

**THE INFLUENCE OF SATISFACTION AND E-WOM ON REUSE INTENTIONS MEDIATED  
BY BRAND TRUST  
(Study of Ruangguru Tutoring Students in Denpasar City)**

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**Abstract**

Indonesia is a country that has challenges in improving the quality of education, therefore there is a need for initiatives from the private sector to improve the quality of education. Ruangguru is present as an online and offline tutoring service, aiming to improve education in Indonesia so that it is better than before. This research aims to examine the influence of student satisfaction and the positive influence of electronic word of mouth (E-WOM) on students' reuse intention. Ruangguru tutoring, by considering the role of brand trust in the city of Denpasar. The population in this research are all Ruangguru students located in Denpasar City with a sample of 160 respondents through non-probability sampling. Data were collected using a questionnaire in the form of a Google form, data were processed using SEM-PLS using SmartPLS Version 3 software. The results of the analysis showed that satisfaction had a positive and significant effect on reuse intention and brand trust, E-WOM had a positive and significant effect on reuse intention and brand trust, and brand trust is able to mediate the effect of satisfaction and E-WOM on reuse intention.

**Keywords:** satisfaction, E-WOM, brand trust, reuse intention

**INTRODUCTION**

Education in Indonesia still faces various challenges which cause its quality to lag behind global standards. Based on the 2022 Program for International Student Assessment (PISA) report, the average score of Indonesian students in reading, mathematics and science is below average (OECD, 2019). Even though currently there are more than 300 thousand schools with a total of 56 million students in Indonesia (Kemendikbud, 2021). The total expenditure of Indonesian families to finance education reaches 40 billion rupiah. Indonesia is ranked fourth in the world in terms of the number of school students it has (Arwanda et al., 2018). This shows that even though Indonesia is one of the largest in terms of number of students, the quality of education in Indonesia still needs a lot of improvement, both in terms of curriculum, teaching methods and educational facilities (Fadil et al, 2023).

The main challenge in education today is the dominance of learning which is characterized by excessive assignments, which causes a decrease in understanding of concepts at the school level. Efforts are needed to provide learning guidance outside

of school, so that students can continue to develop skills and obtain effective and optimal education (Lestari et al., 2019).

One company that takes advantage of service opportunities via internet media is Ruangguru. Ruangguru, according to its website, is a technology company in Indonesia that focuses on education-based services. Ruangguru focuses on developing various technology-based learning services, including virtual class services, online exam platforms, subscription learning videos, private tutoring marketplaces, and other educational content that can be accessed through the Ruangguru website and application. Data taken from Ruangguru's internal data community data profiling period Q1 - January 2022 shows that of the total Ruangguru students who are included in the student community group, 36.7 percent of students want to re-subscribe to Ruangguru services, 47.5 percent do not want to re-subscribe, and 13.7 percent were undecided. This gives rise to a phenomenon that tutoring has problems in keeping students subscribed. The phenomenon of the emergence of many competitors means that students can choose study guidance according to their individual needs.

Reuse intention is an important component in customer purchasing behavior because it influences customers to make different choices in the market based on their preferences (Kazmi et al., 2018). If the intention to reuse is high then there is a high opportunity to increase customer loyalty in the hope of providing benefits to the company. Companies must always find out what factors make customers want to buy a product again. Therefore, it is imperative for companies to actively pay attention to and increase customer satisfaction in order to maintain their loyalty.

Pappas et al. (2022), emphasizes the importance of customer satisfaction to increase customer repurchase intentions. The next factor besides customer satisfaction that influences intention to reuse is E-WOM. Companies need to monitor and manage E-WOM carefully, respond quickly to reviews and comments, and strive to create a positive experience for customers. The incessant social media causes many customers to know about a brand. Further research and understanding of these E-WOM indicators will help companies optimize their marketing strategies in the ever-evolving digital era (Sun et al., 2019). Ardiansyah and Marlina's (2021) research shows that E-WOM has a positive and significant effect on intention to reuse, meaning that the better E-WOM reviews on social media can increase customers' intention to use.

There are other variables besides customer satisfaction that can influence customers' repurchase intentions, namely satisfaction can increase brand trust (Gutierrez, 2019). E-WOM from companies is also the main driver of customer trust in using social media, this customer trust has an impact on customers to repurchase products online (Alzaidi and Agag., 2022). Marques et al. (2022) stated that brand trust as a mediating variable has a significant relationship with intention to reuse, influenced by customer satisfaction.

The Theory of Planned Behavior (TPB) is a theory that explains the causes of

behavioral intentions. According to the TPB, behavioral intentions are determined by three main determinants, namely attitudes, subjective norms, and perceived behavioral control (Smith, 2015: 102). According to Asadifardo, et al (2019), this theory assumes that perceived behavioral control has motivational implications for behavioral intention and behavior. The following is an overview of the Theory of Planned Behavior (TPB) model.

Reuse intention is an individual's decision after making an assessment regarding previous purchases, and intending to repurchase from the same service or company and is based on possible considerations and circumstances. The intention to reuse can be said to be a form of loyalty, but it emphasizes continued use after consumers feel satisfied with a product or service. Reuse intention is also a customer's evaluation of whether or not to repurchase a product or service from the same seller, taking into account the current situation and possible future events (Hellier et al., 2023). In this research, the measurement of customer loyalty variables refers to Putri et al. (2019) and Nguyen et al., (2019) with the indicators used in the research as follows: Transactional Intention, Referential Intention, Preferential Intention, and Explorative Intention.

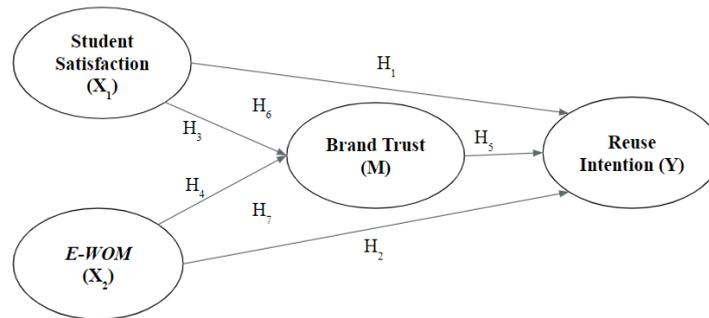
Kotler and Keller (2016: 153) explain that customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance and results of the product or service in mind against the expected performance and results. Customer satisfaction in the context of this research is student satisfaction. If performance is below expectations, students are dissatisfied. If performance meets expectations, students are satisfied. If performance exceeds expectations, the customer is very satisfied or happy. In this research, the measurement of the Satisfaction variable refers to Sari and Oswari (2020) and Mustikasari (2021) with the indicators used in the research as follows: feelings of satisfaction with features, feelings of satisfaction in service, conformity of price with customer expectations and feelings of satisfaction with the purchasing procedure.

Electronic Word of Mouth (E-WOM) is a statement from customers, whether positive, neutral or negative, written by potential customers, actual customers, non-real customers (buzzers) or former customers regarding a product or service. Just like customers can provide a review, opinion, opinions or comments via social media. (Jesslyn and Loisa, 2019). In this study, the measurement of the E-WOM variable refers to Luthfiyatillah et al. (2020) and Ulandari et al. (2021) with the indicators used in the research as follows: Concern for other consumers, Advice Seeking, E-WOM Intensity, and Valence of Opinion.

Brand trust is a psychological variable that reflects a number of initial accumulations involving credibility, integrity and benevolence attached to a particular brand. (Ferrinadewi, 2018:147). In this research, the measurement of the brand trust variable refers to Kim et al. (2021) and Bowen and Bowen (2019) with the following

indicators: Brand reliability, brand competence, Perceived Motives of the Company, and Brand Reputation.

Based on the theoretical basis and literature review as well as previous research, a conceptual framework can be prepared. This research is aimed at identifying student satisfaction, E-WOM, brand trust to Reuse Intention Ruangguru in Denpasar City. Then a conceptual framework is developed to see the relationships between research variables as shown in Figure 1.



**Figure 1. Research Concept**  
Source: Data analysis (2024)

## RESEARCH METHOD

The subjects of this research are students who are/have purchased Ruangguru services in Denpasar City. The object of this research is the behavior of students using Ruangguru tutoring services in Denpasar City as seen from the variables of student satisfaction, E-WOM, brand trust, and reuse intention. The following are the variables used in this research and the operational definition of each variable, which can be seen in table 1.

**Table 1. Research Variables and Indicators**

Variable	Indicators	Sources
Student satisfaction (X <sub>1</sub> )	Feature Satisfaction (x1.1)	Sari and Oswari (2020); Mustikasari (2021)
	Service Satisfaction (x1.2)	
	Cost Suitability (x1.3)	
	Payment Method Satisfaction (x1.4)	
E-WOM (X <sub>2</sub> )	Concern of Other Students (x2.1)	Luthfiyatillah et al. (2020); Ulandari et al. (2021)
	Getting Advice (x2.2)	
	E-WOM Intensity (x2.3)	
	Valence of Opinion (x2.4)	
Brand trust (M)	Brand Reliability (m1)	Kim et al. (2018); Bowen and Bowen (2019)
	Brand Competence (m2)	
	Perceived Motives (m3)	

		Brand Reputation (m4)	
Reuse intention (Y)	Reuse (y1)	Putri et al. (2019);	
	Recommendation (y2)	Nguyen et al. (2019)	
	Top Choice of Service (y3)		
	Proactive Customer (y4)		

Source : Data is processed (2024)

In the research, answers will be sought regarding whether a variable can influence other variables and find out the influence of student satisfaction and E-WOM on reuse intention, mediated by brand trust. Quantitative research using the survey method is carried out by collecting data using questionnaires distributed to a group of people called respondents and then the data obtained from the respondents allows researchers to carry out analysis and draw conclusions regarding the entire category of people represented by the respondents. This research is associative (correlational), namely a research model that aims to explain the relationship between variables.

Descriptive statistical analysis is used to describe data without making general conclusions, such as average value, standard deviation, maximum and minimum values. This research uses 16 indicators, based on the formulation, the sample range for this research is a minimum of 80 (16x5) and a maximum of 160 (16x10), for this research the sample used is 160. for the variables student satisfaction, E-WOM, brand trust, and reuse intention with assessments based on value intervals.

**Table 2. Respondent Profile**

No	Variable Relationship	Categories	Number of Respondents	Percentage (%)
1	Kelas	Grade 10 SHS	92	57,50
		Grade 11 SHS	68	42,50
		<b>Sub Total</b>	<b>160</b>	<b>100</b>
2	Jenis Kelamin	Male	53	33,13
		Female	107	66,88
		<b>Sub Total</b>	<b>160</b>	<b>100</b>
3	Jumlah Transaksi	1 times	102	63,75
		>1 times	58	36,25
		<b>Sub Total</b>	<b>160</b>	<b>100</b>
4	Rentang Harga Layanan digunakan	Rp 50.000 - 1.000.000		
		Rp 1.000.001 - 3.000.000	58	36,25
		Rp 3.000.001 - 5.000.000	18	11,25
		Rp 5.000.001 - > Rp 5.000.001	45	28,13
		> Rp 5.000.001	39	24,38
		<b>Sub Total</b>	<b>160</b>	<b>100</b>

Source : Data is processed (2024)

The data analysis used in this study is Partial Least Square (PLS) which is a Structural Equation Modeling (SEM) equation model based on a variant-based or component-based structural equation model. Data analysis begins by displaying the outer model and inner model. Outer model analysis is carried out to ensure that the measurements used are suitable for measurement or valid and reliable. While the inner model analysis or structural analysis of the model is carried out to ensure that the structural model built is accurate. Furthermore, hypothesis testing and mediation testing were carried out using the bootstrap method on SmartPLS 3.0.

## **RESULT AND DISCUSSION**

This research utilizes Partial Least Square (PLS) 3.0 to test hypotheses and develop a valid model. There are two models in this study: the outer model, which is the measurement model, and the inner model, which is the structural model representing the relationship between latent variables.

### **Measurement model**

The aim is to validate the model and test reliability of the constructs in accordance with theoretical and empirical studies. The results of the validity and reliability tests can be seen within the table 2. Convergent validity testing was carried out to discover out whether the latent variabel in this investigate were substantial by looking at the average variance extracted (AVE) esteem of each inactive variable. In case the average variance extracted (AVE) of a latent variable is more prominent than 0.5 at that point the variable is said to have great convergent validity (Hair et al., 2021). It can be seen from the table underneath that all factors have the average variance extracted (AVE) esteem over 0.5, so it can be said that all factors in this investigate are valid

Reliability test employments cronbach's alpha and composite reliability parameters. A variable is said to have great composite reliability in case the reliability test comes about from cronbach's alpha and composite reliability appear that the esteem of all develops is more noteworthy than the least restrain of cronbach's alpha, to be specific more prominent than 0.70 and composite reliability is more noteworthy than or break even with to 0.7 (Hair et al. al., 2021). Based on the unwavering quality test utilizing cronbach alpha and composite reliability, the parameter values for all constructs above 0.7 can be seen in Table 3. Thus, from the reliability test using Cronbach alpha and composite reliability of all constructs, they are reliable and have good internal consistency for use in this model test.

**Table 3. Result of the measurement model**

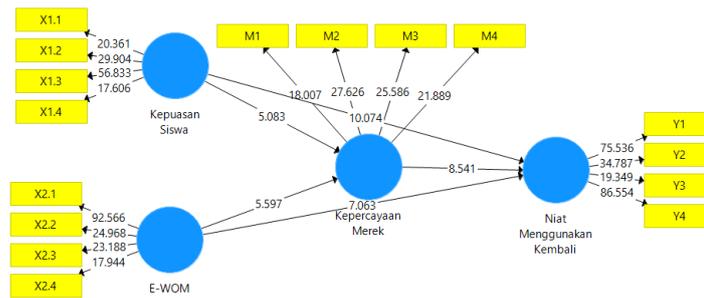
Variable	Indicator	Outer Loading	CA	CR	AVE
Student satisfaction	Feature Satisfaction	0,766	0.848	0.898	0.688
	Service Satisfaction	0,839			
	Cost Suitability	0,909			
	Payment Method Satisfaction	0,797			
E-WOM	Concern of Other Students	0,934	0.878	0.917	0.734
	Getting Advice	0,824			
	E-WOM Intensity	0,828			
	Valence of Opinion	0,835			
Brand trust	Brand Reliability	0,805	0.842	0.894	0.678
	Brand Competence	0,821			
	Perceived Motives	0,843			
	Brand Reputation	0,825			
Reuse intention	Reuse	0,931	0.896	0.928	0.765
	Recommendation	0,844			
	Top Choice of Service	0,778			
	Proactive Customer	0,936			

Source: Data Processing With SmartPLS, 2024

Evaluation of the measurement model in PLS is an evaluation of the relationship between variables and their indicators which has three criteria, namely using convergent and discriminant validity on each variable indicator, and composite reliability on all indicators. Outer loading describes how much the indicator is related to its variables.

### **Structural Model**

In the structural model, the significance levels and coefficients of the variables were evaluated to determine the supportability of the hypothesis. The evaluation of structural model pertains to the hypothesis testing of relationships between the research variables. Based on the SmartPLS output, the structural model is obtained in Figure 2 as follows.



**Figure 2. Structural Model**

Source: Data Processing With SmartPLS, 2024

### Hypothesis Testing

The statistical test used for hypothesis testing is the t test with alternatives accepted if the p-value is  $< \alpha$  5%. Based on table 5, the results of testing the direct influence between these variables Table 3 shows the direct and indirect effect with bootstrapping from the PLS analysis.

**Table 3. Direct Effect of Mediating Variables**

Hypothesis	Variable Relationship	Original Sample	T-Statistics	P-Values	Result
Student					
H1	Satisfaction -> Reuse Intention	0.456	10.074	0.001	Significant Supported
H2	E-WOM -> Reuse Intention	0.275	7.063	0.000	Significant Supported
Brand Trust					
H3	Satisfaction -> Brand Trust	0.426	5.083	0.001	Significant Supported
H4	E-WOM -> Brand Trust	0.459	5.597	0.000	Significant Supported
H5	Brand Trust -> Reuse Intention	0.303	8.541	0.002	Significant Supported

Source: Data processing with PLS, 2024

Table 3 shows the p-value for each variable which can be explained as follows.

1. The p-value to test the effect of student satisfaction on reuse intention is 0.001, which is lower than 0.05. This data shows that student satisfaction has a positive and significant effect on reuse intention.
2. The p-value to test the effect of E-WOM on reuse intention is 0.000, which is lower than 0.05. This data shows that E-WOM has a positive and significant effect on reuse intention.
3. The p-value to test the effect of student satisfaction on brand trust is 0.001, which

is lower than 0.05. This data shows that student satisfaction has a positive and significant effect on brand trust.

4. The p-value to test the effect of E-WOM on brand trust is 0.000, which is lower than 0.05. This data shows that E-WOM has a positive and significant effect on brand trust.
5. The p-value to test the effect of student satisfaction on brand trust is 0.002, which is lower than 0.05. This data shows that brand trust has a positive and significant effect on reuse intention.

**Table 4. Indirect Effect of Mediating Variables**

Hypothesis	Variable Relationship	Original Sample	T-Statistics	P-Values	Result
H6	Student Satisfaction -> Brand Trust -> Reuse Intention	0.129	3.757	0.001	Supported (Partial)
H7	E-WOM -> Brand Trust -> Reuse Intention	0.139	5.065	0.002	Supported (Partial)

Source: Data processing with PLS, 2024

The effect of student satisfaction on the intention to reuse through brand trust as a mediator obtained an original sample value of 0.129, which means it can have a positive effect. The results of the p values of  $0.001 < \alpha < 0.05$  indicate that student satisfaction has a positive and significant effect on the intention to reuse through brand trust, so that H6 can be accepted. This means that brand trust is able to mediate the effect of student satisfaction on the intention to reuse. The indirect effect of student satisfaction on the intention to reuse through brand trust shows significant results. The higher the value of student satisfaction, the greater the value of the intention to reuse through brand trust can be.

The effect of E-WOM on the intention to reuse through brand trust as a mediator obtained an original sample value of 0.139, which means it can have a positive effect. The results of the p values of  $0.002 < \alpha < 0.05$  indicate that E-WOM has a positive and significant effect on the intention to reuse through brand trust, so that H7 can be accepted. This means that brand trust is able to mediate the effect of E-WOM on the intention to reuse. The indirect effect of E-WOM on reuse intention through brand trust shows significant results. The better the E-WOM value, the higher the reuse intention value through brand trust.

## **DISCUSSION OF HYPOTHESIS TESTING RESULT**

### **The effect of student satisfaction on reuse intention (H1)**

The results of the t-test show that student satisfaction has a positive and significant effect on the intention to reuse Ruangguru tutoring in the city of Denpasar. The higher the student's satisfaction with Ruangguru's tutoring, the more their intention to repurchase will increase. The satisfaction felt by students is in the form of satisfaction of students who use Ruangguru because they are satisfied with the various features provided. Ruangguru also continues to innovate to develop features. Features can include learning videos, interactive practice questions, and discussion forums. Currently there is also a new feature in the form of Artificial Intelligence (AI) to add features so that students can continue to use them. This initiative carried out by Ruangguru then increases reuse intention. Teacher services in terms of teaching also increase student satisfaction. Teaching services include providing an updated curriculum and interesting and fun teaching methods. Furthermore, Ruangguru prices are added which are commensurate with the benefits and the quality of service provided.

The Theory of Planned Behavior implies that human behavior is determined by a person's will which originates from internal factors. The results of this research are in line with the Theory of Planned Behavior. The intention to reuse Ruangguru students is influenced by one factor in a person's willingness, namely student satisfaction. The results of this study are in accordance with the results of research conducted by Marques et al. (2022) in their research on e-commerce products stated that customer satisfaction positively and significantly influences reuse intentions. Majeed et al., (2022) stated that there is a positive and significant relationship between customer satisfaction and intention to reuse.

### **The effect of E-WOM on reuse intention (H2)**

This research examines the influence of the E-WOM variable on the intention to reuse Ruangguru tutoring in the city of Denpasar. The results of hypothesis testing in this study show that the coefficient value of the relationship between E-WOM and repurchase intention is 0.275 with a significance level of 0.000. Based on the results of the hypothesis test, it was found that H3 was supported and accepted. This means that E-WOM has a positive and significant effect on the reuse intention Ruangguru tutoring students. These results can be interpreted as meaning that the better the E-WOM that students receive, the more their intention to repurchase will increase.

The Theory of Planned Behavior implies that human behavior comes from external factors. The results of this research are in line with the Theory of Planned Behavior. The intention to reuse Ruangguru students is influenced by one external factor, namely E-WOM. The results of this research are in accordance with the results of research conducted by Ardiansyah and Maharani (2021) that E-WOM has a positive effect on intention to reuse. There is an influence between E-WOM on the intention to

reuse online products, so it can be interpreted that the better the E-WOM reviews on Instagram accounts can increase the customer's intention to use.

### **The effect of student satisfaction on brand trust (H3)**

This research examines the influence of student satisfaction variables on the trustworthiness of the Ruangguru tutoring brand. The results of hypothesis testing in this study show that the coefficient value of the relationship between student satisfaction and brand trust is 0.426 with a significance level of 0.001. Based on the results of the hypothesis test, it was found that H2 was supported and accepted. This means that student satisfaction has a positive and significant effect on the brand trust of Ruangguru tutoring students. This result can be interpreted that the higher the student satisfaction, the higher the brand trust.

This is in line with research by Dewi and Rastini (2019) showing that customer satisfaction has a positive and significant effect on brand trust for online products. Firmansyah and Ali's research (2019) found positive and significant results on customer satisfaction influencing brand trust in e-commerce in Indonesia.

### **The effect of E-WOM on brand trust (H4)**

This research examines the influence of the E-WOM variable on the trustworthiness of the Ruangguru tutoring brand in the city of Denpasar. The results of hypothesis testing in this study show that the coefficient value of the relationship between E-WOM and brand trust is 0.459 with a significance level of 0.000. Based on the results of the hypothesis test, it was found that H4 was supported and accepted. This means that E-WOM has a positive and significant effect on brand trust by Ruangguru tutoring students. This result can be interpreted that the better the E-WOM, the more brand trust will increase.

This is in line with research which states that brand-related E-WOM can change brand trust and influence customers (Smith and Johnson, 2020). This finding is also supported by research by Rahman et al. (2020) E-WOM has a significant positive effect on brand trust in sharing digital products in Malaysia. Research shows that customer engagement on social media is positively related to trust (Geng et al., 2021; Hollebeek and Macky, 2019).

### **The effect of brand trust on reuse intention (H5)**

This research examines the influence of the brand trust variable on the intention to repurchase Ruangguru tutoring in the city of Denpasar. The results of hypothesis testing in this study show that the coefficient value of the relationship between brand trust and repurchase intention is 0.303 with a significance level of 0.002. Based on the results of the hypothesis test, it was found that H5 was supported and accepted. This means that brand trust has a positive and significant effect on the intention to repurchase by Ruangguru tutoring students. These results can be interpreted as meaning that the better the brand trust, the greater the intention to repurchase Ruangguru tutoring services by students.

Basmantra et al. (2022) stated that Ruangguru as a digital education institution must have brand trust in terms of quality educators and ease of use of applications which have become a millennial lifestyle today. There are other variables besides customer satisfaction that can influence customers' repurchase intentions, namely satisfaction can increase brand trust (Gutierrez, 2019). Moslehpour (2020) states that brand trust influences customer purchase intentions, influencer trust, attractiveness and similarity with followers and further influences reuse intentions. Duarte et al., (2018) stated that there is a positive correlation between brand trust and people's reuse intentions in Hong Kong.

#### **The role of brand trust mediates the influence of student satisfaction on reuse intention (H6)**

The results of the mediation test in this study show that brand trust is able to mediate positively and significantly the influence of student satisfaction on the intention to reuse Ruangguru tutoring services by students in Denpasar City. The values in the VAF test results show that brand trust partially mediates the influence of student satisfaction on intention to reuse. Brand trust acts as a partial mediator, which is only able to partially mediate the influence of student satisfaction on intention to reuse. The more confident that the benefits obtained by students are in accordance with the desired expectations so that students also feel satisfied, the higher the intention to repurchase for the next level period.

Competence, from brands to quality learning materials, including a good name, can have an indirect influence on the benefits felt by students, so that students will always be satisfied when using Ruangguru study guidance. Ruangguru brand trust is able to have an indirect influence on student satisfaction so that students can continue to use Ruangguru until they use it again at the next level.

This is supported by research by Cuong (2020) in his research on e-commerce customers in Vietnam, there is a positive and significant influence of brand trust mediating customer satisfaction on intention to reuse. Later, Javed et al. (2021) stated that social trust has a significant mediating effect between customer satisfaction and intention to reuse. The results of this research indicate that brand trust is high and provides an indirect consideration for student satisfaction regarding considerations for students to use Ruangguru. The higher the student satisfaction score, the higher the intention to reuse through brand trust.

#### **The role of brand trust mediates the influence of E-WOM on reuse intention (H7)**

The results of the mediation test in this study show that brand trust is able to mediate E-WOM on the intention to reuse Ruangguru tutoring services by students in Denpasar City. The values in the VAF test results show that brand trust partially mediates the influence of E-WOM on intention to reuse. Brand trust acts as a partial mediator, which is only able to partially mediate the influence of E-WOM on intention to reuse. The more confident the benefits obtained by students are in accordance with

the desired expectations, the more students will provide good input on social media. The higher the intention to repurchase for the next period. Good input information from students to Ruangguru on social media, accompanied by the indirect influence of Ruangguru brand trust on the benefits and reliability of the Ruangguru brand, can make students actively use it again at the next level.

This finding is also supported by research by Seifert and Kwon (2020); Huyen and Costello (2017) stated that brand trust partially mediates E-WOM on intention to reuse. Eneizan et al. (2020) explained that trust partially influences E-WOM on intention to reuse. Ladhari and Michaud (2015) empirically show that brand trust is significantly greater than E-WOM exposure in influencing reuse intentions. The higher the E-WOM value, the greater the value of intention to reuse through brand trust.

## **CONCLUSIONS**

Based on data analysis and discussion in the previous chapters, the conclusions obtained from this research are as follows:

1. Student satisfaction has a positive and significant effect on the reuse intention. Ruangguru's tutoring services for high school or equivalent students in Denpasar City. The higher the student's satisfaction with Ruangguru's tutoring, the greater the intention to reuse.
2. E-WOM has a positive and significant effect on the reuse intention Ruangguru's tutoring services. The better the E-WOM or reviews received by high school students or equivalent in Denpasar City, the greater the intention to reuse.
3. Student satisfaction has a positive and significant effect on the Ruangguru brand trust for high school students or equivalent in Denpasar City. The higher the student satisfaction using Ruangguru study guidance, the higher the student's trust in Ruangguru.
4. E-WOM has a positive and significant effect on the Ruangguru brand trust, the better the E-WOM or reviews received by high school students or equivalent in Denpasar City, the higher the students' trust in Ruangguru.
5. Brand trust has a positive and significant effect on the reuse intention Ruangguru's tutoring services. The higher the student's trust in Ruangguru, the higher the student's intention to reuse.
6. Brand trust partially mediates the influence of student satisfaction on reuse intention Ruangguru's tutoring services. The higher the student's trust in Ruangguru, the higher the student's satisfaction and intention to use it again.
7. Brand trust partially mediates the influence of E-WOM on the reuse intention Ruangguru's tutoring services. The higher the students obtain good information, the higher the satisfaction with using Ruangguru tutoring and the students' intention to repurchase.

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