

ABSTRACT

This study aims to analyze the effect of perceived value and electronic word of mouth on repurchase intention through customer satisfaction among users of student-based anjem and jastip services. This research employed a quantitative approach using the PLS-SEM method through SmartPLS. The data were collected from 160 respondents who had used student-based anjem and jastip services within the last six months.

The results show that perceived value and electronic word of mouth have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on repurchase intention. However, the direct effects of perceived value and electronic word of mouth on repurchase intention are positive but not significant.

These findings indicate that customer satisfaction plays an important role in encouraging users' intention to reuse student-based anjem and jastip services. Therefore, service providers need to improve service value, information quality, and user experience to build customer satisfaction and strengthen repurchase intention.

Keywords: Perceived Value, Electronic Word of Mouth, Customer Satisfaction, Repurchase Intention, Anjem, Jastip.

