



## Effect of Electronic Word of Mouth on Repurchase Intention Mediated by Brand Attitude



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### Abstract

This research aims to consider the effect of electronic word of mouth on repurchase intention mediated by the brand in the context of purchasing local clothing brand in the City of Denpasar. The unit of analysis of the study is the customer of local clothing brands as respondents. This study is a survey of 121 respondents, by using PLS to connect constructs electronic word of mouth, repurchase intention and brand attitude. The results showed that there are significant relationships of electronic word of mouth on repurchase intention, electronic word of mouth on brand attitude, as well as brand attitude on repurchase intention. This study also found the mediating effect of brand attitude on the relationship between electronic word of mouth and repurchase intention of the local clothing brand. The implications of these findings indicate that local clothing brand management plans in terms of the use of electronic word of mouth must be made explicit and shared among all customer. Moreover, the management must positively gain the knowledge of digital advertising especially on the use of online reviews of a product and willingness to implement electronic advertising to achieve business goals. This research is conducted to consider the relevance of electronic word of mouth, brand attitude, and repurchase intention.

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## 1 Introduction

The apparel industry no longer expects profitable growth and expansion by only focusing on traditional marketing strategies; conversely, in favorable market conditions, the company's marketing mix requires the integration of online marketing tools as well. In today's technological advancement, many buyers use online or virtual environments to find information about products and services that are integrated into their repurchase intentions. Online discussion forums about a company's products and services are the main source of electronic word of mouth communication. There are many companies that use this strategy as a promotion of their products or services (Matute *et al.*, 2016). On the basis of different functions and communication forums, Stuart *et al.* (2014), convey EWOM communication refers to "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet; and various EWOMs that include brand/product information exchanged on other online social media platforms such as blogs and discussion boards online reviews on social networks are vehicle for EWOM as a center of information about a brand (Kudeshia & Kumar, 2016), and as a source of accurate information which can be trusted. Furthermore, online consumer reviews on a product from a digital or electronic-based company positively influence repurchase intentions (Lopez & Sicilia, 2014).

Consumer repurchase intention is significantly affected if the consumer also has a positive attitude towards the brand and its readiness to pay a premium value. Brand attitude is considered as a marker of behavioral intention. The customer's attitude to the brand has a significant influence on their purchase intentions because brand attitude is the most important determinant of purchase intention. It can be concluded that factors such as brand awareness, brand attitudes and consumer perceptions directly or indirectly affect consumer buyback intentions towards expanded products (Abzari *et al.*, 2014). Brand attitude, brand image, quality, brand knowledge, brand attributes and loyalty are some of the dimensions of the brand that are factors of purchase intention in which brand attitude was These functions have a strong influence on customer repurchase intentions (Khan, 2013).

According to Kudeshia & Kumar (2017), electronic word of mouth is the most popular way to find out more about brands, is clearly useful in influencing consumer evaluations of products. The EWOM message with higher usability shows a superior brand attitude individuals who are faced with purchasing decisions will experience less confidence in their decisions when they do not have sufficient information because they will be unable to determine the extent to which the product will meet their needs. Thus, a low online review (EWOM) will fail to foster repurchase intentions. Reviews that contain accurate information will allow users to assess the ability of a product to meet their needs and thus will further encourage repurchase intentions. Both predictions are consistent with Zhou *et al.* (2013).

Elseidi & El-Baz (2016) convey that EWOM has a significant and positive influence on consumer Repurchase Intention. So, if someone has a positive attitude towards an online review of a brand or brand, it will increase the recipient's Repurchase Intention to the products and services that are well discussed in the review.

However, the EWOM effect will be less effective if most customers have a bad attitude towards the product (Heejae & Dahana, 2017). However, Jeong & Koo's (2015), the study tested the valence of reviews (negative vs positive) and reviewed objectivity (objective vs. subjective) with South Korean participants. Their findings indicate that while objective but negative online reviews are seen as most useful for purchasing decision making.

Marketing through online media can be used as a strength for companies, where online media also provide facilities for consumers to provide reviews and exchange information. Moreover, online discussion forums provided by the company on its website pages and social networks are able to provide stimulus to consumer purchase intentions. Consumers can also play an active role in providing views and looking for information and recommendations. Thus, it is important to do this research so that the local clothing brand management understands the importance of electronic word of mouth as a strategy of marketing and advertising which can stimulate a brand attitude of customers as well as provoking repurchase intention of local clothing products.

### *Literature review and development of hypothesis*

#### *Electronic Word of Mouth (EWOM)*

The growth and popularity of social media tools have broadened consumers' choices for gathering product information, giving them various ways to offer recommendations regarding their own consumption by engaging in electronic word of mouth (EWOM) (Yayli & Bayram, 2012). The validity of reviews (EWOM) also influences consumer purchasing decisions. Review validity refers to the evaluative direction of the review which can be positive, neutral or negative (Khudesina & Kumar, 2016). Electronic Word of Mouth (EWOM) on consumer buying expectations has been known

for a long time. Online networks empower individuals to chat with friends and colleagues, on the Internet. This better approach to EWOM might be more intense in activating purchase expectations. This testing creates a discussion about the exchange of electronic information in the settings of web-based social networks. Notably, this investigation looks at the impact of EWOM on online networks on consumer purchase goals (Khan & Ali, 2017). The importance of the EWOM system in e-commerce has been well recognized that can facilitate consumers to gain product knowledge and make consumption decisions even when they are separated from the seller and cannot interact with the product (Wang *et al.*, 2015). Furthermore, Electronic word of mouth (EWOM) is communication between consumers about a product, service or company whose source is free from the influence of advertisements where, in the process, consumers are allowed to share information and opinions that can direct other consumers directly to or keep consumers away from a product, certain brands and services (Damayanti *et al.*, 2017). EWOM occurs in a virtual space where messages sent or received are all related to products or services. The EWOM user experience is conveyed through online chat and forums (See-To & Ho 2013).

In the development of online social communication, EWOM has become an important topic discussed by marketing and business researchers (Zarrad & Debabi, 2015). The most striking difference between EWOM and WOM is media distribution. The researchers also pointed out that comments influence attitudes toward the brand, because the presence of excessive positive comments leads to more desirable attitudes towards the brand, while the presence of negative comments leads to a negative influence on the brand (Elseidi & El-Baz, 2016). Other findings also indicate that there is a significant positive relationship between EWOM on brand attitude and purchase intention (Torlak *et al.*, 2014 & Charo, 2015). Attitudes towards brands are related to consumer preferences and overall evaluation of a brand, which symbolizes their likes and dislikes (Solomon, 2014).

#### *Brand attitude*

Brand attitude is the response consumers to the brand, which is defined based on what consumers think (cognition) and feelings (influence) about the brand, what they plan to do as a result of thoughts and feelings, how strong thoughts and feelings (attitude of valence and stability or strength), and how quickly they can be remembered (attitude of accessibility). Furthermore, four types of decision-making processes (Boshoff & Kruger, 2015), can be used to explore brand attitudes: types of decisions (High and Low Involvement) and types of motivation. Brand attitude can be defined as "overall consumer assessment of a brand". This is an assessment of favorable or unfavorable responses to stimuli or beliefs related to the brand. Kruger & Boshoff (2015), state that brand attitude as a sub-construct of brand equity is the creator's level of higher brand value because it illustrates how consumers use brand knowledge as a creator of brand value. Brand attitude has become an important research subject in marketing. The theory of reasoned action reminds us that attitude has a close relationship with behavior. According to this theory, subjective attitudes and norms are the strongest determinants of human behavior (Fam *et al.*, 2013). Based on the theory of self-expansion, people have internal motivation for self-expression. They tend to combine them with other things (brands) as 'self'. Therefore, it is understood that people express their particular attitude towards a brand through a conceptual combination of 'self' to distinguish themselves from others as different groups (Motahari *et al.*, 2015; Yoga *et al.*, 2019).

There are many studies linking previous purchasing experiences with the brand attitude that involves thoughts, feelings and judgments about a brand. Brand attitude is defined as "a unidimensional summary evaluation that lasts long and is relative to the brand that might energize behavior." Thus, brand attitude is related to the level of favorability and favorable outlook of the brand. Brand attitude has been used to assess the effectiveness of marketing activities. Researchers have also shown that brand attitude is an important source of brand equity so that in order to increase brand value, companies must increase customer attitudes towards the brand (Ahn & Back, 2018). Kudeshia & Kumar (2017), states repurchase intention is a psychological variable that intervenes between actual attitudes and behavior. "Research has confirmed that if consumers have a positive attitude towards a brand, it significantly influences the purchase goal and its readiness to pay a premium value. Brand attitude considered a marker of behavioral intentions. Customers' attitudes towards brands have a significant influence on their purchase intentions because brand attitude is the most important determinant of purchase intention (Abzari *et al.*, 2014; Sari, 2019).

Considering the reasonable theory of action, that attitude to behavior is one of the significant predictors of repurchase intention. Repurchase intention is high if the respondent's attitude towards behavior showed a positive response (Kudeshia & Kumar, 2017). Tang *et al.* (2011), examined that attitudes toward repurchases that are adjusted positively influence behavioral intentions. The consumer of a brand can produce a positive evaluation of a brand that encourages consumers to convey their thoughts and feeling which will lead consumers "retrying" that brand.

### *Repurchase intention*

Repurchase intentions of a product are defined as individual judgments about buying again from the same company, based on previous effects of the Brand attitude on previous experience (Otero & Wilson, 2018). Moreover, Gudigantala & Bicen (2016), convey that repurchase intention refers to that someone will buy from each retailer channel as a result of a website or social networking visit. For example, it is common for online shoppers to make many visits to e-tailer websites and social media accounts before making a purchase. There are several factors that shaped the intention to repurchase (reparse Intention) from consumers, namely; Product and Trust recommendations, (Hong & Cha, 2013; Lee & Lee, 2015; Deebhijarn, 2018) and other factors namely; Perception, Attitude, and Motivation (Hatane & Aurelia, 2017). Based on the Theory of Planned Behavior (TPB) model, the intention is influenced by attitudes, subjective norms and perceived behavioral control. Many studies have used purchase intentions to predict the buying behavior of goods or services (Norfarah *et al.*, 2018). Opportunities for purchasing products are higher if the buying intention of a customer is gained. Wu (2015), states the intention to repurchase also refers to the possibility for consumers to try to buy back a product and their behavioral tendencies that developed after they receive an advertising message such as promotion, reviews, as well as product knowledge. When the value perceived by consumers is higher, their repurchase intention will also be higher. Repurchase intention consists of buying tendencies when the value of a product is felt by consumers higher, their intention to buy is also higher.

Based on the literature of this study, there are 4 hypotheses can be proposed in which examine the effect of electronic word of mouth on repurchase intention and brand attitude, brand attitude on repurchase intention as well as the mediating role of brand attitude on the effect of electronic word of mouth on repurchase intention. The hypotheses formulated as follows:

H1: Electronic word of mouth has a positive and significant effect on repurchase intention.

H2: Electronic Word of Mouth has a positive and significant effect on Brand Attitude.

H3: Brand attitude has a positive and significant effect on Repurchase Intention.

H4: The mediating role of brand attitude has a significant effect on the relationship between electronic word of mouth and repurchase intention.

## **2 Materials and Methods**

This research uses the associative research approach aimed at examines the impact of electronic wom through brand attitude on the repurchase intention of the local brand clothing business in Denpasar city. Data collection uses a survey method that uses samples from the population using a questionnaire as a tool for collecting basic data. The analysis unit is a local brand clothing business in Denpasar City, with the object of research being repurchase intention of consumers on products of local brand clothing. The population in this study were all consumers of local clothing product. The population sample chosen for this study was consumers of the popular local clothing brand. Therefore, 121 consumers were randomly selected as respondents and it is expected to be sufficient to test structural equation modeling. The sampling technique used is the method of proportional random sampling technique. Data analysis techniques include descriptive statistical analysis, namely analytical techniques to describe the data that has been collected. The second statistical analysis technique is inferential analysis to test hypotheses formulated in research using the PLS software program (Ratmono & Sholihin, 2017).

## **3 Results and Discussions**

### *3.1 Descriptive Analysis*

This study also briefly describes the characteristics of the research respondents, namely consumers of the local clothing brand. The characteristics of the research respondents were described by presenting characteristics based on demographic characteristics such as gender, age, and educational background as well as their occupation. Data were obtained through questionnaire survey techniques that were collected by the researcher. The overall results of the questionnaires collected can be used again considering the data submitted by the respondents is complete. The profile of the respondents is presented in detail in Table 1 which explains the respondents' demographic characteristics.

Table 1  
Characteristics of respondents

Characteristics	Category	Frequency	%
Sex	Male	61	50.4
	Female	60	49.6
Age	17-25	63	52.1
	26-31	51	42.1
	32-37	6	5.0
	>37	1	.8
Education Level	High school / equivalent	21	17.4
	Diploma	28	23.1
	Bachelor degree	62	51.2
	Magister degree	10	8.3
Occupation	Student	21	17.4
	Employee	79	65.3
	Entrepreneur or others	21	17.4
Income earned per month (IDR)	<2.000.000	34	28.1
	2.500.000-3.000.000	53	43.8
	3.500.000-5.000.000	24	19.8
	>5.000.000	10	8.3

Source: processed data, 2020

The results of descriptive statistical analysis showed that most of the respondents were between 17-25 years old, namely 63 people (52.1%). Data shows that there is a respondent over the age of 37 years old (0.8%). Furthermore, most of the respondents are males of 61 people (50.4%). The education level of respondents is mostly bachelor's level of education as many as 62 people (51.2%), especially for the occupation, the respondents mostly become an employee in which the amount showed 79 people (65.3%). The table also showed the income that the respondents earned per month mostly IDR 2.500.000-3.000.000.

### 3.2 Inferential analysis

Measurement model analysis was carried out with the aim to determine the validity and reliability of the research construct. The construct validity test was carried out by looking at the results of convergent validity and discriminant validity (Figure1). Convergent validity of the measurement model can be seen based on the results of the correlation between indicator scores and construct scores. Convergent validity analysis was assessed based on the value of outer loadings with reflexive indicators. Indicators are considered valid if the value of outer loadings is above 0.3 and / or the value of t statistics is above 1.96 (Table 2).

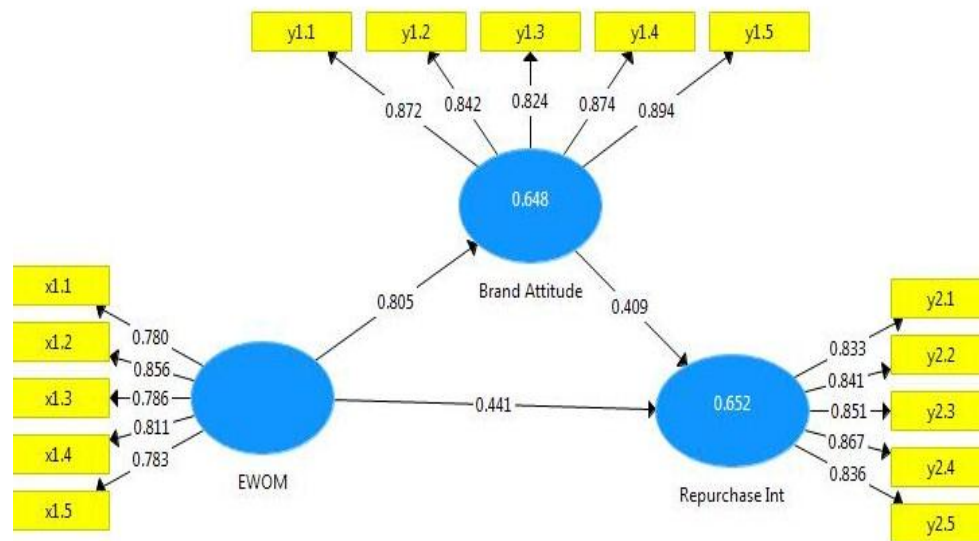


Figure 1. Full Model Partial Least Square

Tabel 2  
Result of validity testing

Variable	Code	Outer Loading	Description
Electronic Word of Mouth	X1.1	0.780	Valid
	X1.2	0.856	Valid
	X1.3	0.786	Valid
	X1.4	0.811	Valid
	X1.5	0.783	Valid
Brand Attitude	Y1.1	0.872	Valid
	Y1.2	0.842	Valid
	Y1.3	0.824	Valid
	Y1.4	0.874	Valid
	Y1.5	0.894	Valid
Repurchase Intention	Y2.1	0.833	Valid
	Y2.2	0.841	Valid
	Y2.3	0.851	Valid
	Y2.4	0.867	Valid
	Y2.5	0.836	Valid

Source: processed data, 2020

Table 2 shows that all fifteen indicators have a value above the required minimum value of 0.50 (Ratmono & Sholihin, 2017). This means the model meets convergent validity. Furthermore, the research analyzes discriminant validity by comparing the square root of the average variance extracted (AVE) values in each construct with the correlation between constructs and the correlations between other constructs contained in the model. The results of discriminant validity testing are presented in the table (Table 3).

Table 3  
The results of discriminant validity testing

Variable	AVE	rho_A	Correlation		
			X1	Y1	Y2
Electronic Word of Mouth	0.646	0.867	1.000		
Brand Attitude	0.742	0.915	0.805	1.000	
Repurchase Intention	0.715	0.901	0.770	0.764	1.000

Source: processed data, 2020

Table 3 explains that the AVE square value of electronic word of mouth variable (X1) is 0.867, greater than the correlation of latent variables with other variables. The square root value for the AVE brand attitude (Y1) is 0.915, greater than the correlation of latent variables with other variables. Furthermore, the AVE square value of the repurchase intention variable (Y2) is 0.901, greater than the correlation of latent variables with other variables. Thus, all variables in the tested model meet the discriminant validity criteria. There is another way to assess discriminant validity by looking at the AVE value in the research variable. All of them have values above 0.5 so that these measurements meet discriminant validity measurements. The construct reliability test in the research model was measured by the reliability composite criteria and Cronbach's alpha from the indicator block that measures the construct. A construct is declared reliable if Cronbach's alpha and composite reliability are above 0.70 (See Table 4).

Table 4  
Test results for Cronbach's alpha and composite reliability

Variable	Indicator	Composite Reliability	Cronbach's Alpha	Description
Electronic Word of Mouth	X1	0.935	0.913	Reliabel
Brand Attitude	Y1	0.901	0.863	Reliabel
Repurchase Intention	Y2	0.926	0.901	Reliabel

Source: processed data, 2020

Based on the results in Table 4, it can be explained that the results of Cronbach's alpha and composite reliability output for the electronic word of mouth, brand attitude, and repurchase intention are greater than 0.70, which indicates that the construct has good reliability.

Goodness of fit structural models in the inner model are tested using predictive-relevance (Q<sup>2</sup>) values previously it is necessary to know the value of R<sup>2</sup> of each endogenous variable in this study. Endogenous variable values can be seen in the table (see Table 5).

Table 5  
R-square endogenous latent variables

Endogen Variable	R-square
Brand Attitude	0.648
Repurchase Intention	0.652

Source: processed data, 2020

Based on the results in Table 5, it can be explained that the R-square value for the construct of brand attitude is 0.648, meaning the influence of variables of electronic word of mouth on brand attitude is 64.8 percent and the remaining 35.2 is influenced by other variables outside the model. The R-square value for repurchase intention variable is 0.652 which means the influence of electronic word of mouth and brand attitude on repurchase intention is 65.2 percent and the remaining 34.8 percent is influenced by other variables outside the model. Furthermore, based on R<sup>2</sup> in Table 4, Q<sup>2</sup> or Stone Geiser Q-Square tests can be calculated, namely:  $Q^2 = 1 - \{(1-0,648) (1-0,652)\} = 1 - \{(0,352) (0,348)\} = 1-0,122 = 0,878$ . The calculation results obtained a Q<sup>2</sup> value of 0,878 > 0. Therefore, it can be concluded that the model has good predictive relevance. This means that 87.8 percent of the repurchase intention variables can be explained by variables of electronic word of mouth and brand attitude.

### 3.3 Hypothesis testing

The bootstrap method is used to test the significance of the main effects and mediation in the H1 to H4 hypothesis. In each path, the influence of exogenous variables on endogenous variables is tested by using the t-test (T-test) and p-value, where the p-value is compared with  $\alpha$  (5 percent). The overall path analysis calculation results can be seen in the path coefficient, the value of T-test and p-value. If the p-value is smaller than 0.05, then the effect is declared significant, and vice versa. Table 6 displays the results of the path coefficients.

Table 6  
Path Coefficients

Construct	Coeffisien Correlation	t-Statistic	P-Values	Description
EWOM ----> Repurchase Int	0.449	3.844	0.000	Significant
EWOM ----> Brand Attitude	0.805	20.050	0.000	Significant
Brand Attitude ----> Repurchase Int	0.403	3.738	0.000	Significant

Source: processed data, 2020

Results as presented in Table 6 show that: H1 predicts that EWOM has a positive effect on repurchase intention and the data confirm the direct effect of EWOM on repurchase intention produces a coefficient of 0.449, a statistical t value of  $3.884 > 1.96$  and p values  $< 0.05$  ( $\beta = 0,449$ ;  $p = 0,000 < 0,05$ ). That is, the EWOM influence on repurchase intention is a positive sign. Hypothesis 1 is supported electronic word of mouth has a significant positive effect on repurchase intention.

Furthermore, H2 predicts that EWOM has a positive effect on brand attitude also supported ( $\beta = 0.805$ ;  $p = 0.000 < 0.05$ ). The direct effect of EWOM on brand attitude resulted in a coefficient of 0.805 and a statistical t value of  $20.050 > 1.96$  and p values  $< 0.05$ . Thus, the result of the test implied that EWOM has a positive and significant effect on brand attitude. H3 predicts that brand attitude has a positive effect on repurchase intention. The direct effect of brand attitude on repurchase intention produces a coefficient of 0.403 and a statistical t value of  $3.738 > 1.96$  and p values  $< 0.05$  ( $\beta = 0.403$ ;  $p = 0,000 < 0.05$ ), hypothesis 3 is supported. The result shows that the brand attitude has a positive and significant effect on repurchase intention.

Regarding the mediation effect, indirect effects between latent variables can be seen by looking at the results of the indirect effect analysis. The results of the analysis of the effect of electronic word of mouth on repurchase intention mediated by the brand attitude shown in Table 7.

Table 7  
Indirect effects values

Construct	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
EWOM ----> Brand Attitude -> Repurchase Int	0.329	0.324	0.089	3.691	0.000

Source: processed data, 2019

Based on the results in Table 7, it can be explained that the effect of electronic word of mouth on repurchase intention mediating by brand attitude was positively significant ( $\beta = 0.329$ ;  $p = 0.000$ ), supporting H4. The results of the analysis also showed that the influence of electronic word of mouth on repurchase intention by brand attitude was positively significant ( $\beta = 0.060$ ;  $p = 0.028$ ), supporting H7.

### 3.4 Results

#### *Effect of electronic word of mouth on repurchase intention*

Result of testing the effect of electronic word of mouth on repurchase intention is explained that electronic word of mouth has a positive and significant effect on repurchase intention. This is shown from the path coefficient (path) of



0.449 and the t-statistic value of 3.844 ( $>$  t-table 1.96). This means that the existence of online reviews or electronic word of mouth on a social media account of a local brand clothing business in Denpasar can increase the repurchase intention of buyers or users of the brand. This finding is in line with the findings of Wang *et al.* (2015), where the acceptance of a product in an electronic word of mouth system will be influenced by product reviews in handling consumer repurchase intentions and the credibility of informants who provide reviews. This study also shows that when reading product reviews, consumers not only obtain product information but are also involved in evaluating diagnostic assessments to determine consumer repurchase intention. This result is also supported by the findings of Sethi *et al.* (2018), who examined the purchase of fashion products in millennial consumers where the results highlight the role played by online reviews in shaping the millennial generation repurchase intention where online shoppers often rely on the experience of other people's buyers to shape perceptions about the product available at online clothing stores. At the same time, online shoppers also post on social media to share their own shopping experiences with others. This can increase repurchase intention on a brand's fashion products.

#### *Effect of electronic word of mouth on brand attitude*

The results of the study prove that that electronic word of mouth has a positive and significant influence on brand attitude. This is shown from the path coefficient of 0.805 and the t-statistic value of 20.050 ( $>$  t-table 1.96). This means that the more online or electronic word of mouth reviews on a social media account for a local brand clothing business in Denpasar, the stronger or increase the brand attitude of the buyers or users of the brand. The results of this study support previous research, Park & Jeon (2018), investigated the effects of electronic word of mouth on westerner (US) consumers and the results of electronic word of mouth directly influenced changes in brand attitude in the westerner (US) group, which had an analytical thinking style on a brand, where exposure EWOM is credible and has certain quality able to change the intention of consumer brand attitude to be positive. This finding is also supported by Wu & Wang (2011), who state that electronic word of mouth messages increases and induce persuasion and enhance consumer brand attitude.

#### *Effect of brand attitude on repurchase intention*

The study revealed that the brand attitude has a positive and significant effect on repurchase intention. This is indicated by the value of the path coefficient (path) of 0.403 and the t-statistic value of 3,738 ( $>$  t-table 1.96). This means that the higher the brand attitude of buyers or users of products from local brand clothing, the more repurchase intention from buyers or users of the brand. This finding is in line with Taute & Sierra (2014), who examined the purchase of a smartphone brand. The results show that as consumer brand attitudes increase (repurchase intention), the higher the intention to repurchase intention where the attitude is formed from advertising and also brand promotion. Similar results were also found in the findings of Eui-Bang *et al.* (2017), that brand attitude has a positive influence on repurchase intentions. The research found that buying behavior is changed by brand attitude. The fact that brand attitude is a causal parameter that affects repurchase intention.

#### *The indirect effect of electronic word of mouth on repurchase intention through brand attitude*

The result conveyed that the mediating role of brand attitude on the influence of electronic word of mouth on repurchase intention has a positive and significant relationship. This is shown from the path coefficient (path) of 0.324 and the t-statistic value of 3.691 ( $>$  t-table 1.96). This means that brand attitude mediates the relationship or influence of electronic word of mouth on the repurchase intention of local brand clothing business products in Denpasar. This result is supported by the findings of Khan & Ali (2017) which states brand attitude as a partial mediator variable with the effect of electronic word of mouth on consumer repurchase intention. there is a large impact of electronic word of mouth on consumer repurchase intention mediated by the effect of brand attitude. Consistency of results was also found in the research results of Matute *et al.* (2016), customer repurchase intention is influenced by brand attitude when customers find online reviews and messages when buying a brand product. Thus, consumers positively value the publication of other users' reviews on the seller's own website, because these social spaces provide more value and utility to the site.

#### 4 Conclusion

Based on the results of the discussion of the research, it can be concluded that electronic word of mouth has a positive and significant effect on repurchase intention on local brand clothing business products in Denpasar. This conveyed that the more and the more qualified electronic word of mouth is distributed, the higher the repurchase intention of consumers. Another finding that can be concluded that electronic word of mouth has a positive and significant effect on brand attitude on local clothing brand business products in Denpasar. This means the higher the intensity of the distribution of electronic word of mouth, the higher the brand attitude of consumers. This study also investigated the effect of brand attitude on repurchase intention of local clothing brands which implied brand attitude has a positive and significant effect on repurchase intention on the products. This suggests that the higher the consumer's brand attitude towards the local brand clothing business, the higher the repurchase intention of the consumer. Moreover, this study found that brand attitude mediates the effect of electronic word of mouth on repurchase intention on local brand clothing business products in Denpasar it means consumer repurchase intention will increase if electronic word of mouth is able to increase consumer brand attitude towards the local brand clothing business in Denpasar. As researcher conducted this study, there were some limitations should be overcome on the next research in which this study is only carried out in a certain point of time (cross-section), while the environment at any time can change (dynamic) so that this research is important to do again and be developed in the future. Furthermore, this study uses criteria that have purchased Denpasar local brand clothing products, so it is important for future research to complete and develop empirical studies related to this topic by using other business product categories such as food and services.

#### *Recommendation*

Based on the results of this study it was found that electronic word of mouth had a positive and significant effect on the repurchase intention of local clothing brand's products in Denpasar as well as influencing brand attitude or consumer attitudes towards brands. Besides that, the role of brand attitude is able to mediate the effect of EWOM or online reviews on repurchase intention or consumer repurchase intentions on local clothing brand's products in Denpasar. All marketing efforts related to the use of electronic word of mouth are intended to improve attitudes towards brands and consumer repurchase intentions because by growing and high attitudes of consumer brands, it will indirectly increase the intention to repurchase local brand clothing business products in Denpasar. Brand attitude is one of the determinants of consumer repurchase intentions because there is an emotional bond between consumers and companies. Brand attitude can make someone consistent with something they think is in accordance with their expectations, including making consumers loyal to a brand. Therefore, the attitude towards the brand or brand attitude is very important to be considered by employers or management. Electronic word of mouth or online reviews is also a consumer's assessment of a brand, both the strengths and weaknesses of the brand can be known through the valence of reviews shared by consumers on the website and social media accounts of a local brand clothing business in Denpasar. Through the dissemination of information on online reviews, consumers will find that a product of a brand will provide more benefits for them or vice versa. Electronic word of mouth is also able to improve consumer attitudes towards a brand and convince consumers to make purchases again after getting the distribution of the information contained in electronic word of mouth. Another recommendation can be done by the government as a policymaker. The government is expected to be able to encourage the growth of creative industries in the city of Denpasar by providing and sharing accurate and credible information about the creative industries in Denpasar, one of Denpasar's local brand clothing businesses and later the government is able to collaborate with clothing business owners in Denpasar to sell their products outside the region and abroad.

#### *Conflict of interest statement*

The authors declared that they have no competing interests.

#### *Statement of authorship*

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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