

Patterns of Symbolic Interaction Communication in the Online Ojek Community: Qualitative Descriptive Study

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Abstract

Presently, service quality manifests in the form of technology known as Self-Service Technology (SST), which has a significant impact on how customers interact with a company. The aim of this research is to explore the factors influencing customer perception of SST Qual concerning customer satisfaction and trust, leading to repurchase intention and e-word of mouth in fast-food restaurant customers. This study focuses on internationally recognized brands in Indonesia, namely McD, Pizza Hut, KFC, A&W, and Burger King, and examines the influence of SST Qual through social media platforms such as Facebook, Instagram, Twitter, and TikTok, which are utilized by customers. This is the outcome of advancements made from prior studies on Indonesian consumers of online retail businesses. It is intended that the research's contribution will offer useful marketing tactics for consumers of the brands under study in addition to information at the theoretical and scientific level of marketing management. The present study employed a survey approach for data collection, whereby online questionnaires were disseminated to potential respondents, who were chosen using purpose sampling among patrons of international restaurants in Indonesia. For analysis using factor analysis and structural equation modeling (SEM) with the smartPLS application. The findings from this study are that SST Qual is the main driver in increasing and forming customer satisfaction and customer trust which will increase and retain customers so that repurchase intention can be achieved through encouraging eWOM from other consumers

Keywords: SST Qual, Customer Satisfaction, Customer Trust, eWOM, Repurchase Intention

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INTRODUCTION

In recent decades, service quality has emerged as a broad research topic, now manifesting in the form of technology-driven services known as Self-Service Technology (SST). SST has a significant impact on how customers interact with companies to create positive service experiences. This impact encompasses various dimensions such as functionality, enjoyment, security privacy, assurance, design, convenience, and customization, all contributing to the overall quality of self-service technology (Iqbal et al., 2018).

Service quality is recognized as a key advantage perceived by consumers in a product or service by comparing their expectations with the perceived performance after the purchase (Aras et al., 2023). Therefore, with the advancement of Information and Communication Technology (ICT), the dynamics of interaction between service-oriented companies and their customers have evolved, raising the standards of service (Iqbal et al., 2018; Barrett et al., 2015; Lovelock & Gummesson, 2004). Furthermore, service providers have introduced mechanisms

that support technology, namely Self-Service Technologies (SST), to provide customers with convenient services aimed at achieving enhanced productivity and satisfaction (Gounaris et al., 2010; Hien, 2014; Tsou & Hsu, 2017). Consequently, due to the advancements in technology and the internet, the quality of services has become a critical success factor, particularly in delivering products promptly and accurately (Rita et al., 2019).

The way people make purchases has been altered by technological advancements, particularly at fast food establishments where sales have tripled since 2017—especially during the COVID-19 pandemic (Ahuja et al., 2021). According to Zion Marketing Research (2017), the global fast food market capitalization exceeded USD 539.63 billion in 2016 and is projected to continue growing at a compound annual growth rate (CAGR) of more than 4.2% to reach USD 690.80 billion in by 2022. Intense competition exists among leading global fast-food companies, expansion of online ordering, drive-thru facilities in fast food outlets, app-based companies providing delivery services, and rapid increase in fast food-consumption adoption food in developing countries has driven current sales growth and is expected to drive future growth in the fast-food sector. Additionally, increasingly busy lifestyles, multiple incomes, and rising household incomes, coupled with an increasing trend toward cheap, convenient, and ready-to-eat food options with minimal wait times, have the potential to unlock future growth in the fast-food sector (Slack et al., 2021).

The emergence of social media platforms utilized for social media marketing activities in a company, such as Twitter, Facebook, Instagram, and Snapchat, has been noted (Ajina, 2019). Building strong relationships with customers through online platforms is thought to be a modern way of advertising and reaching a broad audience, according to previous study that focused on social media marketing activities (McClure & Seock, 2020; Pandey et al., 2018; Wang et al., 2019). The swift progress of communication technology has led to the emergence of multiple social media platforms, which have encouraged marketers to utilize them for easy customer connection, communication, and teamwork (Grover et al., 2019). The rapid progress in internet and information technology provides significant opportunities for business practitioners to reach their audiences and strengthen their brand values (Reveilhac & Blanchard, 2022; Saheb et al., 2021). Social media platforms encompass a variety of web-based tools that enable internet users to share and broadcast a substantial amount of information virtually (Gómez et al., 2019; Zeng & Gerritsen, 2014).

Based on this, research has been done by a number of prior researchers on the effects of SST QUAL on customer satisfaction and consumer repurchase intention, both directly and indirectly through customer trust and electronic word-of-mouth. These studies have shown that through service quality, customers' perceived value has a significant direct impact on customer satisfaction (Uzir et al., 2021). Thus, customer trust is primarily based on service quality, which influences their decision to make additional purchases from online retailers (Rita et al., 2019). Customer trust encourages customers to spread electronic information by word of mouth (Loureiro et al., 2018a), satisfied customers are more inclined to become loyal and make repeat purchases (Slack et al., 2020), and social media users who

receive good service are more probably to make repeat purchases. Good customer satisfaction also encourages social media users to inform again via electronic word of mouth (Velázquez et al., 2019) about the service received and keeps customer trust building, thereby creating repeat purchases (Erlinda et al., 2022). This is because the SST QUAL received also prompts e-commerce social media users to convey it via electronic word of mouth to other social media users (Lubis et al., 2021).

The relationship between SST Qual can positively influence customer satisfaction and customer trust in online retail businesses in Indonesia. Furthermore, the correlation between customer satisfaction and customer trust has implications for repurchase intention and e-word of mouth, reflecting the diverse cultural attributes of different countries due to the varying relevance of electronic service quality attributes (Rita et al., 2019). Moreover, a study conducted in a bank in India revealed that the reduction of paper currency, facilitated by SST Qual, can enhance e-word of mouth through the utilization of digital media within that society (Mukerjee, 2020). Research on e-commerce in Indonesia has demonstrated that Electronic Word of Mouth (eWOM) has the potential to boost repurchase intention. Factors such as website design, enjoyment, social aspects, security features, and protection of personal information influence repurchase intention, leading customers to provide recommendations and advice to others (Rachbini et al., 2021).

Previous research has explained the relationship between SST Qual on customer satisfaction and customer trust and the relationship between customer satisfaction and customer trust on repurchase intention and e-word of mouth (Rita et al., 2019). Thus, eWOM can increase repurchase intention (Rachbini et al., 2021). However, not much research in Indonesia has developed a model that investigates the relationship between SST Qual and customer satisfaction and customer trust which is able to increase repurchase intention, when measured by customers of fast-food restaurants with international brands in Indonesia, such as McD, Pizza Hut, KFC, A&W and Burger King through SST Qual encouragement with Facebook, Instagram, Twiter and Tiktok as social media used by customers. Thus, this research was conducted with the aim of exploring the factors that influence SST Qual customers on customer satisfaction and customer trust on repurchase intention and e-word of mouth. It is hoped that the results of this research can contribute to theory and science in the field of marketing and also provide managerial implications that have a positive impact on the management of marketing strategies through self-service technology and social media for a company's product brand which can increase repurchase intentions.

LITERATUR REVIEW

SST QUAL

SST is a method of communicating and collaborating between technology and consumers which allows consumers to use services without the need for communication between service providers and consumers (Chen et al., 2016). SST takes advantage of technological advances, improved customer experience, and reduced costs associated with employee expenses (Boon-itt, 2015). According to Shin & Perdue (2019), SST is a technology that significantly affects business

practices, particularly in the service sector. According to prior research, an increasing number of customers would rather use SST than speak with service representatives directly in order to get service results (Meuter et al., 2003; Wang et al., 2016). From the customer's perspective, SST allows customers to experience services without direct interaction with service employees (Meuter et al., 2000). On the other hand, from the company's perspective, SST is considered an important element in reducing costs and improving customer experience (Considine & Cormican, 2016), increasing productivity and efficiency (Walker et al., 2002), and offering new service options and channels (Kelly et al., 2017). Therefore, implementing SST can better meet customer demands and increase customer satisfaction (Bitner et al., 2002; Shin & Perdue, 2019). Differences in trust in technology are explained by the SST variable, a second-order latent construct with seven multidimensional first-order constructs that represent particular aspects of the inclusive latent construct on SST QUAL of functionality, enjoyment, safety, design, assurance, comfort, and customization. (Hassan et al., 2020).

Customer Satisfaction

Customer satisfaction serves as a reflection of users' feelings regarding their interactions with services, encompassing various aspects such as diverse products, service quality, security, and more (Djelassi et al., 2018). Customer satisfaction refers to how a customer feels about the apparent difference between their prior expectations and the product's actual performance, as experienced after using it. The disconfirmation theory, which compares pre-purchase expectations and post-purchase evaluation findings, provides the foundation for the definition of customer satisfaction (Slack et al., 2020). The influence of indirect and direct variables is assessed using customer satisfaction as a dependent variable, which includes service quality, privacy, and trust (Dehghanpouri et al., 2020). Additionally, customer satisfaction encompasses employee behavior, such as friendliness, service efficiency, and confidentiality (Islam et al., 2021). It comprises several dimensions, including feelings of contentment, repeated product purchases, recommendations to others, and the fulfillment of consumer expectations (Erlinda et al., 2022).

Customer Trust

As defined by (Choi & La, 2013), client trust is the faith that consumers have in a business, developed via previous interactions. Customer trust is defined as when customers believe in the seller's surroundings and their response reflects that belief (Issock et al., 2020). Gaining the trust of customers is crucial to attracting and retaining loyal customers who will stick with the business (Li et al., 2020). In the business ecosystem, a customer's trust is a long-term relationship that fosters collaboration between partners, improves interactions between individuals and organizations, and lowers uncertainty in negotiations (Mombeuil & Fotiadis, 2017). The perceived ease of using a specific product or service is intertwined with customer trust, based on the extent to which individuals have confidence and ongoing commitment (Stewart & Jürjens, 2018).

Repurchase Intention

Customers use repurchase intentions as a starting point to research important facts regarding online platforms and form repurchase intentions from other customers (Elbeltagi & Agag, 2016). Repurchase intention can be seen as the

customer's tendency to return to the same supplier after receiving a satisfactory product or service (Rita et al., 2019). Repurchase intention refers to a customer's desire to upgrade, switch, or acquire a specific new product (Herjanto, 2020). Repurchase intention is the proportion of buyers who make long-term, very lucrative purchasing decisions by making shopping very appealing (Mou et al., 2020). Repurchase intention is a measure of customer education in which the provision of services equips clients with the knowledge and skills necessary to utilize that information to decide whether to repurchase a specific product (Nora, 2019).

E-word of Mouth

Electronic Word of Mouth (eWOM) represents a contemporary manifestation of traditional Word of Mouth (WOM) within the digital landscape, encompassing online reviews, recommendations, and opinions. It holds significant importance in marketing literature, with users sharing eWOM based on their individual preferences and usage experiences with products (Thakur, 2019). In the pre-e-commerce era, traditional WOM served as non-commercial communication among consumer groups, facilitating feedback exchange to mitigate perceived risks ((Ngarmwongnoi et al., 2020). E-word of Mouth comprises impartial messages, rendering it more credible than advertising, and can serve both as precursors and outcomes in consumers' evaluations of desired goods (Velázquez et al., 2019). It is observed in the context of word-of-mouth promotion on social networks, where social media functions as a reinforcement of consumer opinions, influencing customer attitudes (Donthu et al., 2021). E-word of Mouth exemplifies the transformative impact of the Internet, extending the conventional WOM concept to online content known as Electronic Word of Mouth (eWOM), capable of reaching a broad audience swiftly (Uslu, 2020).

RESEARCH METHODS

The research employed a quantitative approach, with data collection conducted through a survey method utilizing a questionnaire distributed via Google Forms. Measurements were conducted using a Likert scale ranging from 1 to 7 (1 = strongly disagree and 7 = strongly agree), providing respondents with a broad range to specify their preferences more precisely. The primary goal of the research is to examine the effects of various factors, including e-word of mouth, SST QUAL, customer satisfaction, customer trust, and repurchase intention. Each variable's associated questionnaire item was created using prior research and pertinent literature as a guide.

An initial questionnaire (pre-test) was distributed to 30 respondents to start the data collection procedure. The study utilized a quantitative methodology that incorporated the Structural Equation Model (SEM). IBM SPSS 24 and SmartPLS 3.2.9 software were utilized for data processing and analysis. Using SPSS 24, the researcher conducted a factor analysis for validity and reliability testing during the pre-test phase. Evaluation of the Measure of Sampling Adequacy (MSA) and Kaiser-Meyer-Olkin (KMO) values was part of the validity testing process. The KMO values (ranging from 0.837 to 0.933) and MSA values (ranging from 0.769 to 0.974) exceeded 0.500, indicating the suitability of the factor analysis. Reliability

testing employed Cronbach's Alpha measurement, yielding results between 0.928 and 0.972. As these values approach 1, they signify a higher degree of reliability (Hair et al., 2014).

The SST QUAL (SQ) variable is measured using 21 statements that were adapted from Iqbal et al. (2018). This includes 2 statements for the security/privacy dimension (SEC), 2 statements for the assurance dimension (ASS), 2 statements for the design dimension (DES), 3 statements for the convenience dimension (CON), 4 statements for the enjoyment dimension (ENJ), 5 statements for the functionality dimension (FUN), 2 statements for the assurance dimension (ENJ), and 2 statements for the security/privacy dimension (DES). The variable customer satisfaction (CS) consists of 5 statements adopted from Uzir et al. (2021), while the variable customer trust (CT) comprises 6 statements adopted from Rita et al. (2019). Furthermore, the variable repurchases intention (RI), adopted from Herjanto & Amin (2021), includes 7 statements, and the variable e-Word of Mouth (eWOM), adopted from Mohammad et al. (2020), encompasses 8 statements. The total measurement instrument utilized in this study comprises 47 statements.

The population of interest for this study, which was started in 2023, was those who used electronic service offerings in the fast-food restaurant industry. Purposive sampling was the sampling strategy used, in which respondents—male and female alike—were chosen based on predetermined standards, including having bought ready-to-eat meals and actively following at least one social media account connected to international fast-food brands that are available in Indonesia on sites like Facebook, Instagram, Twitter, and TikTok. Participants in the study had to be at least 16 years old, and they had to have visited these brands' social media accounts in the provinces of West Java, Banten, and Jakarta within the previous three months. The multinational fast-food chains selected to be included in the survey were McD, Pizza Hut, KFC, A&W, and Burger King.

This study adopts a quantitative approach employing Structural Equation Modeling (SEM) methodology. IBM SPSS 24 software was used for data processing and analysis. Factor analysis was used for validity testing, as proven by the Kaiser-Meyer-Olkin (KMO) measurement, and reliability assessment was measured by the Measure of Sampling Adequacy (MSA). The examination of this research employed SmartPLS 3.2.9 software, encompassing analyses of discriminant validity, Squareroot of Average Variance Extracted (AVE), Variance Inflating Factor (VIF) analysis, Composite Reliability (CR), as well as an exploration of R square and T-statistics for each constructed variable relationship (Hair et al., 2017). For the application of Structural Equation Modeling (SEM) through the SmartPLS tool, a minimum sample size of 100 respondents was deemed necessary; however, this study included a measurement of 240 respondents to ensure robustness in the analyses.

RESULTS AND DISCUSSION

According to the test results, 63.8% of respondents were fast-food restaurant customers and 72.1% of respondents were female and between the ages of 20 and 30. This is in contrast to prior research by Iqbal et al. (2018) on the customer base of the service sector in Pakistan, wherein out of a sample of 238 respondents, 70%

were male, 54.6% were between the ages of 18 and 25, and 63% indicated that they were single. Visitors to a variety of fast-food restaurant brands, such as McDonald's, KFC, Pizza Hut, A&W, and Burger King, made up the study's participants. According to the responses, 71.7% of the population under investigation was from Banten province, while 28.3% of the population frequented fast-food restaurants located in the Jakarta Special Capital Region. In addition, information about how customers of fast-food restaurants interacted with social media platforms showed that 43.3% of them followed these businesses on Facebook and 37.1% for Instagram.

In this study, a mediation role is observed, wherein customer trust and customer satisfaction variables act as full mediators of SST Qual's impact on eWOM. Additionally, partial mediation occurs with customer trust and customer satisfaction influencing repurchase intentions. Following the recommendations of Hair et al. (2017), the measurement of construct reliability and validity is deemed acceptable and valid, as the majority of indicators for each variable exhibit loading factors exceeding 0.500, with no indicators falling below this threshold. Overall, the computations of Composite Reliability (CR) and Average Variance Extracted (AVE) match the defined criteria, in accordance with the recommendations of Hair et al. (2017), which state that composite reliability must be greater than 0.600 and AVE values must be greater than 0.500. SST Qual (CR=0.980; AVE=0.699), customer satisfaction (CR=0.939; AVE=0.756), customer trust (CR=0.941; AVE=0.725), repurchase intentions (CR=0.928; AVE=0.648), electronic word of mouth (CR=0.945; AVE=0.681) and each fulfill these criteria for validity and reliability.

For endogenous constructs, the coefficient of determination is the R Square value. An R Square value of 0.75 is classified as extremely strong, 0.50 as strong, and 0.25 as weak, according to Hair et al. (2017). The results of this study show that the variable of customer satisfaction that is influenced by SST Qual has a R Square value of 0.777, indicating a very strong association. SST Qual influences this variable to the extent that it accounts for 77.7% of its variation, with other variables accounting for the remaining 22.3%. The R Square value for the customer trust variable driven by SST Qual is 0.251, indicating a poor association in which other variables influence the relationship to the tune of 74.9%. Furthermore, the variable eWOM influenced by both customer satisfaction and customer trust has an R Square value of 0.653, indicating a strong relationship. This indicates that customer satisfaction and customer trust represent 65.3% of the variation in this measure, with other factors accounting for the remaining proportion. Furthermore, the correlation coefficient (R Square) between the variable repurchase intention and the factors influencing it (customer satisfaction, customer trust, and eWOM) is 0.472, indicating a weak association with an impact level of 47.2%.

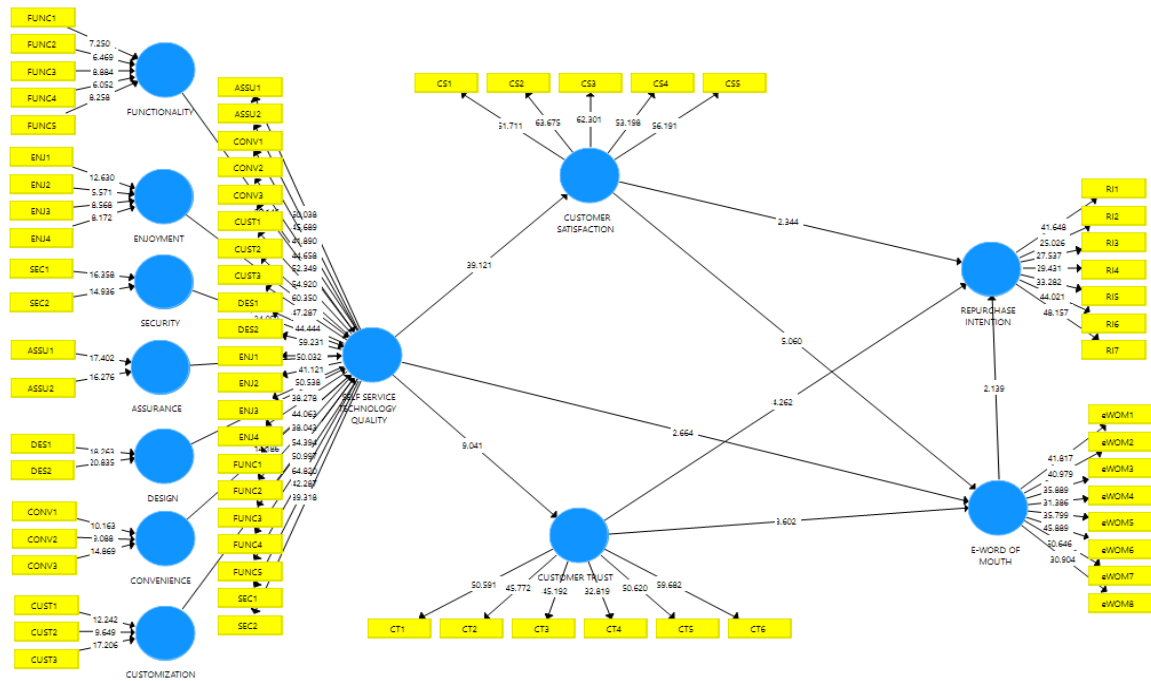


Figure 2. T-Value Path Diagram Results

Hypothesis	Hypothesis Statements	T-value Score	Status
H1	SST QUAL has a positive effect on customer satisfaction	39.12	Data supports the hypothesis
H2	SST QUAL has a positive effect on customer trust	9.04	Data supports the hypothesis
H3	Customer satisfaction has a positive effect on repurchase intention	2.34	Data supports the hypothesis
H4	Customer trust has a positive effect on eWOM	3.60	Data supports the hypothesis
H5	eWOM has a positive effect on repurchase intention	2.14	Data supports the hypothesis
H6	SST QUAL has a positive effect on eWOM	2.66	Data supports the hypothesis
H7	Customer satisfaction has a positive effect on eWOM	5.06	Data supports the hypothesis
H8	Customer trust has a positive effect on repurchase intention	4.26	Data supports the hypothesis

The analysis of the hypothesis testing table indicates that all variables possess a T-Value exceeding 1.96. Consequently, the data presented in this study substantiates the validity of all formulated research hypotheses.

DISCUSSION

This study seeks to investigate the determinants of customer satisfaction and customer trust on repurchase intention and e-word of mouth within the context of SST QUAL. These factors are synthesized into a comprehensive model, as illustrated in Figure 1 and Figure 2, where SST QUAL serves as an independent

variable, while the remaining variables function as dependent variables. The hypothesis testing process yielded affirmative results, with all formulated hypotheses being accepted and supported by the empirical test data. The initial hypothesis posits a favorable correlation between SST Qual and customer satisfaction, aligning with the perspective put forth by Lin & Hsieh (2006), asserting that customer satisfaction serves as an indicator of positive sentiments regarding company services. This study corroborates this notion, indicating that enhancing services in alignment with customer expectations and consistently offering desired products is imperative to augment customer satisfaction. Consequently, there is a need to refine SST Qual by leveraging state-of-the-art technology characterized by error-free functionality, relevance, safety, and user-friendliness to facilitate service provision.

In the subsequent analysis, Self-Service Technology Quality (SST QUAL) manifests a positive influence on customer trust. The empirical evidence substantiates the conjecture that the SST QUAL variable is augmented through customer-owned social media platforms, including but not limited to Facebook, Instagram, Twitter, and TikTok. These platforms play a pivotal role in delivering exemplary services to patrons of fast-food establishments in Indonesia, with specific reference to well-known brands such as McDonald's, KFC, Pizza Hut, A&W, and Burger King. Their technology helps customers to trust the restaurant's products. The use of media in accessing restaurant services is very short and safe so it is free from errors, besides that it also helps users get relevant information and makes transactions easier. According to a number of prior research studies (Chiou, 2015; Cho & Hu, 2009; Rasheed & Abadi, 2014; Wu et al., 2018; Wu, 2011), customer trust is defined as the degree of belief, sentiment, or hope surrounding customers' purchasing intentions for items. This finding is consistent with the findings of those prior research studies. In light of this, trust between customers can aid in lowering uncertainty.

Repurchase intention is positively impacted by customer satisfaction. The findings in this test is consistent with the hypothesis. The present study aligns with the findings of a research conducted by Trong et al. (2018), which suggests that customer stimulation takes place when customers' satisfaction with the restaurant's service meets their expectations and leads to their intention to repurchase. The study's findings show that when customers receive excellent service and feel satisfied, they will always utilize the restaurant's products and will even encourage other people to do the same. Based on this, customers and restaurants will be able to sustain a long-lasting relationship. In addition, they will increase their spending in order to help the restaurant and return later. Customers will develop trust when they receive satisfaction that is on pace with their expectations, making them less likely to hesitate to make additional transactions.

According to study findings, eWOM and customer trust have a positive relationship. In the instance of the fast-food business under study, the relationship is positive since it prioritizes welfare that customers can rely on. As a result, the services will foster trust and generate electronic word-of-mouth (eWOM) since satisfied consumers are eager to share positive reviews in the media so that others may benefit from them. The positive relationship that occurs between customer trust

and eWOM is in accordance with the opinion of Kristina & Sugiarto (2020), that if consumers feel trust in the service provided by a restaurant in a product they buy, they will carry out eWOM activities. Customer trust relates to the attitude that customers have toward a company, and it is created based on past experiences. As a result of this, trust will foster long-lasting connections within the business ecosystem and promote greater communication and collaboration between partners.

According to Rachbini et al. (2021), eWOM influences repurchase intention favorably by providing customers with access to information sources through other consumers, which leads to recurrent purchases. According to (Smith et al., 2005), additional research explains similar findings, such as the positive correlation between eWOM and repurchase intention and the role that customers play in influencing purchasing decisions through the use of review sites that they can study in advance and build trust in the product. This can create a message that is credible, independent, and consumer-antedecedented for what they see on social media channels, resulting in a desire to repurchase. Whenever a customer shows that they want to stick with a product, they are more likely to increase their presence.

This research indicates that SST QUAL has an impact on eWOM if there is a mechanism to facilitate customers' use of technology for customer service and efficient interaction. Customers would find it easier to see the outcomes of product reviews and make decisions about what to buy if they are able to easily access the services offered by restaurants regarding the things they seek. SST Qual ensures the security of consumer transactions and consistently gives customers pertinent information. Customers will be encouraged to engage in eWOM by this research since the products they select are based on reviews found on the pages of fast-food restaurants they have visited. In line with the opinion expressed by several previous studies, that non-commercial communication that occurs between customers on social media accounts that are used to view restaurant services or restaurant products does not influence their desire to be able to influence their attitudes in making purchases (Ifie et al., 2018; Mukerjee, 2020).

Customer satisfaction positively impacts electronic word-of-mouth (eWOM) since it encourages customers to be directly involved in restaurant product marketing on the social media platforms they use. Based on this, the present study confirms the findings of prior studies conducted by Velázquez et al. (2019), which showed that customers will respond favorably to experiences that bring them satisfaction and encourage them to share their feelings with others. While customers receive service which exceeds their expectations, they behave in a way that makes them happy, encourages them to use the restaurant's products consistently, and makes them willing to give reviews of the products they purchase.

Customer experience will determine the level of trust that customers have and this will positively impact their intention to make further purchases. Customers that consistently uphold relationships and remain loyal to the associated brand will benefit from this effect, which could even lead to an increase in the number of new products that patrons are willing to purchase from the restaurant. This is consistent with research by Trivedi & Yadav (2020), who found that if companies are trusted, customers will remain trusting of them and they will be more likely to make repeat purchases. As a result of this, when customers establish trust

as a result of the services they receive, this trust will positively influence their intention to make another purchase. Following the fact that the restaurant and its customers will have a long-lasting relationship that will encourage additional business and reciprocity on both sides.

CONCLUSION

The research has successfully validated the formulated hypothesis, establishing a discernible relationship between SST Qual and customer satisfaction, customer trust, and eWOM. This correlation demonstrates the positive impact on consumer contentment through the utilization of SST Qual facilitated by the company. Furthermore, this fosters customer satisfaction and trust, subsequently influencing repurchase intention and amplifying eWOM within the realm of restaurant products. Notably, eWOM plays a pivotal role in generating repurchase intentions for fast-food establishments in Indonesia, including well-known brands like McD, Pizza Hut, KFC, A&W, and Burger King. It is noteworthy, however, that no significant influence was observed between SST Qual and eWOM when customers utilized social media platforms such as Facebook, Instagram, Twitter, and TikTok. This research suggests that using digital technology through social media accounts is a new technique to generate repurchase intention. By using this strategy, the quality of online services is improved, which can boost customers' satisfaction and trust. It's hoped that customers will remain satisfied with and trusting of the restaurant's service, and that they will inform others about it by sharing their recommendations on social media. Because of this understanding of customer traits, marketing is able to use efficient techniques to promote international fast food restaurant brands in Indonesia.

The limitations identified in this study point towards potential avenues for future research enhancements. Firstly, it's important to note that this research is confined to fast-food establishments in Indonesia employing SST Qual in their services, with not all restaurants adopting this technology. Thus, for future investigations, expanding the scope to include various restaurant types, such as cafes, could provide a broader understanding. Secondly, the model or framework employed in this study requires further refinement to enable subsequent research to evaluate alternative frameworks incorporating variables like customer loyalty or engagement experiences. Third, the study has not yet delved into age demographics, limiting the analysis of customer characteristics based on age and gender for comparative purposes.

The findings of the research have significance for marketers' strategies related to relationship building, technology-driven quality services, trust-building, satisfaction-building, using media as a vehicle for electronic word-of-mouth (eWOM), and enhancing repurchase intentions. There are some managerial implications for businesses: first, companies in the fast-food industry should concentrate on management to improve SST Qual to increase repurchase intention and by building eWOM so that customers are more informed about the product. This will assist in building consumer satisfaction and trust in fast food restaurants. By increasing customers trust and satisfaction, the brand is likely to increase sales and they are more likely to buy again. In this way, this brand answers customers'

needs so that they will carry out eWOM to maintain the relationship with the brand they are building. Second, in order for a business that prioritizes service to encourage customers to participate in furthering the brand, it is imperative that companies concentrate more on applying SST Qual as a strategy based on the services offered through the social media networks they use. A company that fosters customer satisfaction and trust will see an increase in recurring business and be able to thrive in any environment. The brand will continue to attract customers and generate healthy profits with this support. When a strong relationship is formed between a brand and its customers, eWOM may help the brand grow and gain more recognition. Customers will also be more likely to stick with the business and support it.

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