

ABSTRACT

The online food delivery industry in Indonesia is growing rapidly, with GoFood as a pioneer platform experiencing fluctuating transaction performance amid intensifying competition from GrabFood and ShopeeFood. This phenomenon raises a critical question regarding the factors that drive consumer repurchase intention in digital service platforms. Grounded in the Theory of Planned Behavior (TPB), this study examines the influence of Electronic Word of Mouth (eWOM), service quality, and brand image on repurchase intention, with trust as a mediating variable among GoFood users in Jakarta.

This research employed a quantitative approach using a survey method through questionnaires distributed to GoFood users in Jakarta who had used the service at least twice. The population consisted of all GoFood users in the DKI Jakarta region, with a sample of 150 respondents collected using purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with AMOS software.

The results indicate that eWOM, service quality, and brand image have a positive and significant effect on trust. Trust, service quality, and brand image also have a positive and significant effect on repurchase intention. However, eWOM does not have a significant direct effect on repurchase intention. Trust is proven to mediate the influence of eWOM, service quality, and brand image on repurchase intention. Brand image is the variable with the greatest total effect on repurchase intention. These findings fill a theoretical gap regarding the mediating role of trust in consumer behavior within digital food delivery platforms. Theoretically, this study contributes to the fields of Consumer Behavior, Strategic Marketing (Consumer-Based Brand Equity), and Digital Marketing. Managerially, GoFood management should focus on strengthening brand image, improving service quality, and building consumer trust through positive eWOM management to sustain competitive advantage as a market leader in the online food delivery industry.

Keywords: *E-Commerce, Electronic Word of Mouth (eWOM), Kepercayaan, Consumer-Based Brand Equity (CBBE), CB-SEM, Online Food Delivery.*