

Determinants of Repurchase Intention towards Food Franchise businesses: An Empirical Study

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Abstract—The present study examines customer perceptions and repurchase intentions toward franchise food businesses. The research aims to identify consumer preferences across different franchise categories, such as pizza, burger, ice cream, and traditional food outlets, and to analyze the key factors influencing their decision-making. Primary data were collected from 110 respondents using a structured questionnaire, and statistical tools, including frequency analysis and the Friedman test, were applied to assess preferences and influencing factors. The findings reveal that pizza and burger franchises are preferred over ice cream and traditional options, indicating a strong inclination toward global fast-food formats among consumers. Further, the study identifies that factors such as services, satisfaction, and quality play a significant role in shaping consumer perceptions and repurchase intention, while brand loyalty has relatively less influence. The results also highlight that the majority of respondents are young, salaried individuals, which contributes to their preference for convenient, standardized food options. Overall, the study concludes that consumer behavior in franchise food businesses is largely driven by experience-based factors, emphasizing the importance for franchise operators to focus on service excellence, customer satisfaction, and consistent quality to enhance repeat purchase behavior and long-term success.

Index Terms—Customer Perceptions, Repurchase Intention, Franchise, Business

I. INTRODUCTION

A franchise is a business model in which one party, the franchisor, grants another, the franchisee, the right to operate a business using the franchisor's established brand name, products, systems, and operational methods. In this arrangement, the franchisee pays an initial fee and ongoing royalties to the franchisor in

exchange for support, including training, marketing assistance, standardized processes, and access to a proven business model. Franchising allows businesses to expand rapidly across different locations while maintaining consistency in quality, service, and brand identity. Franchise businesses are commonly found in industries such as food and beverages, retail, education, and services, where standardized operations and brand recognition play a crucial role in success. This model benefits franchisees by reducing business risk, as they operate under an already recognized brand with established demand, while franchisors benefit from expansion without directly managing all outlets. Overall, franchising creates a mutually beneficial relationship that combines entrepreneurial initiative with structured business support, contributing significantly to economic growth and employment generation.

According to Philip Kotler, Franchising is a contractual system in which a company (franchisor) grants another party (franchisee) the right to operate a business using its brand name, products, and established business processes in exchange for fees and royalties.

According to Berman and Evans, A franchise is a business arrangement where a franchisor provides a standardized product, service, and system, along with marketing support, to a franchisee who operates under the franchisor's name and guidelines.

According to Hisrich, Peters and Shepherd, Franchising is a method of distributing goods and services where the franchisor licenses a business model and brand to the franchisee, who agrees to operate according to specified standards and procedures.

Consumer Perception:

Expectations of consistency and reliability primarily shape consumer perceptions of food franchises. Customers generally believe that franchise outlets offer standardized quality in terms of taste, hygiene, and service across all locations. This consistency reduces uncertainty and builds trust among consumers, making them more comfortable choosing franchise brands over local food outlets. Well-established brands are often perceived as more professional and dependable, thereby enhancing their appeal to a wide range of customers.

Another important aspect influencing consumer perception is convenience and service experience. Food franchises are often associated with quick service, easy accessibility, attractive ambiance, and organized operations. These factors are particularly important for young and working individuals who prefer fast and hassle-free dining options. Additionally, elements such as pricing, promotional offers, and digital presence (online ordering, reviews, and ratings) further shape how consumers view franchise food outlets and influence their overall experience.

However, consumer perception is not always entirely positive. Some customers may perceive food franchises as expensive or lacking the authenticity and traditional taste found in local food options. Despite this, the strong brand image, quality assurance, and consistent service provided by franchises generally lead to higher customer satisfaction and increased repurchase intention. Overall, consumer perceptions of food franchises are shaped by trust, convenience, and experience, which play a crucial role in determining customer behavior.

II. REVIEW OF LITERATURE

1. Prasetyo et al. (2021), in the research paper titled "Factors Influencing Repurchase Intention in Drive-Through Fast Food: A Structural Equation Modeling Approach." The study concluded that repurchase intention in drive-through fast-food businesses is shaped by a chain of customer perceptions involving menu options, imagery, convenience, order accuracy, satisfaction, and loyalty. Among these, perceptions of the menu and convenience played a particularly strong role, while satisfaction directly strengthened loyalty and repeat purchase intention. The paper is important for franchise studies because it shows that repurchase intention is not driven by a single factor, but by a linked consumer experience in which operational efficiency and perceived convenience strongly influence future buying behavior.
2. Lee et al. (2022), in the research paper titled "A Study on the Effect of Customer Habits on Revisit Intention Focusing on Franchise Coffee Shops." This study found that in franchise coffee shops, revisit intention is influenced by customer satisfaction, which itself is shaped by brand awareness, perceived service quality, perceived product quality, and the physical environment. The findings also showed that customer habits or familiarity with the brand help strengthen revisit behavior, especially among certain customer groups. The study is useful for your topic because it highlights that customer perceptions in franchise businesses are both cognitive and behavioral, meaning repeat patronage depends not only on quality perceptions but also on routine and habit formation.
3. Salem et al. (2022), in the research paper titled "Service Value and Repurchase Intention in the Egyptian Fast-Food Restaurants: Toward a New Measurement Model." The study concluded that repurchase intention in fast-food businesses is significantly influenced by multidimensional service value, especially service equity, confidence benefits, service quality, and service reputation. The authors argued that customer repurchase is more likely when consumers perceive the service as fair, reliable, reputable, and beneficial beyond the basic transaction. This research is highly relevant for franchise businesses because it broadens the concept of customer perception from simple satisfaction to perceived value, showing that strategic improvements in service value can substantially enhance repeat purchase behavior.
4. Inoni (2021), in the research paper titled "Customer Satisfaction and Repurchase Decision: Evidence from Fast Food Restaurants." This study concluded that food quality, service quality, perceived value, and restaurant environment all positively affect customer satisfaction and repurchase decisions. It further found that customer satisfaction fully mediated the

relationship between service quality and repurchase decision, while food quality, perceived value, and restaurant environment also had direct effects on repurchase. The study is particularly significant because it shows that customers in fast-food and franchise-style settings repurchase not just because they are satisfied, but because they perceive a total experience that includes tangible quality, value, and ambiance.

5. Harmawati and Dewanti (2023), in the research paper titled “The Influence of Brand Image, Service Quality, and Customer Satisfaction on Repurchase Intention.” The study concluded that brand image, service quality, and customer satisfaction each have a positive effect on repurchase intention among McDonald’s consumers in Yogyakarta. The findings suggest that customers are more willing to buy again when they view the franchise brand positively, receive dependable service, and feel satisfied with the overall experience. For research on franchise businesses, this paper is valuable because it confirms that repurchase intention is strongly associated with the integrated perception of the brand and service system, rather than the product itself.
6. Nainggolan and Febriatmoko (2026), in the research paper titled “The Effect of Brand Awareness and Service Quality on Repurchase Intention Through Customer Satisfaction of McDonald’s Consumers in Semarang.” This study found that brand awareness improved customer satisfaction but did not directly influence repurchase intention, whereas service quality significantly influenced both satisfaction and repurchase intention. Customer satisfaction also acted as an effective mediator between brand awareness, service quality, and repurchase intention. The paper contributes to the franchise literature by showing that awareness alone is not sufficient to ensure repeat purchase; rather, brand awareness must be translated into satisfaction through actual service performance before customers develop a strong intention to repurchase.
7. Musmedi and Prasodjo (2018), in the research paper titled “Consumer Perception on Imported Franchise Restaurants in Jember District: Product Quality, Customer Satisfaction, and Brand Loyalty.” The study concluded that consumers of imported franchise restaurants such as KFC and CFC perceived product quality positively, appreciated fast service and satisfying taste, and showed a repurchase intent as a result of a satisfactory service experience. It also indicated that peer influence played a role in initial purchase decisions, while positive service encounters encouraged repeat buying and brand loyalty. This study is directly relevant to franchise research because it demonstrates how consumer perceptions of standardized quality and satisfying service in established franchise brands can foster repeat patronage and long-term preference.
8. Ho et al. (2021), in the research paper titled “Factors Affecting Customer Satisfaction and Repurchase Intention: A Study of Full-Service Trendy Restaurants in Vietnam.” The study concluded that food quality, service quality, and even personality-related factors significantly influence customer satisfaction and repurchase intention, with customer satisfaction mediating these relationships. The research emphasizes that customer return behavior is shaped by both service delivery and the restaurant’s broader experiential appeal. Although the study is not limited to franchises, it is relevant to franchise businesses because many franchise food outlets compete on trendy ambiance, social media visibility, and service consistency, all of which affect consumer perceptions and repeat-purchase intentions.
9. Oduro and Dzandu (2018/2019), in the research paper titled “Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus.” The study concluded that service quality significantly affects customer satisfaction, and both service quality and satisfaction significantly influence repurchase intention. However, customer satisfaction did not moderate the effect of service quality on repurchase intention, suggesting that service quality has an independent effect. This paper is useful for your study because it reinforces the idea that customer perceptions of responsiveness, reliability, empathy, and tangibles are central to repeat-buying decisions, especially in franchise

businesses that rely on standardized service delivery across outlets.

10. Kusumajaya and Suasana (2025), in the research paper titled “The Influence of Brand Trust, Brand Image, and E-WOM on Repurchase Intention (A Study on Consumers of the International Pizza Hut Franchise in Denpasar City).” The study concluded that brand trust, brand image, and electronic word of mouth all have a positive and significant effect on repurchase intention among Pizza Hut franchise consumers. The findings highlight that customer perceptions are now shaped not only by direct experience but also by online reviews, digital discussions, and trust in the brand’s reputation. This makes the study especially relevant for franchise businesses, where digital reputation and consistent brand communication can strongly influence customers’ intention to return and purchase again.

III. RESEARCH GAP

1. Limited Integrated Research on Franchise Food Businesses: Most earlier studies have examined customer perceptions and repurchase intentions using separate factors such as service quality, satisfaction, brand image, or loyalty. However, there is a lack of integrated research that studies quality, services, customer satisfaction, and brand loyalty together within the framework of franchise-based food and hospitality businesses in India.
2. Insufficient Focus on Regional and Emerging Market Consumers: Existing research is mostly focused on international markets or major urban settings, while regional consumer behavior in

emerging markets such as India has received limited attention. The changing preferences of young and working consumers in regional markets require deeper study to understand their perceptions and repeat-purchase behavior.

3. Lack of Comparative Study Across Franchise Categories: Although repurchase intention has been widely studied, limited research compares different food franchise categories, such as pizza, burger, ice cream, and traditional food franchises. Hence, it is necessary to examine how consumer perceptions and repurchase intentions differ across various franchise food formats.

IV. RESEARCH METHODOLOGY

The present study adopted a quantitative research design to examine consumer preferences and influencing factors toward franchise food categories. Primary data were collected using a structured questionnaire from a sample of 110 respondents selected through a convenience sampling technique. The study considered key variables, such as preferences for different franchise types (pizza, burger, ice cream, and misal), and influencing factors, including quality, service, satisfaction, and brand loyalty. For data analysis, descriptive statistics, such as frequencies and percentages, were used to understand respondent profiles and preferences, while inferential statistical tools, such as the Friedman test, were applied to identify significant differences in preferences and influencing factors. The analysis was carried out using appropriate statistical techniques to ensure reliability and validity of results, enabling meaningful interpretation and conclusion of the study.

Data Analysis:

Reliability Test

Sr.no	Variables	No. of Question	Cronbach Value	Accept
1	Quality	4	0.774	Scale is reliable and accepted
2	Services	2	0.732	Scale is reliable and accepted
3	Satisfaction	4	0.906	Scale is reliable and accepted
4	Brand Loyalty	8	0.926	Scale is reliable and accepted

Above results indicate that all the Cronbach Alpha values for all the variables is more than the required value of 0.700. Hence the test is accepted. Conclusion is scale is reliable and accepted.

Test of Normality

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.812
Bartlett's Test of Sphericity	Approx. Chi-Square	263.723
	df	6
	Sig.	.000

The KMO and Bartlett's Test results indicate that the data is suitable for factor analysis. The Kaiser-Meyer-Olkin (KMO) value is 0.812, which is considered good and shows that the sample size and correlations among the variables are adequate for applying factor analysis. Bartlett's Test of Sphericity is also significant, with an Approx. Chi-Square value of 263.723, $df = 6$, and p -

value = .000, which is less than 0.05. This means that the variables are significantly correlated with each other and the correlation matrix is not an identity matrix. Therefore, it can be concluded that factor analysis can be appropriately applied to the variables such as quality, services, satisfaction, and brand loyalty.

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Quality	.166	110	.000	.946	110	.000
Services	.200	110	.000	.889	110	.000
Satisfaction	.158	110	.000	.931	110	.000
Brand Loyalty	.119	110	.001	.948	110	.000
a. Lilliefors Significance Correction						

The normality test results show that all the selected variables, namely Quality, Services, Satisfaction, and Brand Loyalty, are not normally distributed. In both the Kolmogorov-Smirnov and Shapiro-Wilk tests, the significance values for all variables are less than 0.05, which indicates that the null hypothesis of normal distribution is rejected. Specifically, Quality, Services, and Satisfaction show significance values of .000 in both tests, while Brand Loyalty also shows significant deviation from normality with Kolmogorov-Smirnov value of .001 and Shapiro-Wilk value of .000. Therefore, it can be concluded that the data for all these variables do not follow a normal distribution. Hence, non-parametric statistical tests may be more suitable for further analysis of these variables.

mean will approximate a normal distribution, regardless of the original population's distribution, provided the samples are independent and identically distributed. This approximation generally becomes valid when the sample size is 30 or more. The CLT allows statisticians to make inferences about population parameters using sample statistics, justifying the use of normal probability theory for constructing confidence intervals and conducting hypothesis tests. Essentially, the CLT underscores the importance of large sample sizes in ensuring that the sample mean behaves in a predictable manner, facilitating a wide range of statistical analyses even when the underlying data may not be normally distributed.

Central Limit theorem

The Central Limit Theorem (CLT) is a foundational concept in statistics that states that, as the sample size increases, the sampling distribution of the sample

Demographic Factor

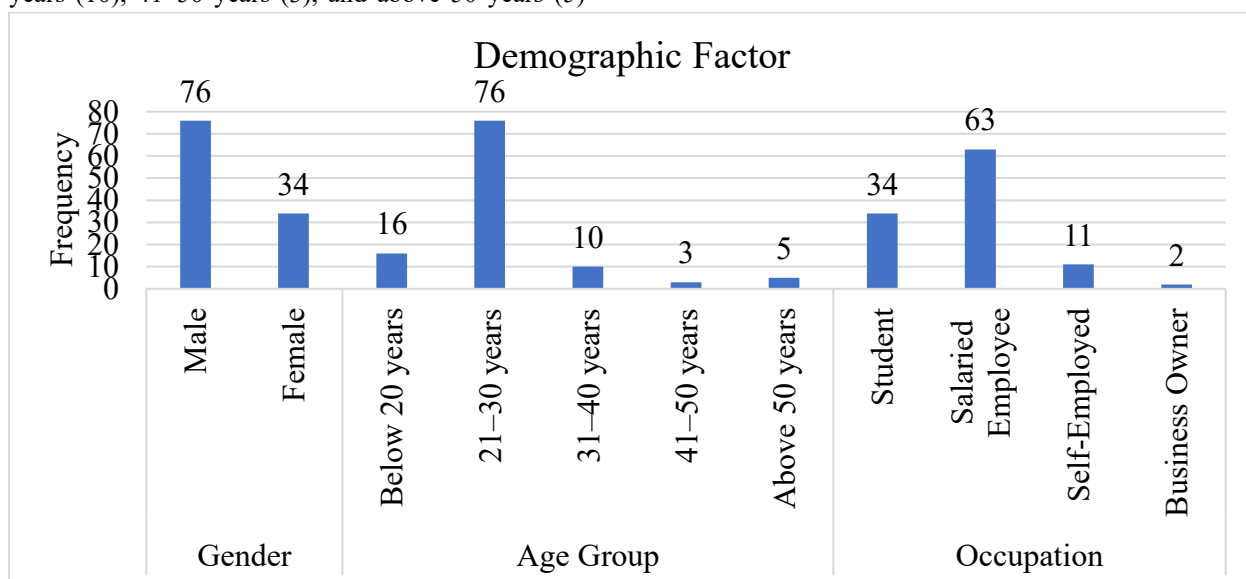
The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	76	69.1
		Female	34	30.9
2	Age Group	Below 20 years	16	14.5

		21–30 years	76	69.1
		31–40 years	10	9.1
		41–50 years	3	2.7
		Above 50 years	5	4.5
3	Occupation	Student	34	30.9
		Salaried Employee	63	57.3
		Self-Employed	11	10.0
		Business Owner	2	1.8

The demographic profile of the respondents shows a higher representation of males (76) compared to females (34). In terms of age distribution, the majority of respondents fall within the 21–30 years category (76), indicating that young adults form the dominant segment, followed by those below 20 years (16), while comparatively fewer respondents belong to the 31–40 years (10), 41–50 years (3), and above 50 years (5)

categories. Regarding occupation, most respondents are salaried employees (63), followed by students (34), with a smaller proportion being self-employed (11) and very few business owners (2). Overall, the sample is largely composed of young, working individuals, which may influence the preferences and responses observed in the study.



Objective-1: To study the preference of consumers towards the franchise food category.

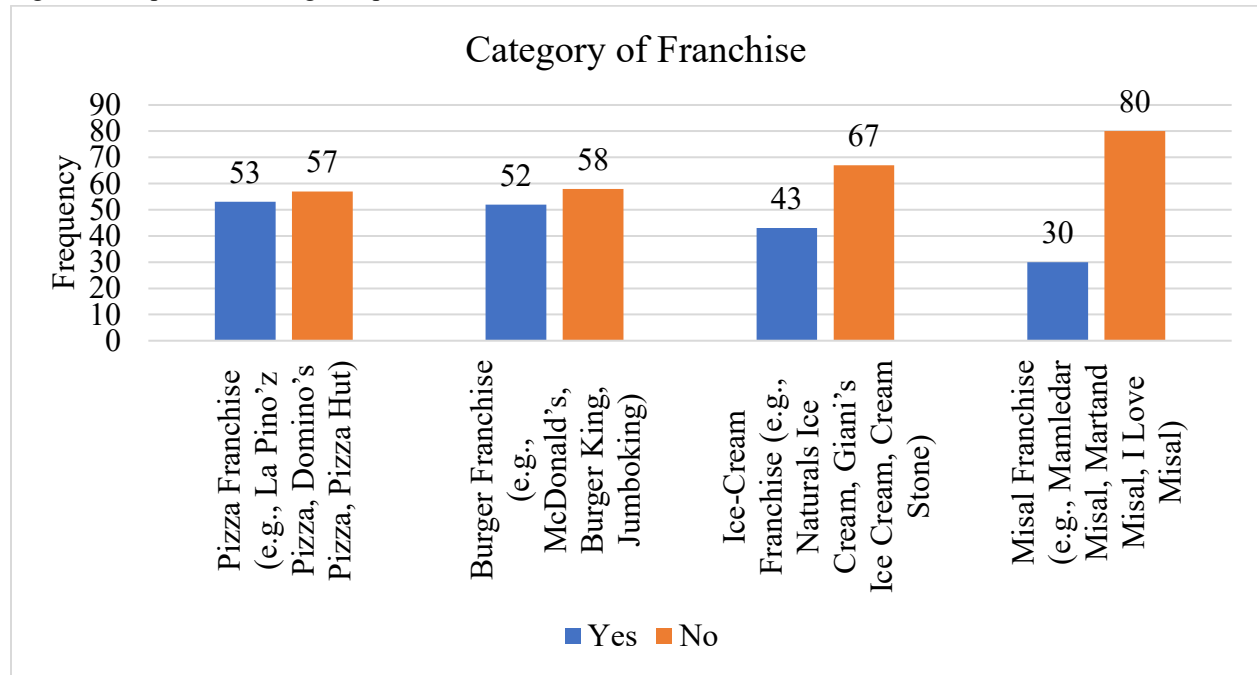
Sr. No.	Statement	Yes	No
1	Pizza Franchise (e.g., La Pino'z Pizza, Domino's Pizza, Pizza Hut)	53	57
2	Burger Franchise (e.g., McDonald's, Burger King, Jumboking)	52	58
3	Ice-Cream Franchise (e.g., Naturals Ice Cream, Giani's Ice Cream, Cream Stone)	43	67
4	Misal Franchise (e.g., Mamledar Misal, Martand Misal, I Love Misal)	30	80

The table indicates the respondents' preferences for different franchise types, showing that pizza and burger franchises are relatively more popular compared to others, with 48.2% and 47.3% respondents respectively expressing interest, while a slightly higher proportion (51.8% and 52.7%) are not

interested. In contrast, ice-cream franchises show lower preference, with only 39.1% respondents opting for them and a majority (60.9%) not preferring them. The least preferred category is misal franchises, where only 27.3% respondents show interest and a significant majority (72.7%) do not favor them. Overall, the

findings suggest that international fast-food franchise options like pizza and burgers have comparatively higher acceptance among respondents, whereas

traditional or niche options like misal and ice-cream franchises are less preferred.



Null Hypothesis H_{01} : There are no preference of consumers towards the franchise food category.

Alternate Hypothesis H_{11} : There are particular preference of consumers towards the franchise food category.

To test the above null hypothesis, Friedman test is applied and results are as follows:

Test Statistics ^a	
N	110
Chi-Square	12.708
df	3

P-value	.004
a. Friedman Test	

Interpretation: The above results indicate that calculated p-value is 0.004. It is less than 0.05. Therefore, Friedman test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There are particular preference of consumers towards the franchise food category.

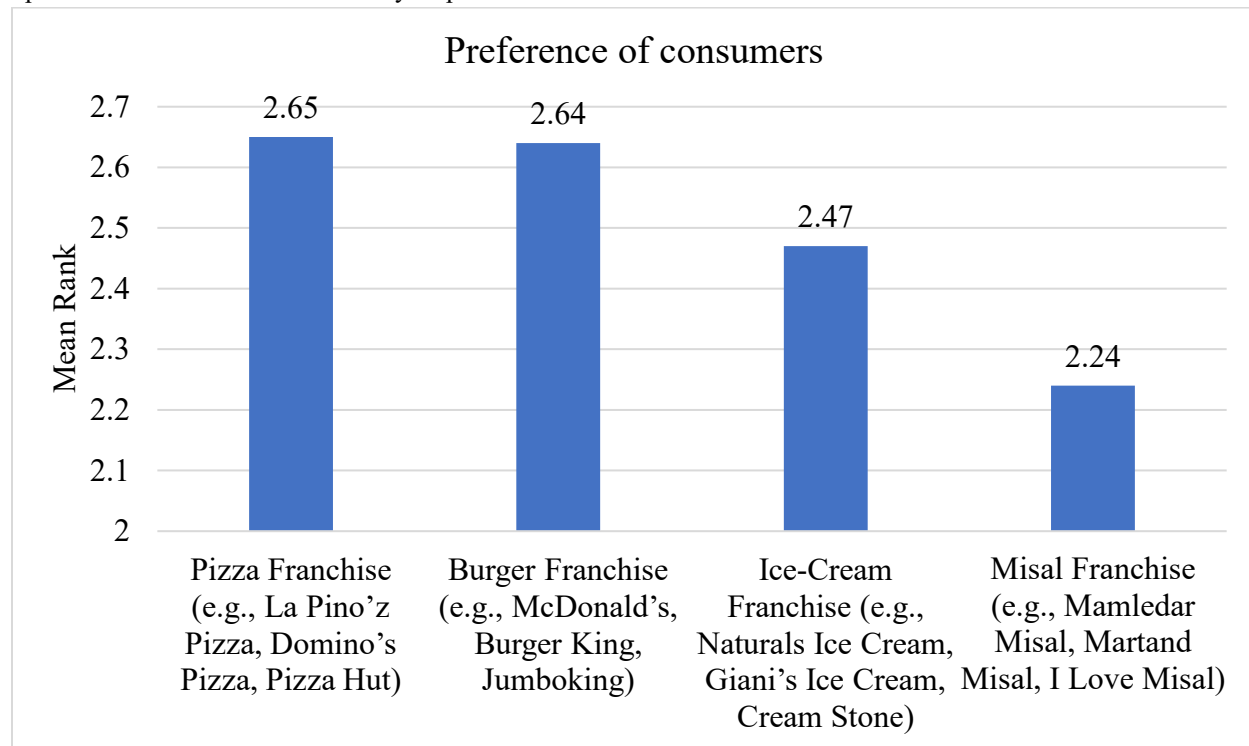
Findings: To understand the findings, mean ranks are obtained and presented as follows:

Ranks	
	Mean Rank
Pizza Franchise (e.g., La Pino'z Pizza, Domino's Pizza, Pizza Hut)	2.65
Burger Franchise (e.g., McDonald's, Burger King, Jumboking)	2.64
Ice-Cream Franchise (e.g., Naturals Ice Cream, Giani's Ice Cream, Cream Stone)	2.47
Misal Franchise (e.g., Mamledar Misal, Martand Misal, I Love Misal)	2.24

The mean rank values indicate the relative preference of respondents toward different franchise types. Pizza franchises (Mean Rank = 2.65) are ranked highest, closely followed by burger franchises (Mean Rank = 2.64), suggesting that these fast-food categories are the most preferred among respondents. Ice-cream

franchises (Mean Rank = 2.47) occupy a moderate position, indicating comparatively lower preference. Misal franchises (Mean Rank = 2.24) have the lowest mean rank, reflecting the least preference among all options. Overall, the ranking pattern highlights a stronger inclination toward international fast-food

franchises like pizza and burgers, while traditional options like misal are less favored by respondents.



Objective-2: To study the influencing factors affecting the decision of consumers towards franchise food category.

Null Hypothesis H_{02} : There are no influencing factors affecting the decision of consumers towards franchise food category.

Alternate Hypothesis H_{12} : There are influencing factors affecting the decision of consumers towards franchise food category.

To test the above null hypothesis, Friedman Test is applied and results are as follows:

Test Statistics ^a	
N	110
Chi-Square	102.467
df	3
P-value	.000
a. Friedman Test	

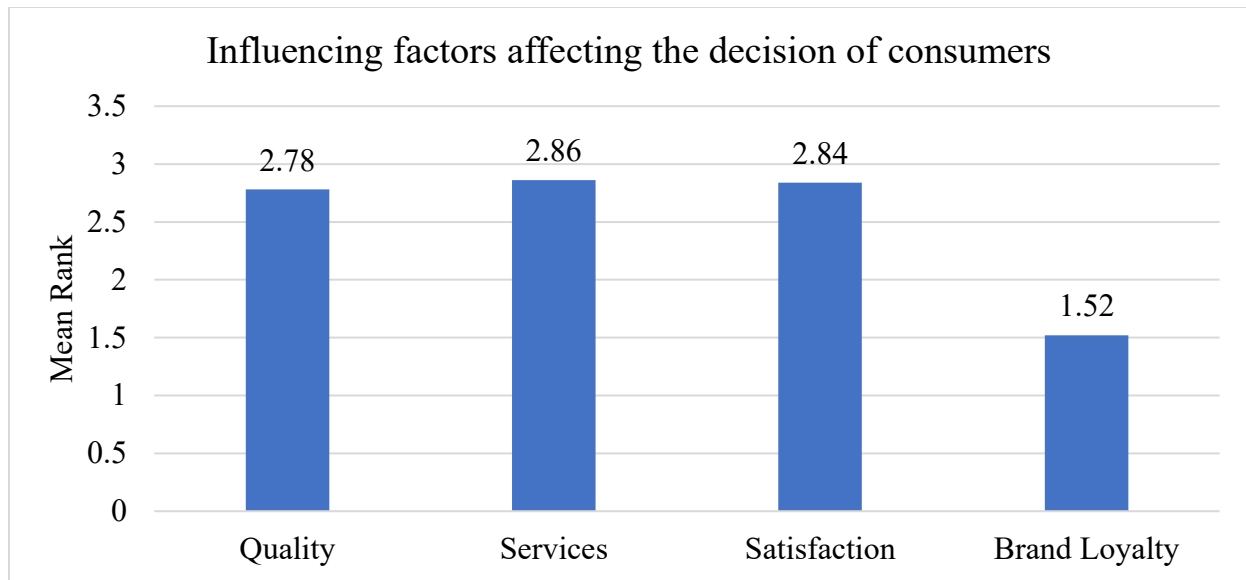
Interpretation: The above results indicate that calculated p-value is 0.004. It is less than 0.05. Therefore Friedman test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There are influencing factors affecting the decision of consumers towards franchise food category.

Findings: To understand the findings, mean ranks are obtained and presented as follows:

Ranks	
	Mean Rank
Quality	2.78
Services	2.86
Satisfaction	2.84
Brand Loyalty	1.52

The mean rank values indicate that services (2.86) are perceived as the most important factor among respondents, followed closely by satisfaction (2.84) and quality (2.78), suggesting that these three factors hold relatively similar and high importance in influencing consumer perceptions. In contrast, brand loyalty (1.52) has a significantly lower mean rank, indicating that it is the least prioritized factor among the respondents. Overall, the results imply that respondents focus more on immediate service experience, satisfaction, and product quality rather than long-term brand attachment or loyalty.



V. CONCLUSION

The study concludes that consumers show a statistically significant and clear preference toward specific franchise food categories, with pizza and burger franchises being the most preferred choices, while traditional options such as misal are comparatively less favored. The results of the Friedman test confirm that these differences in preferences are not random but meaningful, indicating that consumers consciously differentiate between franchise types. Furthermore, the analysis of influencing factors reveals that services, satisfaction, and quality are the most critical determinants affecting consumer decision-making, with services ranking highest, followed closely by satisfaction and quality. In contrast, brand loyalty has a significantly lower influence, suggesting that consumers prioritize immediate experience and value over long-term attachment to a particular brand. Additionally, the demographic profile of the respondents indicates that the majority are young individuals, particularly within the 21–30 years age group, and are predominantly salaried employees, which may explain their inclination toward fast, convenient, and standardized food options offered by popular franchise brands. Overall, the study highlights that consumer behavior in the franchise food sector is largely driven by experiential factors and convenience, with a stronger preference for globally recognized fast-food formats, thereby emphasizing the need for businesses to focus

on service quality, customer satisfaction, and product consistency to remain competitive in the market .

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