

## Digital Marketing Communication and Cromboloni Repurchase Intention

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| Keywords:                                                                      | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| E-WOM; Fomo; Influence<br>Credibility; Repurchase Intention;<br>E-Satisfaction | This study aims to analyze the influence of influencer credibility, lifestyle, and fear of missing out (FOMO) on Cromboloni Monsieur Spoon's repurchase intention with e-WOM as a mediator and e-satisfaction as a moderator. The study used an explanatory quantitative approach through an online survey of 260 respondents who had purchased Cromboloni Monsieur Spoon and were exposed to digital information related to the product. The data was analyzed using SmartPLS through the evaluation of the outer model and the inner model. The results show that all indicators after testing meet the criteria of validity and reliability. The model has a high explanatory ability on repurchase intention and e-WOM. All influence hypotheses are immediately accepted: influencer credibility, lifestyle, FOMO, and e-WOM encourage repurchase intention; credibility, lifestyle, and FOMO influencers drive e-WOM. e-Satisfaction has been proven to moderate the relationship between e-WOM and repurchase intention, while e-WOM mediates the influence of influencer credibility, lifestyle, and FOMO on repurchase intention. The findings confirm that repurchase intent on viral culinary products is not only shaped by the popularity of the trend, but also by the credibility of the message source, lifestyle suitability, digital social drive, conversations between consumers, and digital satisfaction. Implicitly, Monsieur Spoon's communication strategy needs to be directed at the selection of credible influencers, positive e-WOM management, and consistent strengthening of digital experiences. |

## INTRODUCTION

The development of social media is changing the way consumers recognize, assess, talk about, and repeat the consumption of a product (Antczak, 2024; Concepcion, 2025; Kothari et al., 2025; Wilska et al., 2023). In digital marketing communication, products are not only present as economic objects, but also as messages that are produced, mediated, redistributed, and negotiated by media users. In the context of viral culinary products, influencer content, customer reviews, digital comments, and visual consumption experiences can shape consumer perceptions before a repurchase decision occurs. Recent studies show that influencers work as a source of persuasion through the value of information, authenticity, homophilia, as well as parasocial relationships that can affect brand credibility and purchase intent (Liu & Zheng, 2024; Pan et al., 2025).

The Monsieur Spoon Cromboloni phenomenon has become relevant because the popularity of this product is growing through the digital communication ecosystem. Culinary news shows

that cromboloni has become a trend on TikTok, was rare in several outlets, and is associated with reviews from public figures and food influencers (DetikFood, 2023; Liputan6, 2023; Suara.com, 2024). This condition shows that viral pastry products are not only competing in taste, price, and outlet locations, but also on the brand's ability to manage attention, message credibility, and consumer conversations in the digital space.

In communication studies, influencer credibility can be read through Source Credibility Theory which places expertise, trust, attractiveness, similarity, and authenticity as important elements of message effectiveness. Influencer credibility is proven to be related to trust, purchase intention, loyalty, and recommendation behavior on visual platforms such as TikTok (Alcantara-Pilar et al., 2024; Anana & Barbosa, 2023). However, influencer effectiveness doesn't work alone. Consumers also process messages through central and peripheral paths as described in the Elaboration Likelihood Model. Product information, review clarity, and consumption experience work as central routes, while visual appeal and popularity of message sources work as peripheral routes (Farivar et al., 2023; Liu & Zheng, 2024).

Lifestyle and FOMO variables reinforce the social context of viral product communication. Lifestyle explained that the consumption of bakeries and cafes can be an expression of consumers' social identity, activities, interests, and digital habits. Meanwhile, FOMO arises when individuals feel the need to follow a social experience or conversation that is being talked about. Exposure to influencers and social media content can encourage social comparison, FOMO, and consumption of lifestyle products (Dinh & Lee, 2024; Habib & Almamy, 2025). As such, Cromboloni's repurchase is not quite understood as an individual decision, but needs to be read as the result of a social-communicative process involving message sources, digital communities, and customer experiences.

e-WOM is an important variable because consumers not only receive messages from brands or influencers, but also read, trust, and disseminate reviews from other consumers. The credibility, usefulness, and adoption of e-WOM information has been proven to influence purchase intent through the information adoption process (Bui et al., 2025; Ngo et al., 2024; Verma et al., 2023). In the context of online food ordering and the digital brand community, e-WOM and community trust are also related to repurchase intention (Sahranavard et al., 2024; Tan, 2023).

The urgency of this research lies in the rapid growth of the online food delivery and viral food phenomenon in Indonesia. Global sales revenues in the online food delivery market reached \$323.30 billion in 2022 and are expected to grow at an annual rate of 7.60%, culminating in a projected market volume of \$466.20 billion by 2027 (Sahranavard et al., 2024). The viral nature of products like Cromboloni, driven by social media exposure and influencer endorsements, has created new consumption patterns that require systematic investigation. Understanding how digital marketing communication shapes repurchase intention is crucial for businesses seeking to sustain the momentum created by viral phenomena and transform temporary consumer interest into long-term loyalty.

The novelty of this research lies in its integrated theoretical framework combining Source Credibility Theory, the Elaboration Likelihood Model, and FOMO constructs within a single

comprehensive model examining viral culinary product repurchase intention. Unlike previous studies that have focused on either the direct effects of influencer credibility (Alcantara-Pilar et al., 2024; Liu & Zheng, 2024) or the psychological drivers of FOMO (Dinh & Lee, 2024; Habib & Almamy, 2025), this research examines the interplay between these factors with e-WOM as a mediating variable and e-satisfaction as a moderating variable. The model offers a more nuanced understanding of how digital marketing communication functions as a complex ecosystem rather than a linear process.

This research offers a contribution by testing a model that integrates influencer credibility, lifestyle, FOMO, e-WOM, e-satisfaction, and repurchase intention in the context of Cromboloni Monsieur Spoon. This model places credibility, lifestyle, and FOMO influencers as a stimulus for digital communication; e-WOM as a horizontal communication between consumers; e-satisfaction as an evaluative condition that strengthens the influence of e-WOM; and repurchase intention as a behavioral intention after consumers experience the product. The main formulation of this study is how digital marketing communication shapes consumer repurchase intentions on viral culinary products.

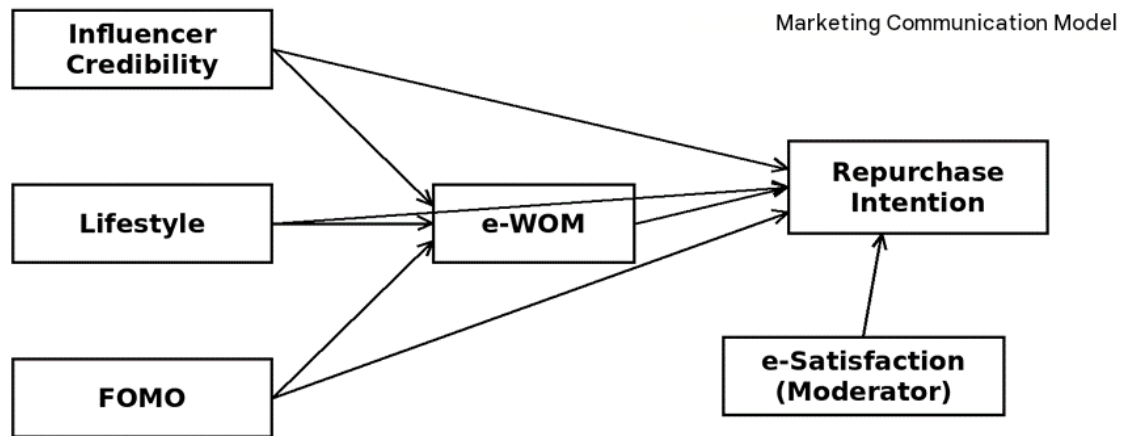
## **METHOD**

This study used an explanatory quantitative approach with a cross-sectional design. The quantitative approach was chosen because the research aimed to test the relationships between latent constructs in a measurable manner, whereas the cross-sectional design was used because the data collection was carried out over a single period of time. The unit of analysis of the study is an individual, that is, a consumer who has purchased Cromboloni Monsieur Spoon and has been exposed to digital content, reviews, comments, or recommendations related to the product.

The research population is Monsieur Spoon consumers who have bought Cromboloni and have experience in obtaining digital information about the product. Since a population list was not available, the study used non-probability sampling with purposive sampling techniques. Respondents' criteria include being at least 18 years old, having purchased Cromboloni Monsieur Spoon, having seen Cromboloni information or reviews on social media, and willing to fill out a questionnaire. The number of respondents analyzed was 260 people. This sample size meets the sample-to-item ratio guidelines because the minimum number of respondents is recommended to be no less than five respondents for each measurement item (Memon et al., 2020).

The research instruments were compiled using a Likert scale of 1–5. The variables measured included influencer credibility, lifestyle, FOMO, e-WOM, e-satisfaction, and repurchase intention. The pretest stage was carried out on 30 respondents to ensure the feasibility of the indicators. In the main analysis stage, the data was tested using SmartPLS with an evaluation of the outer model and inner model. The evaluation of the outer model includes outer loading, Average Variance Extracted (AVE), Cronbach's Alpha, composite reliability, and HTMT. The evaluation of the inner model includes R-square, f-square, fit model, direct influence, mediation, and moderation through bootstrapping. The test criteria refer to the PLS-SEM principle which emphasizes the validity of

the indicator, the reliability of the construct, and the significance of the structural path (Hair & Alamer, 2022).



**Figure 1. Cromboloni Digital Marketing Communication Research Model**

Source: Processed from research model, 2026

## RESULTS AND DISCUSSION

This section presents the results of research and discussion based on the characteristics of respondents, the feasibility of measurement models, structural models, and discussions of the relationship between variables. The emphasis of the discussion was directed to the meaning of communication from the research results, in particular how the credibility of the source, digital lifestyle, FOMO, e-WOM, and e-satisfaction work in shaping the repurchase intention of Cromboloni Monsieur Spoon.

### Respondent Characteristics

The study involved 260 respondents. Based on gender, respondents were dominated by women as many as 182 people or 70.00%, while men as many as 78 people or 30.00%. In terms of age, the 25-31 year group was the largest group with 118 respondents or 45.38%. This composition shows that the study respondents are dominated by young-adult consumers who are relatively close to social media use and urban culinary consumption patterns. The purchasing area is spread across various Monsieur Spoon outlets, with Senayan City, Kota Kasablanka, ALOHA PIK 2, Pondok Indah Mall, and Central Park Mall as the main purchasing areas.

**Table 1. Characteristics of Respondents**

| <b>Characteristics</b>                          | <b>Categories</b>                 | <b>Frequency</b> | <b>Percentage</b> |
|-------------------------------------------------|-----------------------------------|------------------|-------------------|
| <b>Gender</b>                                   | Men                               | 78               | 30,00%            |
|                                                 | Women                             | 182              | 70,00%            |
| <b>Age</b>                                      | 18–24 years old                   | 73               | 28,08%            |
|                                                 | 25–31 years old                   | 118              | 45,38%            |
|                                                 | 32–38 years old                   | 48               | 18,46%            |
|                                                 | Over 38 years old                 | 21               | 8,08%             |
| <b>Main purchasing area</b>                     | Senayan City, Jakarta             | 30               | 11,54%            |
|                                                 | Kota Kasablanka, Jakarta          | 28               | 10,77%            |
|                                                 | ALOHA, PIK 2                      | 24               | 9,23%             |
|                                                 | Holiday rentals in Jakarta (Bali) | 22               | 8,46%             |
|                                                 | Central Park Mall, Jakarta        | 20               | 7,69%             |
|                                                 | Other areas                       | 136              | 52,31%            |
| <b>Frequency of purchases of Monsieur Spoon</b> | 1–3 times                         | 52               | 20,00%            |
|                                                 | 4–6 times                         | 98               | 37,69%            |
|                                                 | 7–9 times                         | 73               | 28,08%            |
|                                                 | 10–12 times                       | 31               | 11,92%            |
|                                                 | more than 12 times                | 6                | 2,31%             |
| <b>Frequency of Cromboloni purchases</b>        | 1–3 times                         | 70               | 26,92%            |
|                                                 | 4–6 times                         | 108              | 41,54%            |
|                                                 | 7–9 times                         | 49               | 18,85%            |
|                                                 | 10–12 times                       | 25               | 9,62%             |
|                                                 | more than 12 times                | 8                | 3,08%             |

Source: Primary data processed, 2026

### Feasibility of the Measurement Model

The results of the outer model test show that the entire construct meets the reliability and validity criteria. Cronbach's Alpha, rho\_A, and composite reliability values of the entire construct are above 0.70, while the AVE value of the entire construct is above 0.50. This shows that each construct has good internal consistency and the indicator is able to represent the concept being measured. At the indicator level, the highest value on influencer credibility is IC4 which reflects trust in influencer recommendations, while the highest lifestyle indicator is LS2 which shows that visiting a bakery or café is part of the respondent's lifestyle. In FOMO, the highest indicator is FO3, i.e. social media content drives faster purchases; in e-WOM the highest indicator is EW1, which is the habit of reading online reviews; In e-satisfaction, the highest indicator is ES3, which is satisfaction with the digital experience of searching for information; and in repurchase intention the highest indicator is RI2, which is the tendency to choose Cromboloni Monsieur Spoon over similar products.

**Table 2. Construct Validity and Reliability**

| Construct                     | Cronbach's Alpha | rho_A | Composite Reliability | AVE   | Remarks            |
|-------------------------------|------------------|-------|-----------------------|-------|--------------------|
| <b>E-WOM</b>                  | 0,949            | 0,949 | 0,959                 | 0,797 | Reliable and valid |
| <b>FOMO</b>                   | 0,949            | 0,949 | 0,959                 | 0,796 | Reliable and valid |
| <b>Influencer Credibility</b> | 0,963            | 0,963 | 0,968                 | 0,792 | Reliable and valid |
| <b>Lifestyle</b>              | 0,950            | 0,950 | 0,960                 | 0,799 | Reliable and valid |
| <b>Repurchase Intention</b>   | 0,949            | 0,949 | 0,959                 | 0,797 | Reliable and valid |
| <b>e-Satisfaction</b>         | 0,943            | 0,943 | 0,955                 | 0,779 | Reliable and valid |

Source: Primary data processed, 2026

### Structural Models

The results of the internal testing of the model show that the model has strong explanatory capabilities. The r-square value of e-WOM of 0.696 shows that credibility, lifestyle, and FOMO influencers are able to explain the variation in e-WOM by 69.6%. The R-square repurchase intention value of 0.849 indicates that the model is able to explain the variation in repurchase intention by 84.9%. In terms of model fit, the SRMR value is in the range of 0.030–0.031 and NFI is above 0.900, so the model is considered adequate to explain the relationship between variables.

**Table 3. Structural Model Quality**

| Size                          | Value | Interpretation |
|-------------------------------|-------|----------------|
| <b>E-WOM</b>                  | 0,696 | 0,693          |
| <b>Repurchase Intention</b>   | 0,849 | 0,845          |
| <b>SRMR (Saturated Model)</b> | 0,030 | Good fit       |
| <b>SRMR (Estimated Model)</b> | 0,031 | Good fit       |
| <b>NFI (Saturated Model)</b>  | 0,919 | Fit            |
| <b>NFI (Estimated Model)</b>  | 0,918 | Fit            |

Source: Primary data processed, 2026

### Hypothesis Testing Results

The bootstrapping results show that the entire research hypothesis is accepted. These findings show that Cromboloni Monsieur Spoon's repurchase intention was formed through a combination of direct influence from influencer credibility, lifestyle, FOMO, and e-WOM, as well as indirect influence through e-WOM. In addition, e-satisfaction strengthens the influence of e-WOM on repurchase intention, so that digital satisfaction is an important factor in the sustainability of the impact of communication between consumers.

**Table 4. Hypothesis Testing Results**

| Code | Relationship Pathway                                  | T-Value | P-Values | Verdict  |
|------|-------------------------------------------------------|---------|----------|----------|
| H1   | Influencer Credibility → Repurchase Intention         | 5,535   | 0,000    | Accepted |
| H2   | Influencer Credibility → e-WOM                        | 6,469   | 0,000    | Accepted |
| H3   | Lifestyle → e-WOM                                     | 5,066   | 0,000    | Accepted |
| H4   | Lifestyle → Repurchase Intention                      | 7,092   | 0,000    | Accepted |
| H5   | FOMO → e-WOM                                          | 4,912   | 0,000    | Accepted |
| H6   | FOMO → Repurchase Intention                           | 4,145   | 0,000    | Accepted |
| H7   | e-WOM → Repurchase Intention                          | 4,313   | 0,000    | Accepted |
| H8   | e-Satisfaction × e-WOM → Repurchase Intention         | 4,999   | 0,000    | Accepted |
| H9   | Influencer Credibility → e-WOM → Repurchase Intention | 3,361   | 0,001    | Accepted |
| H10  | Lifestyle → e-WOM → Repurchase Intention              | 3,121   | 0,002    | Accepted |
| H11  | FOMO → e-WOM → Repurchase Intention                   | 3,687   | 0,000    | Accepted |

Source: Primary data processed, 2026

### Discussion of Intervariable Relationships

First, influencer credibility affects repurchase intention. These findings suggest that consumers are more motivated to buy back when influencer recommendations are perceived to be trustworthy. The IC4 indicator as the highest indicator shows that the element of trustworthiness is central to the effectiveness of influencer messages. In Source Credibility Theory, messages from sources that have expertise and trust tend to be more easily accepted by the audience. These findings are in line with studies showing that influencer credibility can increase purchase intention, loyalty, and recommendation behavior, especially on platforms that are based on visual content (Alcantara-Pilar et al., 2024; Anana & Barbosa, 2023; Liu & Zheng, 2024). In the context of Cromboloni, influencers not only introduce products, but also provide social legitimacy that the product is worth trying and rebuying.

Second, influencer credibility affects e-WOM. Strong influencer credibility can trigger consumers to read, trust, and forward digital reviews. This is related to the EW1 indicator as the highest indicator that shows respondents' habit of reading online reviews. If influencers are seen as honest and have culinary experience, consumers are encouraged to seek additional information from other consumers' comments, reviews, and recommendations. In the framework of the Elaboration Likelihood Model, the credibility of the source acts as a peripheral cue as well as a central reinforcement of message processing when consumers evaluate product information (Farivar et al., 2023; Pan et al., 2025). Thus, influencer credibility serves as an entry point that activates e-WOM conversations.

Third, lifestyle affects e-WOM and repurchase intention. The highest indicator of lifestyle is LS2, which is visiting a bakery or café as part of lifestyle. These findings show that Cromboloni Monsieur Spoon is positioned not just as a food product, but as part of an urban lifestyle experience that can be shared digitally. Consumers who make culinary activities part of their identity tend to be more active in seeking and sharing information. E-lifestyle research on online food ordering

shows that digital lifestyle is related to e-WOM and repurchase intention (Sahranavard et al., 2024). This means that the consumption of Cromboloni acquires social meaning when the experience can be shown, told, and recommended.

Fourth, FOMO affects e-WOM and repurchase intention. The FO3 indicator as the highest indicator shows that social media content about Cromboloni encourages consumers to buy faster. This confirms that FOMO works in response to digital social exposure. Consumers don't want to be left behind by ongoing trends, conversations, and experiences in the social media space. Previous studies have shown that influencer exposure can trigger social comparison and FOMO which in turn encourages the consumption of lifestyle products (Dinh & Lee, 2024; Habib & Almamy, 2025). In the context of this study, FOMO does not stop at the first purchase, but also plays a role in maintaining consumer attention through e-WOM and the desire to buy again.

Fifth, e-WOM affects repurchase intention. These findings confirm that reviews, comments, and other consumer recommendations are an important source of information in assessing products. A high EW1 indicator shows that consumers are actively reading online reviews, while a high RI2 indicator indicates a tendency to choose Cromboloni Monsieur Spoon over similar products. This means that e-WOM can form consumer confidence that the product is still worth choosing in the next purchase. These findings support a study that places information credibility, information usability, and e-WOM adoption as important predictors of purchase intent (Bui et al., 2025; Ngo et al., 2024; Verma et al., 2023).

Sixth, e-satisfaction moderates the relationship between e-WOM and repurchase intention. The highest indicator of e-satisfaction is ES3, which is satisfaction with the digital experience in Cromboloni's search for information. These results show that the influence of e-WOM will be stronger when consumers are satisfied with digital information, ease of search, and the compatibility of online experiences with actual experiences. In other words, positive reviews don't do enough to encourage repurchase if the consumer's digital experience isn't satisfactory. These findings are in line with research showing that e-satisfaction and e-WOM play a role in shaping repurchase intent in digital-based food services (Sahranavard et al., 2024; Tan, 2023).

Seventh, e-WOM mediates the influence of influencer credibility, lifestyle, and FOMO on repurchase intention. These findings show that the influence of digital message sources, lifestyles, and social pressures does not always work directly, but is also passed on through conversations between consumers. Credible influencers trigger reviews and recommendations, lifestyle encourages consumers to share culinary experiences, while FOMO accelerates information and engagement in social conversations. In the perspective of the Theory of Planned Behavior, e-WOM acts as a digital subjective norm that provides social validation before consumers decide to buy back (Azad et al., 2023; Fayyaz et al., 2025; Long et al., 2024). Therefore, the success of Monsieur Spoon's digital marketing communication needs to be directed at the creation of an e-WOM that is credible, relevant, and consistent with the actual consumption experience.

## CONCLUSION

This study concludes that digital marketing communication plays an important role in shaping Cromboloni Monsieur Spoon's repurchase intention. Influencer credibility, lifestyle, FOMO, and e-WOM have been proven to encourage repurchase intentions, while influencer credibility, lifestyle, and FOMO also affect e-WOM. e-Satisfaction strengthens e-WOM's relationship to repurchase intent, while e-WOM mediates the influence of influencer credibility, lifestyle, and FOMO on repurchase intention. Thus, the intention to repurchase a viral culinary product does not only depend on virality, but on the credibility of the source, the relevance of the lifestyle, the social pressure of digital, the quality of conversations between consumers, and the satisfaction of the digital experience. The practical implication of this research is that Monsieur Spoon needs to manage digital communication more strategically. The selection of influencers should consider trust, relevance, and quality of communication, not just the number of followers. Brands also need to keep e-WOM positive through consistent product experiences, easy-to-find digital information, and responsiveness to consumer conversations. Further research could expand objects on other viral culinary products, compare multiple bakery brands, or use a longitudinal approach to see if the effects of FOMO and virality persist in the long term.

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