**	198.498	**0,888**	0.05	No Heterokedasticity
3	E-servqual (X3)	**0.656**	198.498	**0,513**	0.05	No Heterokedasticity

Based on table 5 of the results of the heteroscedasticity test above, the results of the heteroscedasticity test show that the instruments of the research variables such as *User Generated Content* (X1), *Electornic Word of Mouth* (X2), *Elevtronic Service Quality* (X3) and *Repurchase Intention* (Y) do not occur heteroscedasticity because they have a calculation value greater than 5%.

3. Multiple Linear Regression Analysis Test

This multiple linear regression analysis is used to determine the direction of the relationship between independent variables and dependent variables, whether each independent variable is positively or negatively related and to predict the value of dependent variables if the value of the independent variable increases or decreases. In this study, the results of the multiple linear regression test are as follows:

Table 6. Multiple Linear Regression Test

It	Criterion	Coefficient
	(Constand)	10.496
1	*User Generated Content* (x1)	0,128
2	E-wom (X2)	0,070
3	E-servqual X3)	0,102

Source: SPSS 2024 Processing Results Data

Based on table 6, the regression equation is produced as follows:

Y=10,496+0.128(X1) +0,070 (X2) +0,102. (X3) +e

Based on the regression model above, the explanation is detailed as follows:

a) The value of the Constant 10.496 shows that the variables *User Generated Content, Electronic Word Of Mouth,* and *Electronic Service Quality* are considered constant or equal to zero (0) for *Repurchase Intention.*

b) The regression coefficient in the *User Generated Content* variable of 0.128 states that the *User Generated Content variable* has a positive relationship with the Repurchase *Intention* variable where this proves that the more appropriate the content provided, the more consumers will increase to repurchase *Intention.*

c) The regression coefficient of the Electronic *Word of Mouth* variable of 0.070 states that the *Electronic Word Of Mouth variable* has a positive relationship with the Repurchase *Intention* variable which proves that if *Electronic Word Of Mouth* is often done, many consumers know this and can improve the decision of *Repurchase Intention*

d) The regression coefficient of the *Electronic Service Quality* variable of 0.102 states that the *Electronic Service Quality variable* has a positive relationship with the Repurcahse *Intention* variable where this proves that the better *the Electronic Service Quality* is given, the higher the consumer's intention to repurchase *Intention*

4. Hypothesis Testing

a. Partial Influence Signification Test (T Test)

According to Ghozali [13], the statistical t test proves how far the influence of one independent variable individually in showing the variation of dependent variables. If the value of t is calculated > the value of the t-value of the table, then Ho is rejected or Ha is accepted, which means that variable X has an effect on Y. If the probability of sig is < 0.05 then H0 is rejected and Ha is accepted.

Table 7. Test T (partial)

It	Variable	T-Count	T-Table	Sig. Calculate	Sig Rating.	Information
1	*User Generated Content* (x1)	**8.392**	1.98498	**0.000**	0.05	Accepted
2	Electronic Word Of Mouth (x2)	**5.188**	1.98498	**0.000**	0.05	Accepted
3	*Electronic Service Quality* (x3)	**9.845**	1.98498	**0.000**	0.05	Accepted

Source: SPSS 2024 Processing Results Data

t:n-k:100 - 4 = 96 = 1.98498

a) The User Generated Content variable has a significance value of 0.000 and t calculated 8,392 > t table of 1.98498 means that User Generated Content has a significant positive effect on the *Repurchase Intention variable* or the first hypothesis, H1 is accepted

b) The Electronic Word Of Mouth variable has a significance value of 0.000 and t calculation is 5,188> 1 table is 1.98498 meaning that Electronic Word Of Mouth has a significant positive effect on the Repurcahse Intention variable or the second hypothesis, H2 is accepted

c) The Electronic *Service Quality variable* has a significance value of 0.000 and t calculates 9,845> t table is 1.98498, meaning that *Electronic Service Quality* has a significant positive effect on *Repurchase Intention* or the third hypothesis, H3 is accepted

b. Simultaneous F Test

According to Ghozali [13], the F test was carried out with the aim of showing that all independent variables were included in the model that had a common influence on the bound variables. The test criteria use a significance level of <0.05 (5%), which means that the research model is suitable for use, and if the significance value is >0.05 (5%), it means that the research model is not suitable for use.

Table 8. Simultaneous Test (F)

Type	Sig Count	Sig Table
Variable X1,X2,X3,Y	0.000	0.05

Based on table 8 of the results of the F test above, it can be known that the significance value for the influence of variables *User Generated Content* (XI), Word of Mouth (X2), *Electronic Service Quality* (X3) has a simultaneous effect on the dependent variable on *Repurchase Intention* (Y) So it can be said that the fourth hypothesis, H4 is accepted.

c. Analysis of Determination Coefficient (R2)

The Coefficient of Determination (R2 Test) is used to measure how much the model is able to explain dependent variables by independent variables.

Table 9. Coefisiean Determination Test (R2)

R	R-Square	Adjusted R-Square	Std Error Of The Estimate
0.82	0.681	0.671	0.2938

Source: SPSS 2024 Processing Results Data

Based on table 9, it shows that the result of the multiple determination coefficient (R2) of 0.681 is obtained, which means that 68.1% of the change in *Repurchase Intention* (Y) is influenced by the variables *User Generated Content* (X1), Electronic Word Of Mouth (X2) and *Electronic Service Quality* (X3).

Discussion of Research Results

1. The Effect *of User Generated Content* on *Repurchase Intention*

Based on the results of this study, it is known that *User Generated Content* has a significant positive effect on *Repurchase Intention*. This shows that *User Generated Content* is a factor to achieve *Repurchase Intention*. Student Speed Shop Tempeh Lumajang utilizes *User Generated Content* to disseminate information about product experiences by content creators to make it easier for consumers to find the desired product information. According to Mir & Rahman [14], UGC content created by social media creators is in the form of documentation of their own experience in using the product, where the content created seems impartial and trustworthy for consumers in considering their choice of the product to be purchased.

The results of this study are in accordance with previous research conducted by Anisa & Marlena [4] showing that *User Generated Content* has an effect on *Repurchase Intention*. This gives an idea that when *User Generated Content* can be reached by consumers widely in the form of product reviews through clearly

conveyed content, it will be a factor in achieving dependence (*Repurchase Intention*) proven to be significantly influenced by all independent variables (*User Generated Content*).

2. The Effect of E-Wom on *Repurchase Intention*

Based on the results of this study, it is known that *electronic word of mouth* has a significant positive effect on *Repurchase Intention*. This shows that *electronic word of mouth* is a factor in achieving *Repurchase Intention*. Student Speed Shop Tempeh Lumajang utilizes *electronic word of mouth* to make it easier for potential consumers to find the desired product information by giving each other recommendations and that's where it arises to consider a product. *electronic word of mouth* is the initial factor for consumers to make *a Repurchase Intention The electronic word of mouth* contained in the Student Speed Shop tiktok account is very good that it can be seen on the Student Speed Shop tiktok account There are many consumers who recommend each other to buy their products, some people even have tiktok accounts whose content is only used to review products from the Student Speed Shop account, Positive comments on Student Speed Shop are also often received because the Student Speed Shop account is fast enough to innovate. According to Eriza [15] E-Wom is widely used by consumers to explore information about products.

The results of this study are in accordance with previous research by Mahendra [16] showing that *electronic word of mouth* has an effect on *Repurchase Intention*. This gives an idea that when E-WOM can be reached more widely by consumers related to the explanation of a product and there are many positive reviews about the product, it will have a dependent impact (*Repurchase Intention*) proven to be significantly influenced by all independent variables (*electronic word of mouth*).

3. The Effect of E-servqual on *Repurchase Intention*

Based on the results of this study, it is known that *e-servqual* has had a significant positive effect on *Repurchase Intention*. This shows that *e-servqual* is a factor to achieve *Repurchase Intention.* Student Speed Shop Tempeh Lumajang uses *e-servqual.* This shows *e-service quality indicators* such as being more effective and efficient, meeting transaction needs, the system runs well and completely, and maintaining security and privacy provided by Student Speed Shop Tempeh Lumajang is able to provide comfort for buyers. According to Tjiptono [17], *Electronic Service Quality* is the extent to which the site facilitates effective and efficient shopping in terms of purchasing, ordering and delivery.

The results of this study are in accordance with previous research by Damayanti and Putro [18] showing that product quality affects purchasing decisions. This gives an idea that the more the research hypothesis is prioritized, the more it can be concluded that the better *the e-service quality* felt by the users, the greater the comfort and loyalty to a product and the dependent variables (use decisions) are proven to be positively and significantly influenced by all independent variables (*e-service quality*).

4. UGC, E-wom, and E-servqual have a simultaneous effect on *Repurchase Intention*

Based on the results of this study, it is known that *User Generated Content,* E-wom and *E-servqual* have a simultaneous effect on *Repurchase Intention*. This shows that *electronic word of mouth* is a factor to influence consumers in making *Repurchase Intention* because UGC can make it easier for consumers to know an item so that consumers are confident when they want to make repeated purchases and go through E-Wom

making it easier for consumers to get positive information on TikTok media that is obtained before making a purchase decision is a consideration for consumers and is confident to make repeated purchases and are influenced by *the support of E-servqual* provided through the website which makes consumers satisfied because it helps facilitate consumer spending effectively and efficiently so that purchases are easier and more convenient and recurring decisions arise. Customer satisfaction from an internet-based service provider includes shopping, and delivery of products or services.

The results of this study are in accordance with previous research by Anisa & Marlena [4] showing that *User Generated Content*, E-wom, and *E-servqual* have a simultaneous effect on *Repurchase Intention*. The research hypothesis is accepted and it can be concluded that by using *User Generated Content* it will be easier to find detailed information about a product plus using E-wom will be easier to influence because the source of product information is obtained according to the criteria and of course accompanied by prioritizing *E-servqual* The better it will be felt by the buyers, the greater the level of purchase and loyalty to a product and the dependent variable (*Repurchase Intention*) is proven positively and simultaneously influenced by all variables of *User Generated Content*, E-wom, and *E-servqual.*

CONCLUSION

Based on the results of the research conducted by the researcher, it can be concluded as follows: 1) Testing the hypothesis results between *User Generated Content* (X1) and *Repurchase Intention* has a significant positive influence; 2) Testing the hypothesis results between Electronic Wod Of Mouth (X2) and *Repurchase Intention* has a significant positive influence; 3) Testing the hypothesis results between *Electronic Service Quality* (X3) has a significant positive influence on *Repurchase Intention*; 4) Testing of hypothesis results between User Generated Conent (X1) Electronic Word Of Mouth (X2) *Electronic Service Quality*, (X3) has an influence on *Repurchase Intention*.

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