

Research.

## Consequences of eWOM & Social-Media and Brand Image

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**Abstract:** *The purpose of this research is to analyze the effect of eWOM & Social-Media and brand image on customer loyalty mediated by perceived value and customer satisfaction. This research was conducted by distributing questionnaires to 217 respondents. The sampling technique used is convenience sampling. Data were analyzed using the Structural Equation Model (SEM) method. The results of this research show that: (1) eWOM & Social-Media have a positive effect on Perceived Value. (2) Brand Image has a positive effect on Customer Satisfaction. (3) Perceived Value has a positive effect on Customer Loyalty. (4) Customer Satisfaction has a positive effect on Customer Loyalty.*

**Keywords:** Brand Image, eWOM & Social-Media, Customer Loyalty

### INTRODUCTION

#### Background

The development of the current era greatly facilitates humans in assisting daily activities, especially in business processes for a company with technological advances. With the presence of technology, the process of marketing a product or service can be conducted more easily and allows it to reach a wider market. This technological development also has an impact on the method of selling airplane tickets, lodging, hotels and tours. The ticket sales method has changed, from being sold offline through travel agents or directly at the counter, to being sold online through a digital platform.

Sales that are considered effective and efficient in online marketing and sales methods, are supported by positive Word of Mouth in Social-Media made by customers. Because basically, advertising or promotion does not just convey information about a product but is also persuasive for customers. Kusumawati (in Wicaksono & Seminari, 2016) explains that advertising is a way or process of conveying information about a company's product that is expected to be able to provide a good assessment of consumers for the product being marketed.

In accordance with data on internet users in Indonesia which is increasing every year, the value of the influence of the role of eWOM in Social-Media on the sale of hotel tickets, flights, lodging, trains, etc. is getting higher and also affects the value that will be felt by customers (perceived value). Stahl et al (in Alshibly, 2014) stated that customer perceived value is the main driver for developing and retaining loyal customers, because customer perceived value plays an important role in customer acquisition and retention.

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Eggert and Ulaga (in Alshibly, 2014) also state that companies that provide customer perceived value can gain competitive advantage.

Competitive advantage is one of the things that companies strive for in order to increase their competitiveness on digital platforms so that they are superior to competitors in their industry so that they can build long-term relationships with consumers. The presence of technology makes it easier for service users to move from one company to another so that they continue to try to improve their competitiveness which will make the company's brand image better. Reyes et al. (2018) also said that each company can implement different strategies to develop their capabilities in their area through brand image. According to Abbas et al. (2021), a strong brand image can be something that can leave a separate memory in the minds of potential consumers.

With a good brand image, consumer satisfaction will also increase (Huyen, 2020). According to Mehta & Tariq (2020), that the most important factor for a company to succeed is customer satisfaction. Customer satisfaction has a role as a mediator between brand image and customer loyalty where when consumers are satisfied with the brand image, customer loyalty will increase (Huyen, 2020).

Customer loyalty describes the positive behavior of consumers towards companies such as the delivery of good testimonials which are conducted in chains by consumers so that it can be said that customer loyalty is a form of sustainable competitive advantage (Minta, 2018). Customers who are loyal to a brand will give top priority to make transactions. These activities can take place in the long term and can also end in the event of customer dissatisfaction. As a result, customers will decide not to have any more contact with the brand (Tanujaya, 2012). In accordance with the background description above, this research intends to examine the possible influence of eWOM & Social-Media, perceived value, brand image, and also customer satisfaction on customer loyalty on online ticket sales sites.

### **Formulation of the Problem**

1. Does Social-Media have a positive effect on Perceived Value?
2. Does Brand Image have a positive effect on Customer Satisfaction?
3. Does Perceived Value have a positive effect on Customer Loyalty?
4. Does Customer Satisfaction have a positive effect on Customer Loyalty?

## **LITERATURE REVIEW**

### ***eWom & Social-Media***

Social media is a medium used by consumers to share text, images, sound and video that were not previously available to the common man. Kotler et al. (2021). According to Srinivasan et al. (in Abdelhady et al., 2020) the influence of eWom & Social-Media can provide recommendations to other consumers regarding a brand from a company. Electronic word of mouth is a form of marketing which is also conducted through Social-Media by consumers who are able to influence and expedite the message you want to convey. eWOM is online social communication conducted by consumers to convey and receive information about a product or service (Arif., 2021).

### ***Perceived Value***

Perceived value is consumers' overall assessment of product benefits in accordance with what they receive and what they give Lai in Yaputra (2020). According to Anderson & Srinivasan and Luarn & Lin in Abdelhady et al., (2020) perceived value that is formed well in the minds of consumers, makes consumers think and choose the company because the experience is very valuable.

### ***Brand Image***

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Brand image is an element of brand equity that describes the value of a brand to consumers (Malik et al., 2012). According to Plumeyer et al. (2017), by knowing the size of brand image, company managers can analyze images related to the desired brand and are able to optimize this in an effort to increase the company's brand image. Thus, if summed up from a managerial point of view, understanding how consumers perceive a brand is very important for successful brand management Plumeyer et al. (2017).

### **Customer Satisfaction**

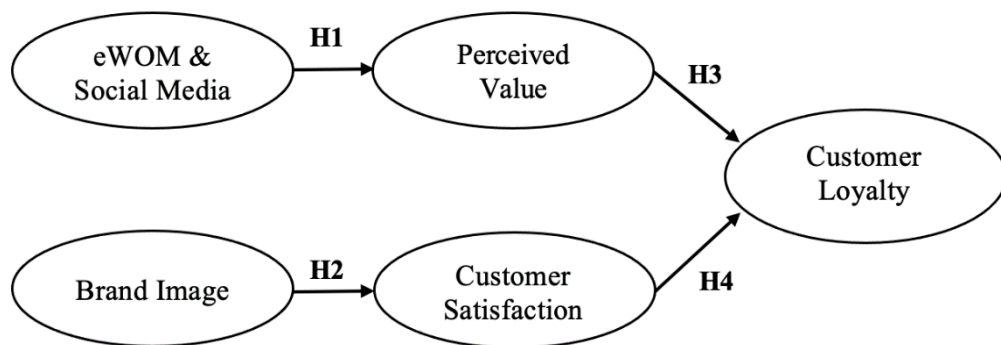
Customer satisfaction is the result of marketing activities that act as a liaison between the process that culminates in purchase and consumption with post-purchase phenomena such as attitude changes, repurchases, and brand loyalty Churchill & Surprenant (1982). Customer satisfaction is also proof that a company has good performance in meeting the wants and needs of its consumers (El-Adly, 2018).

### **Customer Loyalty**

Customer loyalty is a condition in which a consumer will repurchase a preferred service continuously in the future even though there are obstacles to obtaining it (Singh et al., 2021) Customer loyalty is divided into behaviors and viewpoints that can be observed through behavior real consumers and can be categorized as the application of traditional analysis of consumer activity (Kiseleva et al., 2016). According to Zeithaml et al. in Huyen (2020), customer loyalty is shown from consumer attitudes such as placing related companies as the first choice, not switching to other companies, will continue to buy products from related companies, to promoting the company to close friends.

## **HYPOTHESIS DEVELOPMENT**

**Picture 1**



### **Conceptual Framework**

Social media is a form of media that contains online resources that are generated, explored, utilized and disseminated with the intention of educating many people about products, services, brands, topics or other interesting events (Rehmood & Khan in Mranani & Lastianti (2022). Online recommendation systems are able to provide sellers with advantages in terms of marketing efforts and some consumers benefit from using these decision aids (Ong in Abdelhady et al. (2020). Thus, eWOM has increased as an important role in customer perception and consumer purchasing decisions (Duan et al. in Abdelhady et al. (2020). In accordance with previous research by Abdelhady et al. (2020) states that eWOM & Social-Media have a positive influence on Customer Perceived Value. In accordance with some of the views above, it can be hypothesized:

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**H<sub>1</sub> : eWOM and Social-Media have a positive effect on Perceived Value**

Brand image is formed through their experiences related to brands, advertising and promotion, packaging, or through observing the characteristics of users and the suitability of using the brand under certain conditions (Patterson, 1999). OK et al. (2018) stated that customer satisfaction is the basis of a business in measuring the performance of services provided and continuously identifying its relationship with products or services. In accordance with previous research by (Dam & Dam, 2021) and (Huyen, 2020) stated that brand image has a positive influence on customer satisfaction. Therefore, the following hypothesis is generated:

**H<sub>2</sub> : Brand Image has a positive effect on Customer Satisfaction**

Perceived Value is a form that underlies perceived service quality. Customer perceived value for customers towards a company also influences the achievement of optimal customer loyalty. Giving customer value to customers can be done by creating quality products accompanied by services that satisfy customers and also value in accordance with price so that there is an opportunity to create Customer Loyalty. In accordance with previous research by Tanujaya (2012) it was stated that perceived value has a positive influence on customer loyalty. Then the hypothesis formulation can be obtained as follows:

**H<sub>3</sub> : Perceived Value has a positive effect on Customer Loyalty**

Customer satisfaction is a consumer response to fulfilling their wants and needs which is a form of assessment of product or service features, or the product or service itself that provides fulfillment related to consumption either less or more than their expectations (Oliver, 2010). According to Liljander (in Budiarto, 2019) loyalty is a real behavior that drives the performance of service organizations in accordance with the results of dynamic processes such as the level of repeated purchases and other related matters. According to previous research by Akbar and Parvez (2009) and Donio' et al. (2006), stated that customer loyalty is positively influenced by customer satisfaction. Then the hypothesis formulation can be obtained as follows:

**H<sub>4</sub> : Customer Satisfaction has a positive effect on Customer Loyalty**

## **RESEARCH METHODS**

This research refers to previous research conducted by Huyen (2020) entitled "The effect of brand image, perceived quality and brand experience on customer loyalty: an empirical investigation in the telecommunication industry in Vietnam" and Abdelhady et al. (2020) entitled "Impact of Affiliate Marketing on Customer Loyalty". This research uses the Hypothesis Test method or hypothesis test on several hypotheses that are proposed. According to (Sekaran & Bougie, 2016) hypothesis test is research that is used to explain logically suspected relationships between two or more variables expressed in the form of statements in order to find solutions in answering the formulation of problems in research. The unit of analysis used in this research is individuals who use online travel agent services. Data collection was conducted using a cross sectional technique. The measurement scale used to measure indicators of all variables is using a five-point Likert scale with the weight of the assessment being Scale 1: STS (Strongly Disagree), Scale 2:

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TS (Disagree), Scale 3: CS (Fairly Agree), Scale 4: S (Agree), and Scale 5: SS (Strongly Agree).

The data used in this research uses primary data, namely data collected directly by researchers to answer research problems and objectives. The primary data used was obtained through a survey by distributing questionnaires which were conducted by asking questions to respondents with the aim of collecting data in the form of a Google form. Filling out the questionnaire is aimed at Indonesian people in Jabodetabek who use online travel agent services.

This research uses a nonprobability sampling technique, namely by using purposive sampling. According to Sekaran and Bougie (2016), purposive sampling is sampling limited to certain types of people who can provide the desired information and according to several criteria set by the researcher. This sampling has the following criteria for respondents: (1) Age 16-45 years. (2) Users of the Traveloka online travel agent service. (3) Consumers who have used Traveloka online travel agent services for at least the last 1 year.

## RESULTS AND DISCUSSION

### Descriptive Statistics

**Table 1 Descriptive Statistics Variable of eWOM and Social-Media**

No	Indicators	Mean	std. deviation
1	I will recommend Traveloka to others	4.19	0.730
2	I think the social media community sponsored by Traveloka is useful for gathering product and service information.	4.25	0.749
3	I will convince friends and relatives to use Traveloka.	4.07	0.833
4	I prefer to share experiences about Traveloka products/services online with other website customers.	4.09	0.834
<b>WOM and Social-Media</b>		<b>4.15</b>	<b>0.665</b>

WOM and Social-Media variables are measured by four question indicators and in accordance with table 1, it can be seen that the mean value for WOM and Social-Media Variables is 4.15 which means that the average respondent will recommend, convince, and will share their experiences about Traveloka to their friends or relatives and do marketing through social media as supporting information regarding the products and services provided by the company. And, from the standard deviation value of 0.665, it can be concluded that the results of the respondents' responses were quite diverse.

**Table 2**

### Descriptive Statistics Variable of Perceived Value

No	Indicators	Mean	std. deviation
1	Regardless of cost and benefit considerations, I still think the buying experience on the Traveloka site is invaluable.	4.06	0.814

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No	Indicators	Mean	std. deviation
2	Traveloka has reasonable prices	4.08	0.829
3	Compared to competitor websites, Traveloka offers attractive product/service fees	4.16	0.818
4	Compared to competitors, Traveloka charges reasonable prices for products/services	4.09	0.803
5	Compared what I paid to what I might get from other competing websites, I think that Traveloka gave me a better value	4.11	0.765
<b>Perceived Value</b>		<b>4.09</b>	<b>0.695</b>

The Perceived Value Variable is measured by five question indicators and in accordance with table 2, it can be concluded that the mean value for the Perceived Value Variable is 4.09, which means that the average respondent gets a good and valuable impression of the service, price offered, and suitability their expectations with what they get from Traveloka. And, from the standard deviation value of 0.695 it can be concluded that the results of the respondents' responses were quite diverse.

**Table 3**  
**Descriptive Statistics Variable of Brand Image**

No	Indicators	Mean	std. deviation
1	Compared what I paid to what I might have I quickly recognized the brand of this ticketing service provider	4.27	0.824
2	I feel familiar with this ticket service provider brand	4.36	0.764
3	I easily recognize the brand of this service provider compared to their competitors' brands	4.28	0.739
4	The brand of this service provider is the only one I want to choose	3.91	0.936
<b>Brand Image</b>		<b>4.205</b>	<b>0.668</b>

In accordance with table 3, of the four question indicators that measure the Brand Image Variable, it can be concluded that the mean value for the Brand Image Variable is 4.205, which means that the average respondent can recognize and remember the Traveloka brand easily and quickly. And, from the standard deviation value of 0.668, it can be concluded that the results of the respondents' responses were quite diverse.

**Table 4**  
**Descriptive Statistics Variable of Customer Satisfaction**

No	Indicators	Mean	std. deviation
1	I am satisfied with my decision to purchase from this brand of ticketing service provider	4.15	0.743
2	I am satisfied with the staff service quality of this ticketing service provider brand	4.10	0.781

No	Indicators	Mean	std. deviation
3	My choice to buy from this ticket service provider is a wise choice	4.08	0.753
4	I think that my decision is right to choose this ticket service provider	4.13	0.753
<b>Customer Satisfaction</b>		<b>4.115</b>	<b>0.673</b>

In accordance with table 4, of the four question indicators that measure the Customer Satisfaction Variable, it can be concluded that the mean value for the Customer Satisfaction Variable is 4.115, which means that the average respondent feels that their decision is right to choose Traveloka as a ticket service provider and they are satisfied with the quality of services provided. And, from the standard deviation value of 0.673 it can be concluded that the results of the respondents' responses were quite diverse.

**Table 5**  
**Descriptive Statistics Variable of Customer Loyalty**

No	Indicators	Mean	std. deviation
1	I will recommend Traveloka to others	4.12	0.821
2	I will convince friends and relatives to get services with Traveloka	4.13	0.789
3	I will convey positive things about Traveloka to others	4.16	0.815
4	I prefer Traveloka compared to other sites	4.03	0.887
5	When I want to make a transaction, Traveloka is my first choice	3.98	0.900
<b>Customer Loyalty</b>		<b>4.08</b>	<b>0.716</b>

The Customer Loyalty variable is measured by five question indicators and in accordance with table 5, it can be concluded that the mean value for the Customer Loyalty Variable is 4.08, which means that the average respondent feels that Traveloka is an online ticket sales platform capable of creating a sense of satisfaction with service. and the products provided, which forms their trust in Traveloka services. The trust that is created in the minds of consumers is also able to help expand the reach of Traveloka customers from suggestions and stories of their good experiences with Traveloka. And, from the standard deviation value of 0.716, it can be concluded that the results of the respondents' responses were quite diverse.

### Hypothesis Test

Hypothesis test is done by comparing the p-value with the level of significance with the following conditions (Hair et al., 2019; Sekaran & Bougie, 2016):

1. If the p-value  $\leq 0.05$  then  $H_0$  is rejected and the research hypothesis is supported

2. If the p-value > 0.05 then Ho fails to be rejected and the research hypothesis is not supported

**Table 6**  
**Hypothesis Test Results**

<b>Hypothesis</b>	<b>Estimate</b>	<b>P-Value</b>	<b>Decision</b>
H1: eWOM & Social-Media have a positive effect on Perceived Value	0.816	0.000	H1 Supported
H2: Brand Image has a positive effect on Customer Satisfaction	0.910	0.000	H2 Supported
H3: Perceived Value has a positive effect on Customer Loyalty	0.510	0.000	H3 Supported
H4: Customer satisfaction has a positive effect on customers	0.535	0.000	H4 Supported

### Hypothesis 1

The results in Table 6 show that the results of test the first hypothesis have a P-value of  $0.000 \leq 0.05$  (5% error rate) and an estimated value of 0.816. This means that Ho is rejected and Ha is accepted, where the research hypothesis is supported, so it can be concluded that WOM and Social-Media have a positive influence on Perceived Value. In accordance with the results of test the first hypothesis, it can be concluded that WOM & Social-Media have a positive influence on Perceived Value. This means that the higher the application of WOM & Social-Media, the higher the Perceived Value will be. In accordance with the results of the research, respondents felt that the existence of WOM & Social-Media for a brand could provide an appropriate profit value for consumers with what they have provided. The results of this research strengthen the results of Abdelhady et al. (2020) which states that WOM & Social-Media have a positive influence on Perceived Value. The results of this research also strengthen the results of other studies such as that of Wang et al. (2018) where the results of this research show the same results, namely WOM & Social-Media have a positive influence on Perceived Value.

### Hypothesis 2

The results of test the second hypothesis in Table 6 show a P-value of  $0.000 \leq 0.05$  (5% error rate) and an estimated value of 0.910. So, the conclusion that can be drawn is that Ho is rejected and Ha is accepted, and the second hypothesis in this research is supported where Brand Image has a positive influence on Customer Satisfaction. In accordance with the results of test the second hypothesis, it can be concluded that brand image has a positive effect on customer satisfaction. Thus, the better the brand image owned by a company, the higher the customer satisfaction. In this research, respondents felt that the more well-known a ticket service provider's brand is, the more confident consumers are in their decision to buy from that ticket service provider's brand. The results of this research are in accordance with the results of previous research conducted by Huyen (2020), where the results of this research state that brand image has a positive effect on customer satisfaction in the telecommunications service industry. The results of this research are also in line with the results of research conducted by Dam & Dam (2021) which stated that brand image has a positive effect on customer satisfaction in the supermarket industry.

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### Hypothesis 3

The results in Table 6 show that the test results on the third hypothesis have a P-value of  $0.000 \leq 0.05$  (5% error rate) and an estimated value of 0.510. This means that  $H_0$  is rejected and  $H_a$  is accepted, where the research hypothesis is supported, so it can be concluded that Perceived Value has a positive influence on Customer Loyalty. In accordance with the results of test the third hypothesis, it can be concluded that perceived value has a positive effect on customer loyalty. Thus, the higher the value of the benefits perceived by consumers from a brand, the higher consumer loyalty to that brand. In this research, respondents felt that the more appropriate the services provided and the money they had to spend, the higher their level of loyalty to the brand. The results of this research are in accordance with the results of previous research conducted by Tanujaya (2012), where the results of this research stated that perceived value has a positive effect on customer loyalty in the telecommunications service industry. The results of this research are also in line with the results of research conducted by Javed & Cheema (2017) which stated that perceived value has a positive effect on customer loyalty.

### Hypothesis 4

The results of test the fourth hypothesis in Table 4.6 show a P-value of  $0.000 \leq 0.05$  (5% error rate) and an estimated value of 0.535. Thus, the conclusion that can be drawn is that  $H_0$  is rejected and  $H_a$  is accepted, and the fourth hypothesis in this research is supported where Customer Satisfaction has a positive influence on Customer Loyalty. In accordance with the results of test the fourth hypothesis, it can be concluded that customer satisfaction has a positive effect on customer loyalty. Thus, the higher the customer satisfaction, the higher the customer loyalty. In this research, respondents felt that the more satisfied consumers were with the service quality of staff from ticket service provider brands, the more often consumers chose ticket service provider companies as their first choice. The results of this research are in accordance with the results of previous research conducted by Huyen (2020), where the results of this research stated that customer satisfaction has a positive effect on customer loyalty in the telecommunications service industry. The results of this research are also in line with the results of research conducted by Dam and Dam (2021) which stated that customer satisfaction has a positive effect on customer loyalty in the supermarket industry.

## CONCLUSIONS AND RECOMMENDATIONS

In accordance with the results of the research and discussion that has been presented, it can be concluded that first, eWOM & Social-Media have a positive effect on Perceived Value, so that marketers can increase perceived value by increasing eWOM & Social-Media to consumers. eWOM & Social-Media that is created in the minds of consumers can be both positive and negative. All activities that involve customers in the company, can be positive or negative eWOM for a company, so companies must pay attention to all activities or activities that are in direct contact with customers, starting from the quality of service they provide to customers, price compatibility with the products offered. , good service recovery when a discrepancy occurs, and the convenience of customers in finding information and assistance when errors or disruptions occur in the transaction process. Seeing that all transactions, marketing, ordering, and even payment processes are conducted online, companies need to have a high level of responsiveness to reduce the creation of negative eWOM in the minds of consumers and create positive eWOM. eWOM on Social-Media is also more quickly accepted by the public than eWOM on other online platforms. Currently, almost 80% of people's lives depend on applications and social media. And, almost all people spend their time opening up social media, so

that when positive eWOM or negative eWOM is created, people will find out information more quickly through social media. So that,

Second, Brand Image has a positive effect on Customer Satisfaction, so marketers can increase customer satisfaction by increasing Brand Image to consumers. Several things that can be done by companies to improve brand image is to be unique in the eyes of consumers. Being unique in the presence of consumers can be through awareness of what makes the company relevant and desired by society, advantages that competitors do not have, promises and commitments that can make society support the company, and values that are the hallmark of the company. In addition, the services provided by the company can be one of the efforts to improve brand image, by understanding what consumers want, how to communicate with them, and how the company helps consumers in solving the problems they face through the services provided by the company. In addition, the presence of digitization also plays a major role in helping companies improve corporate image through digital presence supported by search engine optimization, Social-Media, and content marketing which can add to the company's image in the minds of the public. Companies can create a good brand image by gaining the trust of consumers. In this regard, companies should show concrete action of what they promise to the public instead of just talking about it in public without any evidence. Thus, people come to believe that this company is committed to achieving its vision and goals.

Third, Perceived Value has a positive effect on Customer Loyalty, so marketers can increase customer loyalty by increasing perceived value to consumers. To create consumer loyalty to a brand, companies can first create perceived value in the minds of consumers by providing products/services that are in accordance with what they have issued and entrusted to the brand or company, such as providing a price for a product/service with appropriate quality. with the price, providing a guarantee to the customer, providing a refund feature for certain cases, giving bonuses, gifts or discounts to customers, and informing good and satisfactory reviews from previous customers to increase their trust and form customer perceived value in the minds of consumers . When the perceived value has been formed, they feel the benefits are equal or even more than what they expected than what they have spent, then customer loyalty will be created which will increase in the direction of increasing perceived value in the minds of consumers. When they can feel the value is good and appropriate, they will choose the brand as one of their priorities.

Finally, Customer Satisfaction has a positive effect on Customer Loyalty, so marketers can increase customer loyalty by increasing customer satisfaction with consumers. Consumer loyalty to a company comes from satisfaction with the good image of the company they trust. By continuing to improve brand image, consumer satisfaction can also increase in line with the better consumer image in the eyes of the public. Several ways to increase customer satisfaction and image simultaneously are to provide more value and quality than what is expected by consumers. If a company can exceed consumer expectations, there will be no reason for existing customers to look elsewhere for competitors. Communicating with consumers on a regular basis also has an impact on increasing customer satisfaction with a company. Communication established by companies with consumers can increase the bond between the two parties and an additional benefit for companies is that companies can continue to know who their consumers are and implement strategies that can satisfy consumers. Companies can use social media to provide information so that companies can actively participate with their latest wants or needs. In this case, the company is looking for consumers to like the company personally and taking the attention of existing customers is the best way the company can do it.

Recommendations that can be made for further research are that future researchers can add other variables that can influence customer satisfaction in influencing customer loyalty in the form of perceived quality and brand experience (Huyen, 2020). In addition, further researchers can add other variables that can affect perceived value in influencing customer loyalty in the form of price comparison and affiliate website promotion.

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