



Product Completeness And Digital Promotion In Increasing Repurchase Intention: The Mediating Role Of E-WOM At New Central

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ABSTRACT

This study aims to analyze the effect of product completeness and digital promotion on repurchase intention with electronic word of mouth (eWOM) as a mediating variable at New Central Stationery & Cosmetics in Palu City. This research uses a quantitative explanatory approach to examine causal relationships among the variables. Primary data were collected through an online questionnaire distributed to 100 respondents who had purchased products at New Central, had seen the store's digital promotions, and had read online reviews or recommendations related to the store. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that product completeness has a positive and significant effect on eWOM, while digital promotion has a positive and significant effect on repurchase intention. However, product completeness does not significantly affect repurchase intention, digital promotion does not significantly affect eWOM, and eWOM does not significantly affect repurchase intention at the 5% significance level. Furthermore, eWOM does not mediate the effect of product completeness and digital promotion on repurchase intention. These findings indicate that repurchase intention at New Central is more directly influenced by digital promotion than by eWOM mediation. Therefore, New Central should strengthen consistent, interactive, and credible digital promotion while maintaining product availability to improve consumer repurchase intention.

INTRODUCTION

Advances in digital technology have transformed retail competition from conventional transactions to a hybrid ecosystem that integrates physical stores, social media, messaging apps, and e-commerce. APJII (2024) reports that Indonesia has 221.56 million internet users, representing a penetration rate of 79.5%, making retail marketing increasingly reliant on digital channels. DataReportal (2025) also shows that the internet and social media are integral to consumer activities, including product searches and reviews. In the cosmetics sector, GMI Research (2025) projects Indonesia's market value to reach USD 7.5 billion by 2024, with 5.7% growth through 2032. These conditions require retailers of cosmetics, skincare, stationery, and household goods to adapt. Therefore, analyzing repurchase intent is crucial, as business sustainability depends on the ability to attract new customers and retain existing ones.

This study examines product completeness, digital promotion, electronic word of mouth (eWOM), and repurchase intent. Product completeness encompasses product variety, brands, sizes, variants, inventory, and quality to meet consumer needs. Digital promotion is internet marketing communication that emphasizes accessibility, interactivity, content appeal, credibility, and the usefulness of information. Donthu et al. (2021) state that eWOM is important because consumer reviews and recommendations influence perceptions and purchasing decisions. Meilatinova (2021) emphasizes that the quality of information, trust, and satisfaction in social commerce shape repurchase intention and word-of-mouth (WOM) intention. Abd Jalil et al. (2021) found that social media marketing influences eWOM and repurchase intention, while Chatzoglou et al. (2022) linked experience to repurchase intention. These relationships explain how both physical and digital experiences drive consumer loyalty.

The issue is particularly evident at New Central Stationery & Cosmetics in Palu, a hybrid retailer that combines a physical store with Instagram, WhatsApp, and Shopee. Observations from March to April 2026 indicate that digital promotions have not been consistent, customer interactions have not been optimal, and there is a discrepancy between digital product availability information and actual in-store conditions. Febriani et al. (2025) explain that the omnichannel transformation of SMEs requires the ability to align online and offline experiences. Ginting et al. (2023) show that e-service quality, eWOM, trust, and customer satisfaction are related to repurchase intention. Ji and Ha (2021) emphasize that promotions strengthen repurchase intention when consumers evaluate online information and reviews. Rozlan et al. (2024) found that promotions, price, innovation, store brand, and service quality influence repurchase intention, while Wilion et al. (2026) showed that digital promotions depend on the service context. Therefore, the New Central problem needs to be tested through the direct and mediating effects of eWOM.

Previous research has shown that repurchase intention is influenced by product, service, digital communication, trust, satisfaction, and consumer engagement. Meilatinova (2021) found that trust and satisfaction influence repurchase intention and word-of-mouth (WOM) intention. Abd Jalil et al. (2021) demonstrated that social media marketing affects repurchase intention, brand awareness, and eWOM. Ji and Ha (2021) linked promotions and online reviews to repurchase intention, while Prahiawan et al. (2021) emphasized the role of e-trust. Bauer et al. (2022) explained that category completeness drives cross-selling through the incompleteness effect. Liu et al. (2023) showed that product quality, price, convenience, reliability, responsiveness, and comfort increase satisfaction and encourage repeat purchases. Ginting et al. (2023), Mahmud et al. (2024), Rozlan et al. (2024), and Ngo et al. (2025) underscore the importance of eWOM, trust, satisfaction, promotions, service quality, and logistics. These findings indicate that a comprehensive retail experience, credible information, and trust form the foundation of repurchase intention.

Despite many positive findings, the relationships among satisfaction, promotions, eWOM, and repurchase intention are not always straightforward. Seiders et al. (2005) showed that satisfied customers do not always make more purchases because the satisfaction-repurchase relationship is influenced by customer characteristics, relational factors, and market conditions. Eckert et al. (2019) found that security, privacy, information quality, trust, and positive eWOM are antecedents of online repurchase. Prahiawan et al. (2021) showed that e-satisfaction and eWOM do not always influence repurchase intention, whereas e-trust has a significant effect. Ji and Ha (2021) demonstrated that promotions can strengthen the effects of online reviews and functional quality on repurchase intention. Wilion et al. (2026) found that digital promotion has a direct effect on customer loyalty but is not always mediated by satisfaction. These inconsistencies suggest that the mediating role of eWOM in the relationships between product completeness, digital promotion, and repurchase intention still requires contextual examination.

In particular, eWOM is important to examine because consumer reviews, recommendations, ratings, and experiences shared through digital media serve as sources of information, mechanisms for risk reduction, and signals of trust. Donthu et al. (2021) emphasized that eWOM research has expanded significantly but still requires stronger theoretical integration to explain digital consumer behavior. Singh (2019) stated that eWOM is a strategic instrument because it can shape consumer behavior and provide valuable information for firms. Roy et al. (2025) showed that eWOM research over the past two decades has opened opportunities for contextual studies linking consumer communication, trust, digital engagement, and repurchase behavior. Therefore, examining product completeness and digital promotion simultaneously, with eWOM as a mediating variable in hybrid retail settings, is necessary to broaden the existing literature beyond pure e-commerce and service-sector contexts.

Based on the foregoing discussion, the research gap lies in the limited number of studies that integrate product completeness, digital promotion, eWOM, and repurchase intention within a single empirical model in hybrid retail settings, particularly those combining cosmetics, skincare products, stationery, and household supplies. The novelty of this study lies in positioning eWOM as a mediating mechanism that explains how product completeness and digital promotion are translated into the repurchase intentions of New Central consumers. From a practical perspective, this study may assist retail managers in developing consistent digital promotion strategies, aligning product information across online and offline channels, and managing consumer reviews as valuable marketing assets. Accordingly, this study aims to analyze the effects of product completeness and digital promotion on eWOM and repurchase intention, while simultaneously examining the mediating role of eWOM. The findings are expected to provide theoretical contributions to the hybrid retail marketing literature and practical contributions to enhancing customer experience in the retail sector.

LITERATURE REVIEW

These questions are: which aspects should I include in a literature review?; how should I go about synthesizing information in a literature review?; how should I structure a literature review? what writing style should I use when compiling a literature review?

Product Completeness

Product completeness refers to the availability of product types with variations in size, quality, and benefits within a store (Utami, 2012). Product completeness can attract consumers, influence purchasing decisions, and increase customer loyalty (Mila Siti Karmila et al., 2023). Its indicators are adapted from Hanaysha et al. (2025) and Shriedeh et al. (2024), namely product diversity, variations in size and variants, brands, stock availability, quality, and authenticity. At New Central, these indicators support the shopping experience and positive electronic word of mouth (eWOM).

Digital Promotion

Promotion is internet-based marketing communication used to convey information, foster consumer engagement, and influence consumer behavior. Kasim et al. (2025) explain the functions of promotion, while Erkan and Evans (2016), through the Information Acceptance Model (IACM), demonstrate that information quality and credibility influence information adoption and purchase intention. The indicators are adapted from Hassan (2024) and Moslehpour et al. (2021), namely accessibility, interactivity, entertainment, credibility, and informativeness. These indicators are essential for encouraging eWOM and repurchase intention among consumers at New Central.

Electronic Word of Mouth

Electronic word of mouth (eWOM) is online consumer-to-consumer communication in the form of opinions, experiences, reviews, recommendations, and evaluations of products and services (Hariyanti et al., 2020). Donthu et al. (2021) emphasize the importance of information quality and credibility, while Maru and Vijay (2024) demonstrate the relationship between eWOM, brand trust, and purchase intention. The indicators are adapted from Ngo et al. (2024) and Le et al. (2024), namely quality, relevance, usefulness, credibility, positive recommendations, review quantity, and the frequency of store-related information. These indicators reinforce the role of eWOM as a mediating variable., dan frekuensi informasi toko. Indikator tersebut memperkuat eWOM sebagai mediator.

Repurchase Intention

Repurchase intention is the tendency to make repeat purchases of products or services that have been previously consumed (Schiffman & Kanuk, 2004). Kasim et al. (2025) explain that repurchase intention arises from consumers' evaluations of their purchasing experiences. The indicators are based on Ferdinand (2014), as cited in Maulidya et al. (2021), namely transactional, referential, preferential, and exploratory intentions. At New Central, these indicators are reflected in consumers' intentions to repurchase, recommend the store, choose it over alternatives, and seek information about its products and services.

Product completeness and digital promotion are expected to influence eWOM and repurchase intention by shaping consumers' perceptions of value, trust, experiences, and engagement. Within the Stimulus-Organism-Response framework, both variables serve as stimuli that lead to eWOM and repurchase intention. Meilatinova (2021) demonstrates that trust and satisfaction influence repurchase intention and word-of-mouth intention, while Ginting et al. (2023) identify the relationships among e-service quality, eWOM, customer trust, customer satisfaction, and repurchase intention. However, Seiders et al. (2005) emphasize that positive experiences do not always lead to repurchase intention. Therefore, the mediating role of eWOM needs to be examined at New Central. This examination is also important for explaining whether physical shopping experiences and digital communication influence repurchase intention directly or indirectly through consumers' online recommendations.

Hypothesis

H1: The Effect of Product Completeness on eWOM

Product diversity, brand variety, inventory, and quality can drive online reviews and recommendations. Bushara et al. (2023) explain that perceived value strengthens consumer engagement and eWOM, while Shriedeh et al. (2024) find that product completeness enhances reputation and consumer recommendations. Therefore, product completeness at New Central is expected to positively influence eWOM.

H2: The Effect of Product Completeness on Repurchase Intention

Product variety, brand diversity, size variations, inventory, and quality can enhance customer satisfaction and reduce consumers' search efforts. Sinaga (2024) states that product completeness influences repurchase intention through customer satisfaction. Hanaysha et al. (2024) demonstrate the effect of product variety on customer loyalty, while Zopounidis et al. (2022) link product diversity to repurchase behavior. Therefore, product completeness at New Central is expected to positively influence consumers' repurchase intention.

H3: The Effect of Digital Promotion on eWOM

Informative, engaging, credible, and easily accessible content can encourage consumers to comment, share information, and provide recommendations. Amanda and Damayanti (2025) emphasize that social media marketing strengthens consumer engagement, while Juita (2025) demonstrates that digital promotion influences eWOM through trust and consumer participation. Therefore, digital promotion at New Central is expected to positively influence eWOM.

H4: The Effect of Digital Promotion on Repurchase Intention

Product information, pricing, inventory, benefits, and special offers can enhance consumers' perceptions of value and encourage repeat purchases. Putri and Saputra (2025) demonstrate that social media marketing influences consumer behavior through brand awareness and eWOM. Sofia and Ridhaningsih (2025) find a positive effect of digital promotion on repurchase intention, while Hanaysha (2022) emphasizes the influence of interactivity and informativeness on purchase intention. Therefore, digital promotion at New Central is expected to positively influence consumers' repurchase intention.

H5: The Effect of eWOM on Repurchase Intention

eWOM serves as a reference for repurchase decisions because it is perceived as authentic and credible. Such information reduces perceived risk and strengthens consumer trust. Miftari et al. (2023) explain that eWOM influences purchase decisions through the experiences of other consumers. Liao et al. (2023) demonstrate that eWOM strengthens the relationship between perceived value and repurchase intention. Therefore, positive eWOM is expected to positively influence consumers' repurchase intention at New Central.

H6: The Mediating Role of eWOM in the Effect of Product Completeness on Repurchase Intention

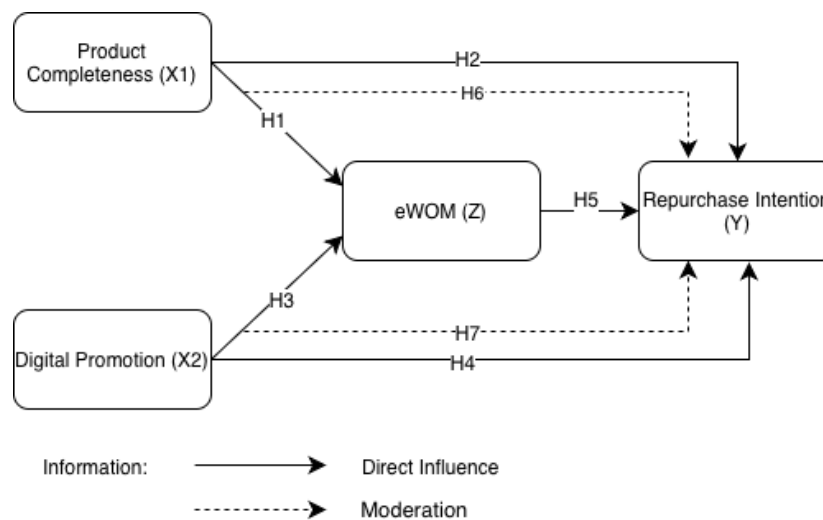
Experiences of finding complete products, suitable product variations, and available inventory can be shared through online reviews and recommendations. eWOM transforms individual experiences into collective signals among consumers. Fitriyani and Khotimah (2025) demonstrate the contribution of product variety and eWOM to repurchase intention, while Fahri and Buamonabot (2025) explain that retail experiences and customer satisfaction underlie repurchase intention. Therefore, eWOM is expected to mediate the effect of product completeness on consumers' repurchase intention at New Central.

H7: The Mediating Role of eWOM in the Effect of Digital Promotion on Repurchase Intention

Informative and credible digital promotion encourages consumer interactions, online reviews, and recommendations that foster positive eWOM. Ningtias and Sugiyanto (2023) explain that eWOM links exposure to digital promotion with purchase decisions through trust and information credibility. Juita (2025) also support the mediating role of eWOM in the relationship between digital promotion and repurchase intention. Therefore, eWOM is expected to mediate the effect of digital promotion on consumers' repurchase intention at New Central.

Framework

Figure 1. Conceptual Framework



METHODS

This study employed a quantitative approach with an explanatory research design to examine the causal relationships between product completeness and digital promotion on repurchase intention, with electronic word of mouth (eWOM) serving as the mediating variable. A quantitative approach was adopted because it enables the measurement of variables using numerical data and statistical analysis (Creswell & Creswell, 2018).

The study was conducted among consumers of New Central Stationery & Cosmetics in Palu City. The study population comprised consumers who had previously shopped at New Central, been exposed to the store's digital promotions, and read online reviews or recommendations. The sample was selected using a non-probability sampling technique with a purposive sampling method based on criteria aligned with the research objectives (Sekaran & Bougie, 2016). Respondents were required to have previously shopped at New Central to ensure direct shopping experience, been exposed to the store's digital promotions to enable the evaluation of digital promotion, and read online reviews or recommendations before making a purchase to enable the evaluation of eWOM. Primary data were collected through an online questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree (Sugiyono, 2019). The research instrument consisted of 20 indicators: five measuring product completeness, five measuring digital promotion, six measuring eWOM, and four measuring repurchase intention. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 to examine the direct, indirect, and mediating effects among the latent variables (Hair et al., 2022).

RESULTS

Descriptive Analysis

This study used primary data collected from 100 consumers of New Central Stationery & Cosmetics who had previously shopped at the store, been exposed to its digital promotions, and read online reviews or recommendations. The research instrument consisted of 20 indicators representing Product Completeness, Digital Promotion, electronic word of mouth (eWOM), and Repurchase Intention. All variables were measured using a five-point Likert scale. All constructs obtained mean scores above 4.50, indicating that respondents generally had highly positive perceptions of all the research variables.

Outer Model Analysis

The outer model analysis was conducted to assess the validity and reliability of the constructs. The evaluation was based on outer loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), discriminant validity using the heterotrait-monotrait ratio (HTMT), and collinearity statistics. In PLS-SEM, indicators are generally considered valid when their outer loadings exceed 0.70; constructs are considered reliable when Cronbach's alpha and composite reliability exceed 0.70; and convergent validity is established when the AVE value exceeds 0.50 (Hair et al., 2019; Hair et al., 2022).

Table 3. Descriptive Statistics of Research Variables

Variable	Number of Indicators	Mean	Std. Deviation	Category
Product Completeness (PC)	4	4.560	0.568	High
Promotion Digital (PD)	6	4.567	0.535	High
eWOM	6	4.563	0.574	High
Repurchase Intention (RI)	4	4.568	0.562	High

Source: Data Processed, 2026

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Table 3. Descriptive Statistics of Research Variables

Indicator	Construct	Outer Loading
PC1	PC	0.819
PC2	PC	0.849
PC3	PC	0.827
PC4	PC	0.812
PD1	PD	0.763
PD2	PD	0.719
PD3	PD	0.821
PD4	PD	0.791
PD5	PD	0.738
PD6	PD	0.732
EWOM1	eWOM	0.794
EWOM2	eWOM	0.840
EWOM3	eWOM	0.788
EWOM4	eWOM	0.830
EWOM5	eWOM	0.791
EWOM6	eWOM	0.827
RI1	RI	0.871
RI2	RI	0.831
RI3	RI	0.935
RI4	RI	0.846

Source: Data Processed, 2026

Based on Table 4, all indicators had outer loading values above 0.70. The lowest value was found for indicator PD2 at 0.719, while the highest value was found for indicator RI3 at 0.935. These results indicate that all indicators were retained because they adequately represent their respective constructs. Thus, indicators PC1–PC4, PD1–PD6, EWOM1–EWOM6, and RI1–RI4 met the criteria for indicator validity.

Table 5. Reliability and Convergent Validity Tests

Construct	Cronbach's Alpha	rho_A	rho_C	AVE	Description
eWOM	0.897	0.904	0.921	0.659	Reliable and valid
PC	0.846	0.850	0.896	0.683	Reliable and valid
RI	0.895	0.904	0.927	0.760	Reliable and valid
PD	0.857	0.872	0.892	0.580	Reliable and valid

Source: Data Processed, 2026

Table 5 shows that all constructs have Cronbach's alpha and composite reliability values above 0.70. The AVE values are also above 0.50, ranging from 0.580 to 0.760. These results indicate that each construct has good internal consistency and is able to explain more than 50% of the variance in its indicators. Therefore, the measurement model meets the criteria for reliability and convergent validity.

Table 6. Discriminant Validity Based on HTMT

Construct Pair	HTMT
PC – eWOM	0.388
RI – eWOM	0.336
RI – PC	0.371
PD – eWOM	0.202
PD – PC	0.377
PD – RI	0.423

Source: Data Processed, 2026

The HTMT values in Table 6 were all below the threshold of 0.90. The highest value was found for the PD–RI relationship at 0.423, while the other values were also well below the maximum threshold. These results indicate that each construct has clear conceptual distinctiveness, confirming that discriminant validity was established. This means that Product Completeness, Digital Promotion, eWOM, and Repurchase Intention are distinct constructs and can be analyzed separately in the structural model

Inner Model Analysis

The inner model analysis was conducted to assess the model's predictive capability and examine the relationships among latent variables. The evaluation was based on R-square, f-square, path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure. The R-square value indicates the extent to which exogenous variables explain endogenous variables, while f-square indicates the effect size of each structural path on the endogenous constructs.

Table 7. R-square Values

Endogenous Construct	R-square	Adjusted R-square
eWOM	0.123	0.105
RI	0.236	0.212

The R-square value for eWOM of 0.123 indicates that Product Completeness and Digital Promotion explain 12.3% of the variance in eWOM, while the remaining variance is explained by other factors outside the model. Meanwhile, the R-square value for Repurchase Intention of 0.236 indicates that Product Completeness, Digital Promotion, and eWOM explain 23.6% of the variance in Repurchase Intention. Thus, the model has relatively low to moderate predictive capability but remains applicable for explaining the relationships among variables within the context of this study.

Table 8. f-square Values

Structural Path	f-square	Effect Category
eWOM → RI	0.046	Small
PC → eWOM	0.110	Small
PC → RI	0.028	Small
PC → eWOM	0.003	Very Small
PC → RI	0.113	Small

The f-square values indicate that the effects of Product Completeness on eWOM and Digital Promotion on Repurchase Intention have small effect sizes, with values of 0.110 and 0.113, respectively. The effects of eWOM on Repurchase Intention and Product Completeness on Repurchase Intention are also categorized as small effects. Meanwhile, the effect of Digital Promotion on eWOM is very small, with a value of 0.003. These results indicate that the contribution of each structural path to the R-square value is relatively limited, suggesting that other factors, such as satisfaction, trust, service quality, price, and shopping experience, may also play a role in shaping consumers' repurchase intention.

The PLS-SEM model generated in this study is presented in the following figure to illustrate the relationships among variables, path coefficient values, R-square values, and the outer loadings of each indicator.

Figure 2 PLS-SEM Model Results

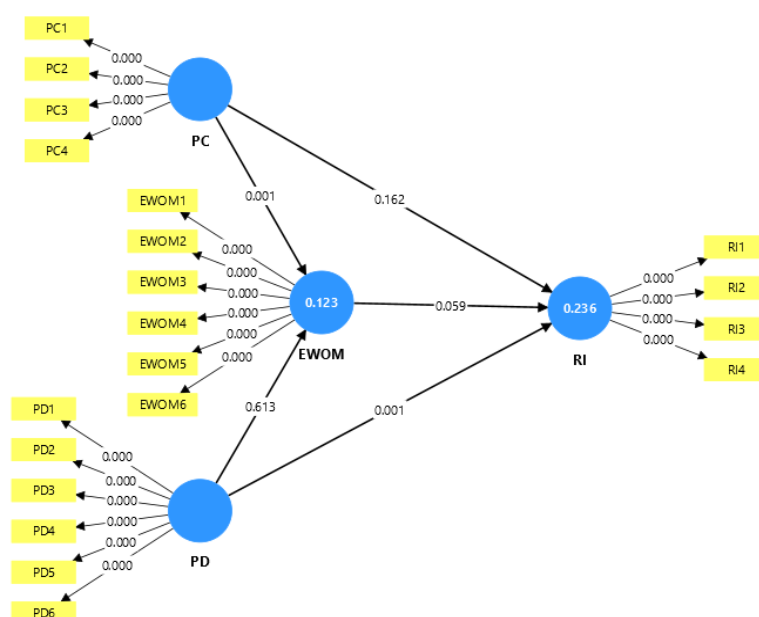


Table 9. Hypothesis Testing Results

Hypothesis	Path	Path Coefficient	T-statistic	P-value	Decision
H1	PC → eWOM	0.328	3.214	0.001	Accepted
H2	PC → RI	0.162	1.399	0.162	Rejected
H3	PC → eWOM	0.058	0.506	0.613	Rejected
H4	PC → RI	0.310	3.233	0.001	Accepted
H5	eWOM → RI	0.199	1.890	0.059	Rejected at $\alpha = 5\%$
H6	PC → eWOM → RI	0.065	1.487	0.137	Rejected
H7	DP → eWOM → RI	0.012	0.435	0.663	Rejected

DISCUSSION

The Effect of Product Completeness on eWOM

The test results show that Product Completeness has a positive and significant effect on eWOM, with a path coefficient of 0.328 and a p-value of 0.001. This indicates that the more favorable consumers' perceptions of New Central's product diversity, brand variety, inventory availability, and product quality, the greater their tendency to share positive reviews. Product Completeness creates a positive shopping experience because the store provides cosmetics, skincare products, stationery, and household goods. These findings confirm that Product Completeness can serve as a stimulus that is translated into online recommendations and reviews (Bauer et al., 2022; Wan et al., 2016).

The Effect of Product Completeness on Repurchase Intention

The test results show that Product Completeness has a positive but insignificant effect on Repurchase Intention, with a path coefficient of 0.162 and a p-value of 0.162. Although the direction of the relationship is consistent with the theoretical expectation, Product Completeness is not sufficiently strong to drive repurchase intention. Consumers also consider other factors, such as price, service, transaction convenience, promotions, trust, and the consistency of online and offline information. Product Completeness alone does not automatically make New Central the primary choice for consumers. Seiders et al. (2005) explain that positive experiences do not always lead to repeat purchases because they are influenced by customer characteristics and market conditions.

The Effect of Digital Promotion on eWOM

The test results show that Digital Promotion has a positive but insignificant effect on eWOM, with a path coefficient of 0.058 and a p-value of 0.613. New Central's Digital Promotion has not been shown to increase eWOM, possibly because it is not yet sufficiently interactive or consistent and may not encourage consumers to provide comments or reviews. One-way promotions merely convey information without fostering consumer conversations. This finding is consistent with Wilion et al. (2026), who demonstrated that Digital Promotion does not always operate through satisfaction or intermediary mechanisms. New Central needs to improve content quality, customer interaction, and the alignment between promotional information and actual inventory availability.

The Effect of Digital Promotion on Repurchase Intention

The test results show that Digital Promotion has a positive and significant effect on Repurchase Intention, with a path coefficient of 0.310 and a p-value of 0.001. Digital Promotion represents the strongest direct path in the model. The more accessible, attractive, credible, and informative the promotions are, the higher consumers' tendency to repurchase. These findings are consistent with Ji and Ha (2021) and Abd Jalil et al. (2021), who showed that promotions and

social media marketing influence repurchase intention. At New Central, Digital Promotion functions as a reminder, a source of product information, and a trigger for repeat purchases.

The Effect of eWOM on Repurchase Intention

The test results show that eWOM has a positive effect on Repurchase Intention, with a path coefficient of 0.199; however, this effect does not reach statistical significance at the 5% significance level, as indicated by a p-value of 0.059. This value is close to the 0.05 threshold, suggesting that the direction of the relationship remains relevant but does not provide sufficient statistical evidence. eWOM has the potential to increase repurchase intention, but its influence is not dominant because respondents have direct shopping experiences. Therefore, repurchase intention is more strongly influenced by personal experience and Digital Promotion. These findings differ from those of Bulut and Karabulut (2018) and Ginting et al. (2023), but are consistent with Prahiawan et al. (2021).

The Mediating Role of eWOM

The indirect effect results indicate that eWOM does not mediate the effect of Product Completeness on Repurchase Intention. The Product Completeness → eWOM → Repurchase Intention path has a path coefficient of 0.065 and a p-value of 0.137; therefore, H6 is not supported. eWOM also does not mediate the effect of Digital Promotion on Repurchase Intention because the Digital Promotion → eWOM → Repurchase Intention path has a path coefficient of 0.012 and a p-value of 0.663; therefore, H7 is not supported. This indicates that repurchase intention is influenced more directly by Digital Promotion rather than through online reviews and recommendations. These results confirm that the mediating role of eWOM is context-dependent.

Implications of the Research Findings

The relationship between Product Completeness, Digital Promotion, eWOM, and Repurchase Intention is not fully mediated by eWOM. Product Completeness has a stronger influence on eWOM, while Digital Promotion has a stronger influence on Repurchase Intention. Practically, New Central needs to maintain product completeness while developing digital promotions that are consistent, interactive, and accurate. Information regarding inventory availability, prices, product variants, and benefits should be communicated clearly to encourage repeat purchases. Managing eWOM is important because online reviews and recommendations can shape the store's reputation in the long term.

CONCLUSION

All research indicators met the validity criteria because their outer loading values were above 0.70. The constructs of Product Completeness, Digital Promotion, eWOM, and Repurchase Intention also met the reliability and convergent validity criteria based on Cronbach's alpha, composite reliability, and AVE values. Product Completeness had a positive and significant effect on eWOM but did not have a significant effect on Repurchase Intention. Digital Promotion had a positive but insignificant effect on eWOM; however, it had a positive and significant effect on Repurchase Intention. eWOM had a positive but insignificant effect on Repurchase Intention at the 5% significance level and did not mediate the effects of either Product Completeness or Digital Promotion. Thus, New Central consumers' Repurchase Intention was more directly influenced by Digital Promotion.

LIMITATION

This study has several limitations. First, purposive sampling involved only 100 New Central consumers in Palu City, so the findings should be generalized cautiously. Second, self-reported questionnaires may produce response bias. Third, the model explains only 23.6% of repurchase intention, indicating that customer satisfaction, trust, price perception, service quality, perceived value, and offline shopping experience may also contribute. Future research should expand the sample, compare online and offline consumer groups, include additional variables, and examine different retail settings beyond New Central in Palu City.

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