Article 3

by Suhermin Suhermin

The Influence of Electronic Service Quality, Electronic Satisfaction and Electronic Trust on Electronic Word of Mouth A Study on the Consumers of Marketplace in Surabaya

Nuri Purwanto*, Budiyanto**, Suhermin**

* Doctoral Student of Indonesia School of Economics, Surabaya, Indonesia
** Lecturer of Doctorate Program of Indonesia School of Economics, Surabaya, Indonesia

Abstract- This study aims to examine and explain the influence of electronic service quality, electronic satisfaction, and electronic trust on electronic word of mouth (e-WOM) on the consumers of the marketplace in Surabaya. The quantitative (positivist) approach was used in this study to examine and explain the influence of electronic service quality on e-WOM that was mediated by electronic trust and electronic satisfaction. The questionnaire was the main instrument for collecting primary data. The variables were researched quantitatively. The data analysis used was SEM analysis based on Partial Least Square (PLS). The population was the consumers who had bought products online through the marketplace with a total of 200 respondents. The findings showed that there was a significant positive influence of electronic service quality on electronic satisfaction and electronic trust. However, there was a significant negative influence of electronic service quality on electronic word of mouth (e-WOM). There was also a significant negative influence of electronic satisfaction on e-WOM. Besides, electronic satisfaction is not positively significant to mediate the relationship between electronic service quality and electronic word of mouth. Electronic trust was positively significant to affect electronic e-WOM. The last, electronic trust was positively significant to mediate the relationship between electronic service quality and electronic word of mouth.

Index Terms- Electronic service quality, electronic satisfaction, electronic trust, electronic word of mouth

I. INTRODUCTION

From a consumer perspective, online shopping has advantages and benefits compared to shopping offline (M. T. Liu et al., 2012) First, shopping online allows the consumers to buy products and obtain the services whenever and wherever they are. Second, shopping online allows the consumers to save more money, effort and time. Third, online shopping offers consumers the ability to find and gather a lot of information and a high level of transparency and convenience.

From some of these findings, it is known that these benefits have a significant and positive influence on consumer attitudes towards online shopping (Delafrooz et al., 2011) Although there are positives to buy online, the exact reason why consumers buy online remains a big question for researchers (Darley et al., 2010). Therefore, studying the purchasing behavior of consumers is very useful for formulating the appropriate marketing strategy.

With the fast developments in Web 2.0, internet technology which was originally used as a place to access various kinds of information has turned into a place to trade online. In today's technological era, consumers are increasingly dependent on one another, especially in terms of information. A consumer will sometimes read reviews from customers listed on a website before making a purchase decision and it is estimated that 97 percent of consumers will be influenced to read and believe these reviews (Ahmad & Laroche, 2017). Reviews listed in online media are also known as electronic word of mouth. In general, word of mouth that is distributed offline is almost the same as electronic word of mouth that is distributed online, but the electronic word of mouth that is distributed online has a greater influence, which is wider and faster than word of mouth via offline.

One of the causes of electronic word of mouth is due to electronic service quality (Japutra et al., 2019) which concludes that electronic service quality has a positive and significant influence on electronic word of mouth. Referring to (Lovelock & Patterson, 2015), service quality is the main input of electronic customer satisfaction, if customers are satisfied, they are likely to return to the same product and provide good references to others. However, the results found by Anwar et al.,(2018) found the opposite, namely electronic service quality had no influence on electronic word of mouth. The variation of the results of this study is a research gap to be studied further by offering electronic satisfaction and trust variables as mediator variables.

Many studies show that trust is central to interpersonal relationships and business relationships. Trust variable is a variable that has a major contribution to electronic commerce because trust can influence attitudes and willingness to be involved in online

shopping activities, including recommending products or services to consumers (Y. Chen & Chou 2012). In e-commerce, privacy and security are major features that not only increase competitive advantage but also increase the level of trust. Trust plays an important role in willingness to adopt e-sales and buyer participation. Trust plays an important role in a broad spectrum of human interactions, including cooperation, network relations, and crisis management. Buyer trust in one component of an e-marketplace merchant may not only affect their trust in a particular marketplace but also affect how buyers make online purchases. Based on these facts, assessing the perceived risk in the e-marketplace is a prerequisite step that must be taken by vendors to minimize possible losses between sellers and buyers on e-marketplaces.

Buyers worry about the loss of privacy, misuse of personal information, and product quality. With the existence of reviews on marketplace sites, especially those reviews that come from people they know and trust, word of mouth has a very high influence on consumer behavior (Kotler & Keller, 2011) Several studies related to the relationship between trust in electronic word of mouth were conducted (S. Liu et al., 2015) who concluded that trust has a positive and significant influence on electronic word of mouth. However, a different study was revealed by Yeo *et al*.,(2020) who stated that trust had no direct influence on the variable electronic word of mouth. Positive electronic customer satisfaction results in higher customer loyalty and a higher willingness to repurchase. Higher electronic customer satisfaction brings higher profits and a wider market share for the company(Cheng, 2011). Electronic satisfaction and trust in the website will contribute to the willingness to provide suggestions and recommendations through posting reviews on the web (Loureiro et al., 2018). According to Zeithaml, (2000) intention to behave can be measured by word of mouth, repurchase, complaining behavior, and price sensitivity. Therefore, if consumers feel satisfied, it tends to increase the intention to behave in a positive way.

Several studies related to the relationship between electronic satisfaction and electronic word of mouth were conducted by (Kassim & Abdullah, 2010) who concluded that electronic satisfaction has a positive and significant influence on electronic word of mouth. Different results were found by Loureiro et al.,(2018) which states that electronic satisfaction has no direct influence on electronic word of mouth. Based on the explanation above, this study tries to build a model in which there are exogenous variables, namely electronic service quality, electronic satisfaction, and electronic trust in relation to endogenous variables, namely electronic word of mouth.

II. THEORETICAL REVIEW

2.1 Electronic Service Quality

Electronic Service quality is the overall support provided by online service providers measured in terms of assurance, empathy, and responsiveness (DeLone & McLean, 2003). Quality of service for web-based companies depends on the availability of various communication mechanisms for receiving user complaints and on-time service. These activities can help users to be more influenceive in terms of conveying suggestions for products and services and together with vendors/service providers to provide solutions to the problems at hand (Ahn et al., 2007).

Therefore, online-based service providers must show a responsive attitude through a good service management system and pay attention to customer needs quickly and be able to create a personalized information system, such as products/services to be ordered and have been ordered, and facilitate two-way communication between the company and customer. This is an influenceive tactic for service providers to use in terms of creating electronic customer satisfaction online, (Eleanor et al., 2000). Moreover service quality is closely related to company satisfaction and profitability. If the level of quality is higher, it will be higher the level of customer satisfaction and it will support higher prices with lower costs (Kotler et al., 2019). Also according to (Lovelock & Patterson, 2015) service quality is the first input of satisfaction. Satisfied consumers tend to be loyal and spread positive news from both the product and company side.:

2.2 Electronic Satisfaction

Electronic customer satisfaction is very important to the success of online stores because electronic satisfaction is one of the main booster of post-purchase phenomena, such as repurchase intentions and word of mouth. In the context of online shopping, the existence of low prices is believed to be the main booster of the success of an online store. Now, however, the electronic satisfaction factor is the most important thing to think about as an absolute thing, especially for marketplace managers to create customer loyalty (Zeithaml et al., 1996).

In the context of online electronic satisfaction can be defined as the post-purchase comparison of customers between pre-purchase expectations and actual performance (Kim & Lennon, 2017). Conversely, according to Anderson & Srinivasan,(2003), describing electronic satisfaction as customer electronic satisfaction with respect to consumer experience after purchasing on an electronic commerce site. In line with this definition, electronic satisfaction is a result of consumer assessment regarding the comparison of how companies handle consumers through online and offline media from the perspective of consumer experience(Szymanski & Henard, 2001).

2.3 Trust

Mowen & Minor, (2002) argue that trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, companies, and everything in which a person has beliefs and attitudes. In general, trust is an important factor in many social interactions, which involve uncertainty and dependence. Online transactions are not only associated with uncertainty, but also by anonymity, lack of control, and the potential for opportunism, which is fraught with risks (Grabner-Kräuter & Kaluscha, 2003).

Lack of trust is one of the reasons most often expressed by consumers, why they are reluctant to buy from a product or service provider via the internet (Grabner-Krauter and Kaluscha, 2003). Trust is a multidimensional social concept that depends on the context that is relevant to the dimension and depends on the state of the interaction and contains two aspects, namely behavioral intentions and cognitive elements (Fresneda & Gefen, 2019). The behavioral intentions aspect relates to behavior that increases a person's vulnerability to trust in others under conditions of interdependence, whereas the cognitive aspect of trust relates to the belief that the trusted party behaves ethically (McKnight et al., 2004). Many theories regarding belief state that trust can be used in all forms of situations, such as uncertainty, and some level of convenience will be required in the existence of these beliefs (Bahmanziari et al., 2003).

2.4 Electronic Word of Mouth

Positive or negative statements made by customers, both from customers who have purchased the product or actual customers, these statements contain comments about a product, service, service, or company, and are disseminated via the Internet (Henning-Thurau, 2004) This definition is a description commonly used to describe the electronic word of mouth. However, this definition does not emphasize non-commercial sources of communication, whereas the honesty aspect is typical of e-WOM definitions. This aspect needs to be emphasized because it is alleged that there are reviewers who are paid to share their thoughts in order to be impartial about a product, service, brand, or company.

That is e-WOM, which is a dynamic and continuous process of exchanging information between potential, actual, or former consumers regarding products, services, brands, or companies, which are available to many people and institutions via the Internet (Ismagilova et al., 2019). This new definition emphasizes that e-WOM communication is not a static process, but a dynamic and ongoing exchange of information because messages can spread online and spontaneously. In addition, this definition specifies the content and source of these recommendations and the fact that this process occurs online.

III. RESEARCH METHOD

The research design is based on literature review information to emphasize the characteristics and quality of the methods used (Leo, 2013) The research is based on numbers to explain, predict, and or control the phenomena of interest (Gay et al., 2011) so that the researcher uses a quantitative (positivist) approach. In this study, the aim of this research is to examine and explain the relationship between electronic service quality and electronic word of mouth which is mediated by electronic satisfaction and trust. The questionnaire was the main instrument for collecting primary data. The variables were researched quantitatively. The analytical tools used in analyzing the data used SEM analysis based on Partial Least Square (PLS).

The population in this study were adolescents who had bought products or services sold online through 10 marketplaces in Indonesia, namely (bibli, lazada, tokopedia, elevania, Jd.id, shopee, Bukalapak, zalora, q0010, blanja.com). The sampling method in this study uses a side non-probability technique and the determination of who will be the respondents using an accidental sampling technique. Determination of the number of samples to be used refers to(Ferdinand, 2014) who states that in the Chi square testing model the SEM model which is sensitive to the number of samples requires a good sample of 100-200 samples for the maximum likelihood estimation technique based on these reasons 200 samples were taken.

The data analysis technique used in this study consisted of descriptive analysis and inferential analysis. Where descriptive statistical analysis is used to explain the demographics of respondents in the form of tables and frequency distributions, as well as the responses of respondents regarding the indicators of each research variable which are presented in the form of frequency tables, the mean (mean), both the average of each indicator and the average of the research variables . In contrast, to test hypotheses or determine the influence of electronic service quality on electronic word of mouth mediated by electronic satisfaction and trust, it is explained in inferential statistical analysis using structural equation modeling (SEM) analysis tools with the aid of the SmartPLS 3.0 program.

IV. RESEARCH RESULTS

4.1 Validity Test

One of the construct validity tests is convergent validity. Convergent validity is the amount of loading factor for each construct. Convergent validity requires that an indicator accurately measure the construct in question. Convergent validity test of the outer model is by looking at the loading factor value of each indicator. An indicator is stated convergent validity if the outer loading value is more than 0.7. In this study, the overall outerloding value of electronic satisfaction, electronic word of mouth, trust and electronic service quality variables have value more than 0.7 so it can be said that all indicators used are valid.

Reliability Test

Composite reliability is used to measure the internal consistency of the indicators on a variable. A variable can be stated fulfill the composite reliability if it has a composite reliability value greater than 0.7. The test results show that all variables have a composite reliability value greater than 0.7, so the consistency of the indicators for each variable is fulfilled. It can be concluded that the four variables used in the study were reliable.

Table 1
Validity and Reliability

Variables	Composite Reliability	Cronbach Alpha
Electronic Service Quality (X_1)	0.868	0.789
Electronic Satisfaction (Y_1)	0.930	0.903
Trust (Y_2)	0.878	0.840
Electronic Word Of Mouth (Y_3)	0.862	0.781

V.   HYPOTHESIS TESTING RESULTS

From the seven paths tested, the five paths had a direct influence between variables with trust level 95%. While the influence of electronic satisfaction on electronic word of mouth is proven to have no influence, it can be seen from the p value above that is 0.05, so that the electronic satisfaction variable is not able to mediate the relationship between electronic service quality and electronic word of mouth, this can be seen from the p value of more than 0.005 which is 0.072.

Table 2
Hypothesis Testing Results

Variables	Path Coefficients	T-statistics	P-value
electronic service quality → electronic satisfaction	0.496*	10.332	0.000
electronic service quality → trust	0.587*	12.519	0.000
electroni service quality → electronic word of mouth	0.308*	3.776	0.000
electronic satisfaction → electronic word of mouth	0.123	1.831	0.068
trust → electronic word of mouth	0.332*	3.912	0.000
electronic service quality→ electronic satisfaction → electronic word of mouth	0.061	1.801	0.072
electroni service qulity→ trust → electronic word of mouth	0.195*	3.776	0.000

VI.   DISCUSSION

6.1 The influence of *Electronic Service Quality* toward *Electronic Satisfaction*

Electronic service quality is proven to be able to influence the electronic satisfaction. It is proven that the higher the respondent's perception of electronic service quality provided by service providers, the higher the respondent's perception of the overall feelings experienced by users related to the purchase process made on the marketplace site. This is in accordance with the expert opinion who stated that consumer electronic satisfaction can be achieved by providing superior customer service. This strategy is realized by offering better service than competitors (Kotler et al., 2019), so that the hypothesis 1 can be accepted. The results of this study are in line with research conducted by Zhou & Duan (2016) which states that there is a positive relationship between electronic service quality, electronic satisfaction, and loyalty. In addition, in this study it was found that electronic service quality is a core predictor of electronic satisfaction. Even though many researchers state that there is a positive and significant relationship between electronic service quality and electronic satisfaction (Tjiptono, 2012). However, the results of this study are not in line with the results of research found by (M.-F. Chen & Tung, 2014) which states that there is no relationship between electronic service quality and electronic satisfaction. This occurs because consumers with limited experience or rarely interact with service providers, making consumers feel unnecessary to evaluate service quality.

6.2 The Influence of *Electronic Service Quality* Toward Trust

Electronic service quality is proven to be able to influence trust, the higher the respondent's perception of electronic service quality, the higher the respondent's confidence that the promises from marketplace service providers are reliable. The results of this study are in line with the statement that trust is all the conclusions made by consumers about objects, attributes and benefits, and these can be measured through consistent with quality, understanding consumer desires, composition of information with product quality, and reliab products (Mowen & Minor, 2002) so that hypothesis 2 can be accepted. This phenomenon strengthens the finding that electronic service quality has significant effect on electronic word of mouth. The results of this study are in line with the results found by several researchers, namely (Chang & Chen, 2009). However, these findings are not in line with the findings that have been studied by (Haryono, 2015)which states that electronic service quality has no significant effect on electronic word of mouth. This happens because negative word of mouth is more dominant than positive word of mouth, so consumers are reluctant to share their experiences with friends and relatives. These results are reinforced by research by Udo *et al*., (2010) which states that the indirect relationship between electronic service quality and electronic word of mouth is stronger when mediated by electronic satisfaction, rather than a direct relationship.

6.3 The Influence of Electronic Service Quality Terhadap Electronic Word of Mouth

Electronic service quality is proven to be able to influence electronic word of mouth. If the higher the perception of electronic service quality, it will result in more consumer ratings regarding reviews uploaded through online media containing positive and negative reviews regarding the benefits of products, services, and services, provided by the company. These results are supported by a theory stated Lovelock & Patterson,(2015) word of mouth is a form of opinion and recommendations made by consumers regarding the experience of service quality that has been felt, this positive influence appears in most statements of marketplace consumers in Surabaya. Therefore, the third (3)hypothesis can be accepted. The results of this study are in line with research conducted by several researchers, namely (Al-dweeri et al., 2019) which state that electronic service quality affects trust.

6.4 The influence of Electronic Satisfaction toward Electronic Word of Mouth

Electronic satisfaction is proven to be unable to influence electronic word of mouth. The satisfaction level experienced by consumers is still in the equitable performance stage or the minimum level of satisfaction occurs, beca there is a match between the performance that should be received by consumers for the costs and efforts that have been spent to get products and services. This is in accordance with the opinion of Richard L. Oliver in Tjiptono, (2012)that non-satisfaction is a satisfaction level where customers do not feel disappointed and do not complain. However, this situation can allow consumers to switch to look for better alternat products or services, so that the fourth (4) hypothesis is rejected, and Electro satisfaction is proven to be unable to mediate the relationship between electronic service quality and e tronic word of mouth. The effect of electronic service quality on electronic word of mouth through electronic satisfaction has no positive and significant effect. The phenomenon in the field explains that there is nothing that is the superior attraction of each marketplace seen from the electronic service quality provided by ervice providers.

In line with this research, according to (Loureiro et al., 2018) that electronic satisfaction has no effect on electronic word of mouth. It happens because in the context of e-commerce sites, being satisfied with the information and convenience when browsing e-commerce sites cannot motivate consumers to recommend these sites to other consumers. In relation to fashion related e-commerce sites, where the site prioritizes products with models and designs, consumers must be satisfied with the experience and trust of information about fashion provided by vendors before they are motivated to recommend the site to other consumers.

6.5 The Influence of Trust Toward Electronic Word of Mouth

Trust is proven to be able to influence electron word of mouth. The higher the buyer's trust, the more evaluation reviews are uploaded by consumers through online media, both positive and negative reviews about the product benefits, and services provided by the company. When these reviews or recommendations come from people they know and trust, word of mouth has a very high influence on consumers (Kotler & Keller, 2011), it can be show that the five (5) ypothesis recommended the site to other consumer. Trust is proven to be able to mediate the relationship between electronic service quality and electronic word of mouth. The phenomenon in field illustrates that the trust generated by electronic service quality is the main reason buyers write reviews in comments column and always buy products in the same marketplace. In terms of Benevolence or perception of marketplace consumer assessme s for the ability of e-retailers, to provide satisfying and mutually beneficial services and p ucts between consumers and e-retailers. The results of this study are in ine with the results found by several researchers about the r onship between trust and "electronic word of mouth" (Alkhlaifat et al., 2017) Trust is a variable that influen s the behavior of electronic word of mouth on social media users. It is proven that trust is an antecedent of e-WOM and it is found that there is a significant positive effect of trust in e-WOM.

VII CONCLUSION

From the research results, several conclusions can be drawn, these are:
1. Electronic service quality is proven can influence the electronic satisfaction.
2. Electronic service quality is proven can influence trust, the higher the respondent's perception of electronic service quality, the higher the respondent's confidence that promises from marketplace service providers are reliable

3. Electronic service quality is proven can influence trust, the higher the respondent's perception of electronic service quality, the higher the respondent's confidence that promises from marketplace service providers are reliable

4. Electronic satisfaction is proven to be unable to influence electronic word of mouth, the level of satisfaction experienced by consumers is still in the equitable performance stage or a minimum level. It occurs because of a match between the performance that should be received by consumers for the costs, and efforts that have been spent to get the product and services. Electronic satisfaction is proven unable to mediate the relationship between electronic service quality and electronic word of mouth. The influence of electronic service quality on electronic word of mouth through electronic satisfaction has no positive and significant effect

5. Trust is proven can influence electronic word of mouth. The higher the buyer's trust, the more evaluation reviews are uploaded by consumers through online media, both positive and negative about the product benefits, and any services provided by the company. Trust is proven to be able to mediate the relationship between electronic service quality and electronic word of mouth. The phenomenon in the field illustrates that the trust generated by electronic service quality is the main reason buyers write reviews in the comments column and always buy products in the same marketplace.

REFERENCES

[1] Ahmad, S. N., & Laroche, M. (2017). Analyzing electronic word of mouth: A social commerce construct. International Journal of Information Management, 37(3), 202–213. W.-K. Chen, *Linear Networks and Systems* (Book style). Belmont, CA: Wadsworth, 1993, pp. 123–135.

[2] Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. Information & Management, 44(3), 263–275. B. Smith, "An approach to graphs of linear forms (Unpublished work style)," unpublished.

[3] Al-dweeri, R. M., Ruiz Moreno, A., Montes, F. J. L., Obeidat, Z. M., & Al-dwairi, K. M. (2019). The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing. Industrial Management and Data Systems, 119(4), 902–923. https://doi.org/10.1108/IMDS-12-2017-0598J. Wang, "Fundamentals of erbium-doped fiber amplifiers arrays (Periodical style—Submitted for publication)," *IEEE J. Quantum Electron.*, submitted for publication.

[4] Alkhlaifat, B., Tambi, B. A., & Mansour, A. (2017). Factors Affecting Consumers' Trust Towards E-Commerce: Evidence from Jordanian Students' Perspective. European Journal of Business and Management, 9(11).

[5] Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. Psychology & Marketing, 20(2), 123–138.

[6] Anwar, L. A., Suharyono, S., & Bafadhal, A. S. (2018). Pengaruh dining service quality (dineserv) terhadap customer satisfaction dan revisit intention (survei pada pelanggan D'COST Seafood Restaurant Malang Town Square). Jurnal Administrasi Bisnis, 58(1), 27–35.

[7] Bahmanziari, T., Pearson, J. M., & Crosby, L. (2003). Is trust important in technology adoption? A policy capturing approach. Journal of Computer Information Systems, 43(4), 46–54.

[8] Chang, H. H., & Chen, S. W. (2009). Consumer perception of interface quality, security, and loyalty in electronic commerce. Information and Management, 46(7), 411–417. https://doi.org/10.1016/j.im.2009.08.002

[9] Chen, M.-F., & Tung, P.-J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. International Journal of Hospitality Management, 36, 221–230. https://doi.org/https://doi.org/10.1016/j.ijhm.2013.09.006

[10] Chen, Y., & Chou, T. (2012). Exploring the continuance intentions of consumers for B2C online shopping: Perspectives of fairness and trust. Online Information Review.

[11] Cheng, S.-I. (2011). Comparisons of competing models between attitudinal loyalty and behavioral loyalty. 2(10), 149–166.

[12] Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. Psychology & Marketing, 27(2), 94–116.

[13] Delafrooz, N., Paim, L. H., & Khatibi, A. (2011). Understanding consumers internet purchase intention in Malaysia. African Journal of Business Management, 5(7), 2837–2846.

[14] DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: a ten-year update. Journal of Management Information Systems, 19(4), 9–30.

[15] Eleanor, L., Watson, R. T., & Goodhue, D. (2000). WebQual: A Web Site Quality Instrument. Working Paper, Worcester Polytechnic Institute

[16] Ferdinand, A. (2014). Metode Penelitian Manajemen edisi kelima. Badan Penerbit Universitas Dipenegoro.

[17] Fresneda, J. E., & Gefen, D. (2019). A semantic measure of online review helpfulness and the importance of message entropy. Decision Support Systems, 125, 113117. https://doi.org/https://doi.org/10.1016/j.dss.2019.113117

[18] Gay, L. R., Mills, G. E., & Airasian, P. W. (2011). Educational research: Competencies for analysis and applications: Pearson Higher Ed.

[19] Grabner-Kräuter, S., & Kaluscha, E. A. (2003). Empirical research in on-line trust: a review and critical assessment. International Journal of Human-Computer Studies, 58(6), 783–812.

[20] Haryono, S. (2015). The Effects of Service Quality on Customer Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth. *European Journal of Business and Management*, 7(12).

[21] Henning-Thurau, T. (2004). Motive des lesens von kundenartikulationen im internet: theoretische und empirische analyse. In *Konsumentenverhalten im Internet* (pp. 171–193). Springer.

[22] Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2019). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 1–24

[23] Japutra, A., Loureiro, S. M. C., Molinillo, S., & Ekinci, Y. (2019). Travellers' mindsets and theory of planned behaviour. *Tourism Management Perspectives*, 30, 193–196. https://doi.org/https://doi.org/10.1016/j.tmp.2019.02.011

[24] Kassim, N., & Abdullah, N. A. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings. *Asia Pacific Journal of Marketing and Logistics*.

[25] Kim, J.-H., & Lennon, S. J. (2017). Descriptive content analysis on e-service research. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 8(1), 18–31.

[26] Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. prentice Hall.

[27] Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing management*. Pearson UK.

[28] Leo, S. (2013). Kiat Jitu Menulis Skripsi, Tesis, dan Disertasi. *Erlangga, Jakarta*.

[29] Liu, M. T., Chu, R., Wong, I. A., Zúñiga, M. A., Meng, Y., & Pang, C. (2012). Exploring the relationship among affective loyalty, perceived benefits, attitude, and intention to use co-branded products. *Asia Pacific Journal of Marketing and Logistics*.

[30] Liu, S., Jiang, C., Lin, Z., Ding, Y., Duan, R., & Xu, Z. (2015). Identifying effective influencers based on trust for electronic word-of-mouth marketing: A domain-aware approach. *Information Sciences*, *306*, 34–52.

[31] Loureiro, S. M. C., Cavallero, L., & Miranda, F. J. (2018). Fashion brands on retail websites: Customer performance expectancy and e-word-of-mouth. *Journal of Retailing and Consumer Services*, *41*, 131–141.

[32] Lovelock, C., & Patterson, P. (2015). *Services marketing*. Pearson Australia.

[33] Mowen, J. C., & Minor, M. (2002). Perilaku konsumen. *Jakarta: Erlangga*, *90*.

[34] Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science*, *29*(1), 16–35.

[35] Tjiptono, F. (2012). Service Management: Mewujudkan layanan prima edisi II. In *Yogyakarta: Andi*.

[36] Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of customers' e-service quality perception, satisfaction and intention. *International Journal of Information Management*, *30*(6), 481–492.

[37] Yeo, S. F., Tan, C. L., Lim, K. B., & Wan, J. H. (2020). TO BUY OR NOT TO BUY: FACTORS THAT INFLUENCE CONSUMERS' ONLINE PURCHASE INTENTION TOWARDS ONLINE GROCERIES. *Management & Accounting Review (MAR)*, *19*(3).

[38] Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science*, *28*(1), 67–85.

[39] Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, *60*(2), 31–46. https://doi.org/10.2307/1251929

[40] Zhou, W., & Duan, W. (2016). Do Professional Reviews Affect Online User Choices Through User Reviews? An Empirical Study. Journal of Management Information Systems, 33(1), 202–228. https://doi.org/10.1080/07421222.2016.1172460

AUTHORS

First Author – Nuri Purwanto, Doctoral Student of Indonesia School of Economics, Surabaya, Indonesia, nuri.stiedw@gmail.com

Second Author – Budiyanto, Lecturer of Doctorate Program of Indonesia School of Economics, Surabaya, Indonesia, budiyanto@stiesia.ac.id

Third Author – Suhermin, Lecturer of Doctorate Program of Indonesia School of Economics, Surabaya, Indonesia, suhermin@stiesia.ac.id

Correspondence Author – Author name, email address, alternate email address (if any), contact number.

Article 3

6 Bing Sun, Min Kang, Shunyao Zhao. "How online reviews with different influencing factors affect the diffusion of new products", International Journal of Consumer Studies, 2023
Publication

<1 %

7 www.research.manchester.ac.uk
Internet Source

<1 %

8 www.ojs.excelingtech.co.uk
Internet Source

<1 %

9 etds.lib.ncku.edu.tw
Internet Source

<1 %

10 hrcak.srce.hr
Internet Source

<1 %

11 psasir.upm.edu.my
Internet Source

<1 %

12 www.pressacademia.org
Internet Source

<1 %

13 decisionsciences.org
Internet Source

<1 %

14 Kyeung-Ae Jang, Yu-Rin Kim. "Factors of Dental Hygienists' Experiences Related to the Elderly that Affect the Perception of Human Rights Violations Against the Elderly: A Cross

<1 %

Sectional Study", Research Square Platform LLC, 2021
Publication

15   iosrjournals.org
     Internet Source   <1%

16   Jungkun Park, Hyowon Hyun, Toulany
     Thavisay. "A study of antecedents and
     outcomes of social media WOM towards
     luxury brand purchase intention", Journal of
     Retailing and Consumer Services, 2021
     Publication   <1%

17   ejournal2.undip.ac.id
     Internet Source   <1%

18   www.ifrnd.org
     Internet Source   <1%

19   Prashant Raman. "Online Shopping
     Characteristics and Their Influence on Female
     Buying Behavior", Journal of Electronic
     Commerce in Organizations, 2020
     Publication   <1%

20   etds.must.edu.mo
     Internet Source   <1%

21   www.emerald.com
     Internet Source   <1%

22   www.igi-global.com
     Internet Source   <1%

23 Augusto Bargoni, Chiara Giachino, Ciro Troise, Gazi Mahabubul Alam, Roberto Quaglia. "A digital family affair: Do family firms' characteristics enhance consumers' willingness to pay?", Technological Forecasting and Social Change, 2023
Publication

<1 %

24 Benchmarking: An International Journal, Volume 15, Issue 4 (2008-07-27)
Publication

<1 %

25 Jengchung Victor Chen, David C. Yen, Wannasri Pornpriphet, Andree E. Widjaja. "E-commerce web site loyalty: A cross cultural comparison", Information Systems Frontiers, 2014
Publication

<1 %

26 Loredana di Pietro, Eleonora Pantano. "Social network influences on young tourists: An exploratory analysis of determinants of the purchasing intention", Journal of Direct, Data and Digital Marketing Practice, 2013
Publication

<1 %

27 jurnalperhotelan.petra.ac.id
Internet Source

<1 %

28 repository.tml.nul.ls
Internet Source

<1 %

9lib.co

29 Internet Source <1%

30 de.slideshare.net
Internet Source <1%

31 irep.iium.edu.my
Internet Source <1%

32 repository.ubn.ru.nl
Internet Source <1%

33 ro.uow.edu.au
Internet Source <1%

34 لمياء حفنى. "العوامل المؤثرة فى شراء المستهلكين المصريين لتذاكر الطيران عبر الإنترنت", المجلة العلمية لكلية السياحة و الفنادق جامعة الأسكندرية, 2021
Publication <1%

35 Eduardo Sarmento Ferreira, Sandra Loureiro, Ricardo Godinho Bilro, Tiago Ferro. "Analyzing Madeira and Bermuda as Two Different Destinations: A Text Mining Approach", Journal of Promotion Management, 2021
Publication <1%

36 Gustavo Nogueira de Sousa, Gustavo R. Almeida, Fábio Lobato. "Chapter 33 Social Network Advertising Classification Based on Content Categories", Springer Science and Business Media LLC, 2019
Publication <1%

37 Mei-Ju Lin, Wei-Tsong Wang. "Explaining Online Customer Repurchase Intentions from a Relationship-Marketing Perspective", Journal of Organizational and End User Computing, 2015
Publication

<1 %

38 Mengmeng Song, Rob Law, Yucong Duan. "What are the obstacles in the way to "avoid landmines"? Influence of electronic word-of-mouth dispersion on order decision from the self-construal perspective", International Journal of Hospitality Management, 2022
Publication

<1 %

39 Youjae Yi. "The electronic service quality model: The moderating effect of customer self-efficacy", Psychology and Marketing, 07/2008
Publication

<1 %

40 biblio.ugent.be
Internet Source

<1 %

41 bth.diva-portal.org
Internet Source

<1 %

42 ccsenet.org
Internet Source

<1 %

43 digital_collect.lib.buu.ac.th
Internet Source

<1 %

44 etd.aau.edu.et
    Internet Source   <1%

45 helda.helsinki.fi
    Internet Source   <1%

46 jurnal.narotama.ac.id
    Internet Source   <1%

47 mi-dnu.dp.ua
    Internet Source   <1%

48 scholar.unand.ac.id
    Internet Source   <1%

49 www.frontiersin.org
    Internet Source   <1%

50 zbw.eu
    Internet Source   <1%

51 Anastasia Konstantopoulou, Ioannis   <1%
    Rizomyliotis, Kleopatra Konstantoulaki,
    Raghad Badahdah. "Improving SMEs'
    competitiveness with the use of Instagram
    influencer advertising and eWOM",
    International Journal of Organizational
    Analysis, 2019
    Publication

52 ejournal.um-sorong.ac.id
    Internet Source   <1%

53 ink.library.smu.edu.sg

Internet Source

<1 %

54 Lu'Lu Ul Maknunah, Endang Astuningtyas. "PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN LEMBAGA KURSUS DAN PELATIHAN (LKP) CITRA JELITA DESA WONOREJO KECAMATAN SRENGAT KABUPATEN BLITAR", Jurnal PUBLICIANA, 2021
Publication

<1 %

55 www.gphjournal.org
Internet Source

<1 %

56 Syed Habeeb, K Francis Sudhakar. "Analyzing Causality Among the Service Quality, Customer Satisfaction and Behavioral Intention Variables with Respect to E-Shopping", International Journal of Online Marketing, 2019
Publication

<1 %

| Exclude quotes | On | Exclude matches | Off |
| Exclude bibliography | On | | |