The Role of Electronic Word of Mouth In Improving Brand Image of Online Shop

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The Role of Electronic Word of Mouth in Improving Brand Image of Online Shop

Sri Vandayuli Riorini, Christina Catur Widayati

Universitas Trisakti and Universitas Mercu Buana

Keywords: electronic customer satisfaction, electronic word of mouth, brand image, online store

ABSTRACT

Brand image is a strategy that is widely utilized by companies to win the competition. To identify the factors that influence the brand image of online store, empirical study was conducted to analyze the direct influence of electronic customer satisfaction, electronic word of mouth toward the brand image of online store, and to analyze the indirect effect of electronic customer satisfaction toward the brand image of online store through electronic word of mouth. Data were collected from 200 online store consumers and analyzed by Structural Equation Modeling method. From the results of processing data to test the proposed hypothesis, it is known that to improve the brand image of online stores, the online store manager should focus on how to boost the number of consumers who will provide reviews about online stores or push electronic word of mouth.

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The Role of Electronic Word of Mouth In Improving Brand Image of Online Shop

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Abstract: Brand image is a strategy that is widely utilized by companies to win the competition. To identify the factors that influence the brand image of online store, empirical study was conducted to analyze the direct influence of electronic customer satisfaction, electronic word of mouth toward the brand image of online store, and to analyze the indirect effect of electronic customer satisfaction toward the brand image of online store through electronic word of mouth. Data were collected from 200 online store consumers and analyzed by Structural Equation Modeling method. From the results of processing data to test the proposed hypothesis, it is known that to improve the brand image of online stores, the online store manager should focus on how to boost the number of consumers who will provide reviews about online stores or push electronic word of mouth.

Keywords: electronic customer satisfaction, electronic word of mouth, brand image, online store

INTRODUCTION

The rapid growth of electronic commerce (e-commerce) in the last few years is triggered by the use of the internet as a tool for customers to perform the transaction. Online shopping turns out to be the world's third most popular internet usage activity after e-mail and web browsing usage (Bhaskar and Kumar, 2016). The behavior of people in shopping patterns is changing nowadays, where people prefer to transact online than conventional (https://finance.detik.com). More companies are directing their business to digital/online shop/online store, due to the rapid growth of internet users, where in 2016 there were 100.1 million users and 182 trusted online store sites in Indonesia. The value of online shopping reached Rp.75 trillion, - with an average online shopping value of Rp.3 million, - per person, and contributed to the national economic growth of 7% (https: // www .shopback.co.id). This transforms Indonesia as the most e-commerce-growing country in the world (https://www.cnnindonesia.com). In 2025, McKinsey research institute predicts an increment of economic growth in Indonesia to reach US $ 150 billion due to increased digital business, as more than half of Indonesia's population will be involved in e-commerce activities (http://industri.bisnis.com).

The facts about the growing number and value of online transactions, reveals that online business will grow and there will be intense competition among online stores. In a competitive business environment, a very sensitive issue for many business firms and an important task for marketing managers in any organization is the process of building a positive corporate brand image (Kariauki, 2015). This requires more endeavor for online

companies, such as e-stores or e-retailers since it faces competition not only from online fellow companies but also from offline companies offering similar products and services (Lieber and Syverson, 2011). Brand image is widely believed to be an asset of strength to achieve success for most business firms. Successful companies are always working hard to build their image as a strong brand, which will describe what their company is like (Egan, 2014). Companies with strong brands can attain more loyal customers, willing to show their intention to repurchase to the same company, willing to pay more for the company they trust, and willing to recommend the company to others/positive word of mouth (Subramaniam *et al.,* 2014).

Prior to carry out a purchase, consumers often listen to the recommendations of others. A study found that: (a) 67% of purchasing decisions are influenced by recommendations from friends or family, (b) 93% of consumers trust referrals from friends or persons known to be the most credible source of information prior to carry out a purchase decision; (c) 74% of consumers who hear an unpleasant story about a brand from their friends select not to buy the product (Sumardy *et al.,* 2011). Internet utilization allows consumers to observe information and discuss with various social media and discussion forums available. The speed of Internet-propagated messages allows users to share actual and timely information. The latest method to communicate and promote by developing information via the internet is known as electronic Word of Mouth/eWOM (Anneta *et al.,* 2016). eWOM can occur in social networks, brand communities, blogs, and discussion portals or forums, where people from all over the world can share their experiences about company or company products (Schiffman and Wisenblit, 2015). eWOM is believed to be more competent than WOM due to its easy and fast access levels, as well as a wider range compared with traditional WOM/offline recommendations (Jalilvand, 2012). Furthermore, eWOM is also considered very important since it can create a strong image of the company through the information uploaded by consumers (Pham and Ngo, 2017). Studies also found a direct and positive impact of eWOM toward the company's brand image, which is the basis of consumer purchasing decisions (Lin *et al.,* 2013; Pham and Ngo, 2017). Research on the impact of eWOM toward brand image is rare. All this time, research has been emphasized on the influence of brand image toward eWOM (Pham and Ngo, 2017).

The main determinant of the relationship between customer and service provider in the marketing context is customer satisfaction (Leverin and Liljander, 2006). A consumer who is more satisfied in transacting with a service company, since they can anticipate higher risks that will occur prior to a purchase decision (Kandampully and Suhartanto, 2000). Conversely, consumer dissatisfaction will rise if the gap between what is expected and perceived is higher (Kim, 2010). The creation of electronic customer satisfaction/e-customer satisfaction will encourage consumers to make positive eWOM profitable for online stores (Rezvani and Safahani, 2016; Gera, 2011; Sanayei and Jokar, 2013) and enhance brand image of online store/image shop brand image (Upamannyu *et al.,* 2015; Rana *et al.,* 2017). The study of the direct impact of e-customer satisfaction on each eWOM and brand image is rare. Studies that have been performed so far emphasize the effect on the brand image of product/product image, the influence of each eWOM and customer satisfaction toward brand image, and still rarely applied to the online store (Upamannyu *et al.,* 2015; Rana *et al.,* 2017).

REVIEW OF LITERATURE

Electronic customer satisfaction. Many companies today realize that creating customer satisfaction is an intangible asset to gain competitive advantage in global competition (Ueltschy *et al.,* 2009). In relation to services, customer satisfaction is a set of affective and cognitive consumer responses to the services received as a basis for the company to create long-term relationships (Kitapci *et al.,* 2013). Customer satisfaction is a marketing term for the results of how a product or service is delivered by the company according to customer expectations (Rezvani and Safahani, 2016). The study was conducted on online shopping services provided by online stores. Therefore, in the study conducted, the term of e-customer satisfaction was applied consistently. E-customer satisfaction is the level of customer satisfaction and delight based on the experience of shopping at online stores (Lee and Wu, 2011), which is heavily influenced by different online factors (Bressolles *et al.,* 2014) which will eventually affect customer loyalty (Asadpoor and Abolfazli, 2017). The impact of high e-customer satisfaction on the formation of profitable eWOM recommendations for online stores, as well as brand image of online stores were found by some researchers (Gera, 2011; Sanayei and Jokar, 2013, Upamannyu *et al.,* 2015; Rana *et al.,* 2017). Online stores that focus more on creating e-customer satisfaction will encourage consumers to deliver positive recommendations to others/positive word of mouth (Kiyani *et al.,* 2012). Satisfied consumers will build up the brand value of online stores and will deploy eWOM positively, as well as facilitate the advancement of a good reputation for online store. e-customer satisfaction impacts the long-term relationships that benefit consumers with the brand image of online stores (Hanif *et al.,* 2010). The hypotheses constructed and tested in the study are as follows:

H_1: There is a positive effect of e-customer satisfaction toward eWOM

H_2: There is a positive effect of e-customer satisfaction toward the online shop brand image

Electronic Word of mouth. Technology developments provide an opportunity for everyone to share experiences and provide recommendations about the company or the product of a company, both verbally and visually (Thariq *et al.,* 2017), since recommendations from friends or family members are more reliable than advertisements (Clow, 2012). eWOM is a positive or negative statement made by potential customers or customers regarding the product or company, and the information is available on the internet to other people or companies (Hennig-Thurau *et al.,* 2004). There are four dimensions of e-WOM (Goyette *et al.,* 2010), namely: (a) intensity-referring to number of opinions written by consumers on a social network site. (b) positive valence-referring to positive or well-distributed reviews of consumers. (c) negative valence-referring to the negative or unfavorable reviews that consumers propagate. (d) eWOM content-refers to customer-written reviews of products, such as quality, use, and others. eWOM is an important means by which consumers can obtain information about the quality of the product or service. In addition, the information provided can effectively reduce the risks and uncertainties that consumers must bear when purchasing products (Jalilvand, 2012). Therefore, current marketers attempt to observe and encourage consumers who have bought to deliver positive e-WOM to others, since it can encourage others to execute purchasing decisions (Thariq *et al.,* 2017). The study found a positive e-WOM effect on

the brand image of online stores (Torlak *et al.,* 2014; Pham and Ngo, 2017). Online reviews can convince consumers and influence consumers to purchase through online stores. e-WOM is the most popular method to find out further about online stores, and is very beneficial in influencing consumer ratings in purchasing decisions. Information from eWOM that is loaded and reviewed in a media by lively and interactive information will have a strong impact toward the brand image of online stores (Pham and Ngo, 2017). A positive eWOM message with eminent source credibility reveals a more positive online store brand image (Kudeshia and Kumar, 2017). A positive online brand image can encourage consumer confidence in online stores, where consumers will be willing to compensate high prices in the future (Pham and Ngo, 2017). The next hypothesis built and tested will be:

H3: There is a positive eWOM effect toward the online shop brand image

Online shop brand image. Brand plays a role for the success of the company due to its competitive advantage through brand performance, since brand performance is a measure of the company's brand accomplishment in the market (Yovovich, 2008). A brand with a good image in the market can enhance brand performance. Brand image is a concept that consumers assumed by subjective reasons as well as personal feelings. Brand image is a customer perception based on realistic reasoning as well as customer experience of a particular brand (Fianto *et al.,* 2014). A series of images of a brand on customer judgement based on their experience turns into a meaning that causes each customer to have a distinct image of a brand (Malik *et al.,* 2012). The main components that compose the brand image (Aaker and Biel, 2009) are: (a) corporate image - consumer perceptions of the product manufacturer, including: the company's popularity, the credibility of the company, the corporate network, and the user itself. (b) product image - consumer perceptions of a product, which includes: product attributes, product values, and warranties. (c) user image - consumer perceptions of users of enterprise products, including the user itself, lifestyle or personality and social status of the user. Research conducted, refers to the image of the company / retailer online shop. Therefore, the next term utilized consistently to describe the image of the brand online shop namely the online shop brand image. Consumers can access, browse and compare online shop for 24 hours and evaluate online shop from home therefore it is more diverse and secure to order the desired product via internet (Lieber and Syverson, 2011). The consumer's shopping experience through the online shop will create e-customer satisfaction. Customer satisfaction obtained from the entire evaluation of consumer based on their experience depends on the e-service quality provided by the online store. Consumers who experience satisfaction in shopping at online stores are expected to spread positive eWOM, as well as facilitate a good and positive image of online store. Brand image can enhance the company's reputation since a well-known and accepted brand is a company's asset (Tekin *et al.,* 2016). In addition, brand image is very important in purchasing behavior as this will affect consumer preferences and intention to buy. Afterwards, the hypothesis of the indirect effects developed based on the theories that have been described is:

H4: There is a positive e-customer satisfaction effect toward the online shop brand image through e-WOM

Figure 1. The Conceptual Framework

The conceptual framework is constructed and formed to obtain a comprehensive overview of the variables examined and which will be tested to answer the problems based on existing theories and has been described earlier.

METHODOLOGY

Based on the purpose of the study, the type of research conducted is a study that aims to test the hypothesis/Hypothesis Testing. Data were collected using a structured questionnaire to 200 consumers who had been spending at least once in the past year through one of the top ten best online stores in Indonesia in 2017. Questionnaires were distributed equally to online store consumers. Meanwhile, the online store reviewed is a marketplace that is as an online shopping facilitator who has no inventory of its own goods. The best online store based on the highest number of visitors during the year 2017, namely: (1) Lazada.co.id, (2) Blibli.com, (c) Tokopedia.com, (d) Elevania.co.id, (e) MatahariMall.com, (f) Shopee.co.id, (g) Bukalapak.com, (h) Zalora.co.id, (i) Qoo10.co.id, and (j) Blanja.com (http://tekno.liputan6.com). Furthermore, data collection was conducted during August 2017 and was a cross section data. Based on data collected, the majority of respondents are women (66.0%). Furthermore, the interesting finding is that most respondents are under the age of 34 and the majority is 25 to 34 years old (42.0% of total respondents). In this context, the younger generation prefers online shopping compared to older age (above 34 years). Later, the majority of respondents said that they benefit the internet to search for desired products in the online shop an average of 1 to 3 hours per day (55.0%). Table 1 provides an overview of the characteristics of respondents who shop at online stores.

Table 1. Characteristics of Respondents

Charateristics	Classification	Number	Percentage (%)
Gender	Male	68	34.0
	Female	132	66.0
Age	18-24 years	58	29.0
	25-34 years	84	42.0
	35-44 years	37	18.5
	45-54 years	18	9.0

	≥ 55 years	3	1.5
Occupation	Student/college student	28	14.0
	Government employee	60	3.0
	Private employee	75	37.5
	Entrepreneur	13	6.5
	Others	24	12
Education	Senior High School/equal	2	1.0
	Diploma	58	29.0
	Bachelor	126	63.0
	Postgraduate/doctorate	9	4.5
	Others	5	2.5
Frequency of daily internet usage	< 1 hour	24	12.0
	1-3 hours	110	55.0
	4-6 hours	40	2.0
	7-9 hours	15	7.5
	> 9 hours	11	5.5
Note: *n=200*			

Source: own processing

The data collected from all the studied variables (e-customer satisfaction, eWOM, and online shop brand image), was measured by using statement items from an obvious theoretical source to ensure that all measuring instruments fulfill the content validity. In addition, all item statements are measured by a scale measurement technique namely 5 points of Likert Scale, from strongly disagree to strongly agree to obtain consumer's response based on their perceptions. Prior to dissemination, a pre-test of the research instrument will be utilized to ensure that the instrument is valid and reliable. The pre-test results of research instruments are as follows:

Table 2. Value of Standardized Factor Loadings, Cronbach's Alpha
Coefficient, Average Variance Extracted (AVE)
and Composite Reliability (CR)

Construct	Statement Items	Standardized Factor loading	AVE	CR
e-customer satisfaction (adapted from Amin, 2016) α=0.825	1. I am very happy with the service of this online store	0.721	0.694	0.883
	2. I am very satisfied with the service of this online store	0.723	0.712	
	3. I am happy with this online store	0.724	0.719	
	4. Website of this online store is easy to be used	0.690	0.658	
	5. I am satisfied with the whole product sold in this online store	0.633	0.624	
e-word of mouth (adapted from Kudeshia and Kumar, 2017)	1. I often read other consumer reviews about this online store to ensure I make the right and safe	0.652	0.649	0.916

α=0.782	purchase			
	2. I often read other consumer reviews about this online store to know that this online store has a good impression on consumers	0.708	0.702	
	3. I often read other consumer reviews about this online store to gather information about the products I am going to buy	0.705	0.699	
	4. I often read other consumer reviews about this online store to convince myself prior to product purchase	0.672	0.658	
	5. I often hesitate with my decision in buying a product if I do not read reviews from other consumers about this online store	0.688	0.625	
Online shop brand image (adapted from Pham and Ngo, 2017) *α=0.859*	1. Compared with other online stores, this online store has a high quality	0.787	0.768	0.942
	2. Review of this online store has long been uploaded	0.734	0.622	
	3. I can predict how the service will be if I buy from this online store	0.747	0.739	

Source: own processing

Table 2 shows the value of factor loadings, Cronbach's α coefficient, Average Variance Extracted (AVE) and Composite Reliability (CR) from e-customer satisfaction, eWOM, and online shop brand image.

Assessment of the convergent validity of each construct is shown from the value of standardized factor loadings (Hair *et al.,* 2010). The value of convergent validity is acceptable if > 0.6 (Tabachnick and Fidel 2014), Cronbach's α coefficient > 0.6 (Sekaran and Bougie, 2014), AVE > 0.5 and CR > 0.7 (Hair *et al.,* 2010). The results obtained show the factor loadings of each statements item ranging from 0.633 to 0.787 where the value is > 0.6. This means that every construct (e-customer satisfaction, eWOM, and online shop brand image) built in the study can be said to be valid. Furthermore, from the calculation of AVE to explain the discriminant validity of each construct obtained values ranges from 0.622 to 0.768 which has a value of > 0.5; which explains that from each constructs are also obtained valid results. Furthermore, to test the reliability of e-customer satisfaction, eWOM, and online shop brand image seen from the value of Cronbach's α coefficient, where the value of each Cronbach's α coefficient obtained are 0.825; 0.782; and 0.859. This indicates that each variable has an internal consistency. In addition, CR values for each variable are 0.883; 0.916; and 0.942. These values indicate that each variable has good reliability.

The data has been collected, then processed and analyzed using Structural Equation Modeling/SEM method and by using AMOS 19. Prior to its process, goodness test of fit model is carried out as a requirement of whether the test can be forwarded or not. Testing by using Confirmatory Factor Analysis / CFA to ensure that the model fits precisely with the data collected.

Table 3. Goodness-of-fit Statistics

Measurement Criteria	Obtained Value	Accepted Value	Conclusion
Absolute Fit Indices			
p-value	0.057	p > 0.05 (Barrett, 2007)	Goodness of fit
Root Mean Square Error of Approximation (RMSEA)	0.068	RMSEA< 0.07 (Steiger, 2007)	Goodness of fit
Goodness-of-Fit statistic (GFI)	0.947	GFI > 0,95 (Miles and Shevlin, 1998)	Goodness of fit
Incremental Fit Indices			
Normed Fit (NFI)	0.962	NFI ≥ 0,95 (Hu and Bentler, 1999)	Goodness of fit
Comparative Fit (CFI)	0.976	CFI ≥ 0,95 (Hu and Bentler, 1999)	Goodness of fit

Source: own processing

In Table 3, it shows that the results of the CFA test obtained p-value=0.057; RMSEA=0.068, GFI= 0.947; NFI=0.962; and CFI=0.976, where the results show that all criteria meet acceptable/required values (Hair *et al.,* 2010), so it can be said that the model formed fit with the data collected and hypothesis testing can be proceeded. The fit model is as follows:

Figure 2. Research Results of Fit Model
Source: own processing with AMOS

RESULTS AND DISCUSSION

All hypothesis tested in the study are supported. This is as shown in Table 4, where all the values of β show positive results, which means the direction of influence of all hypotheses that are constructed concurring to theory and reality.

It can be said from the test result of H_1, there is positive influence of *e-customer satisfaction* toward eWOM (β=0.758; p-value=0.000). This means that if online store management can enhance consumer satisfaction in online shopping, then consumers will be more willing to provide reviews and recommendations to others about their experience shopping at online stores concerned. The results obtained are in line with the previous results studies (Gera, 2011; Sanayei and Jokar. 2013), where each company should be able to bring about a pleasant experience for consumers when shopping, both on-store shopping experience and buying or using purchased products. Consumers whose expectations match the experience they receive will be satisfied (Dobrota *et al.,* 2012). Satisfied consumers will be encouraged to share their experiences with others (Sanayei and Jokar, 2013), both offline and online and this will have a major impact on the company's success (Lopez and Sicilia, 2014), since satisfied consumer opinions can be read by other consumers around the world subsequently it is a chance for companies to attract potential customers (Hennig-Thurau and Walsh, 2004).

Table 4. Hypothesis Testing Results

Hypothesis	β (Regression weight)	p-value	Decision
H_1: There is a positive effect of e-customer satisfaction toward eWOM	0.758	0.000	H_1 Supported
H_2: There is a positive effect of e-customer satisfaction toward the	0.441	0.000	H_2 Supported
H_3: online shop brand image There is a positive eWOM effect toward the	0.795	0.000	H_3 Supported
H_4: online shop brand image There is a positive e-customer satisfaction effect toward the online shop brand image through eWOM	0.603	0.000	H_4 Supported

Source: own processing

Similarly, from the test results for H_2, the hypothesis regarding the direct and positive influence of e-customer satisfaction toward the online shop brand image is also supported (β=0.441; p-value=0.000). If online shop management can enhance consumer satisfaction, then a positive impression about the online store where consumers shop will also increase (Upamannyu *et al.,* 2015; Rana *et al.,* 2017). The overall satisfaction that consumers experience based on their experience in online shopping can produce consumer trust in online stores (Dabholkar and Sheng, 2012). Consumer confidence can build on or influence the company's positive image (Madura *et al.,* 2016). When consumers trust the

company, they will believe in the quality and reliability of the services offered (Garbarino and Johnson,1999). Brand trust from the point of view of consumers is a psychological variable that reflects a series of assumptions related to the credibility, benevolence and integrity of a brand. Credibility is the hope of the consumer that the brand is reliable (Louis and Lombart, 2010). Brands will be credible, if brand performance matches consumer expectations. Benevolence refers to the length of time a consumer can survive in a brand. Brand will be benevolence if the brand is considered attractive by consumers so that consumers can survive. While integrity requires companies to keep promises / honest, able to declare not, as well as sincere. Brand will become integrity if the consumer considers that the brand continues to keep its promises; in a broader sense, the brand is felt honest and sincere to its customers. From the above description, it can be concluded that when consumers are satisfied to make a purchase on a particular online store, then consumers will perceive that the online store will be able to provide reliable services, in accordance with what they expect, honest and sincere to consumers, and consumer's desires to make long-term relationships with online stores can be created according to customer expectations; or in other words the online shop brand image is getting better/positive.

Furthermore from the test results of H_3, it can be explained that there is eWOM positive effect toward online shop brand image (β=0.795; p-value=0.000). This means that if consumers are more willing to give reviews and recommendations to others about their shopping experience in online stores, then a positive impression about online stores where consumers shop will also escalate (Kudeshia and Kumar, 2017). Image is an important element of the organization due to its effect toward company's success. Image can be developed in the minds of consumers through WOM about a company's products and services (Anneta *et al.,* 2016). The task of marketers is how to keep the company's positive brand image to achieve corporate goals (Kayaman and Arasli, 2007). Reviews on the internet product of a person/eWOM are important aspects that will be considered by consumers to predict consumer behavior in executing the purchases (Zhu and Zhang, 2010; Bambauer-Sachse and Mangold, 2011). eWOM is a more effective method of promotion due to its accuracy, speed and confidence in the delivery of information that consumers perceive is higher (Mayzlin, 2006). The more consumers reviewing the positive opinion of their online shopping experience, the more positive the consumer image of that online store (Pham and Ngo, 2017), since brand image is an accumulation of consumer perceptions about the brand of an online store formed in the minds of consumers (Bian and Moutinho, 2011).

The study also tested the indirect effect of e-customer satisfaction toward online shop brand image through eWOM, and found that indirect influence was stronger than the direct impact of e-customer satisfaction toward the online shop brand image (β=0.603; p-value=0.000). It can be concluded that eWOM is proven to play a role in mediating the relationship between e-customer satisfaction and online shop brand image, or in other words eWOM is a factor that should be the main concern of online store manager since it will accelerate the achievement of a positive online shop brand image. If the consumer perceived online store more positive, it can impact on the commitment of consumers prior to purchasing decisions on the related online store. When consumers commit to the company brand, the consumer will play an active role and does not concern about

competitors, so that the long-term profitability of the company can be achieved (Minsung *et al.,* 2011).

CONCLUSIONS

Current fulfillment of human needs has switched to the online system. The main advantage that consumers gain with online shopping is spending more effectively and efficiently, which will save time (since consumers do not have to be in traditional stores), consumers can think more deeply prior to carry out a purchase, and consumers can compare prices more attractive between online store. The growth of online stores is now becoming very rapid, which requires online store managers to find ways to win the competition. An alternative strategy to create competitive advantage for the company is by enhancing a positive brand image. The study found that to improve a positive brand image, online store managers should focus on how to boost the number of consumers who will provide reviews about online stores where consumers are shopping or in other words how to encourage more consumers to be willing to provide their opinions by online/eWOM. Based on the research findings, to improve eWOM, some points that managers can carry out are: (a) provide an adequate means in the form of columns for consumers to comment on a company's product or column in each image sold in the online store to be read by other consumers (b) build relationships with loyal customers and encourage them to review their shopping experience at online stores. (c) request customer testimonials and upload them to social media (d) reward consumers who often provide their reviews of shopping at online stores, such as giving discount vouchers, goods containing information about online stores, and others.

Furthermore, online store managers must also understand that eWOM is influenced by e-customer satisfaction, and the task of online store managers is to seek out methods of how customer satisfaction can be improved. The methods to improve e-customer satisfaction based on the findings of the study are: (a) by providing rapid response to consumer inquiries. If the order is out of normal time, it should be informed in order that the consumer does not wait too long. Longstanding consumers have the potential to switch to other online stores. (b) by providing honest information since honesty is important to avoid consumer disappointment (c) by mastering the products sold, since it will add value to consumers by providing answers quickly and accurately. In the marketing context, every marketer should realize that the consumer is a source of income for the survival of the company. Any consumer who is very satisfied with an online store will likely encourage them to voluntarily recommend to others. Encouraging consumers to provide positive reviews about online stores will enhance the online store's positive image, which essentially both of these are to ensure that the online store business continues.

For further research it is suggested: (1) to research online stores that specifically offer / sell similar products that may produce different findings, and (2) add brand image, price, and experience as factors influencing customer satisfaction in choosing online store.

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The Role of Electronic Word of Mouth In Improving Brand Image of Online Shop

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The Role of Electronic Word of Mouth In Improving Brand Image of Online Shop

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Abstract: Brand image is a strategy that is widely utilized by companies to win the competition. To identify the factors that influence the brand image of online store, empirical study was conducted to analyze the direct influence of electronic customer satisfaction, electronic word of mouth toward the brand image of online store, and to analyze the indirect effect of electronic customer satisfaction toward the brand image of online store through electronic word of mouth. Data were collected from 200 online store consumers and analyzed by Structural Equation Modeling method. From the results of processing data to test the proposed hypothesis, it is known that to improve the brand image of online stores, the online store manager should focus on how to boost the number of consumers who will provide reviews about online stores or push electronic word of mouth.

Keywords: electronic customer satisfaction, electronic word of mouth, brand image, online store

INTRODUCTION

The rapid growth of electronic commerce (e-commerce) in the last few years is triggered by the use of the internet as a tool for customers to perform the transaction. Online shopping turns out to be the world's third most popular internet usage activity after e-mail and web browsing usage (Bhaskar and Kumar, 2016). The behavior of people in shopping patterns is changing nowadays, where people prefer to transact online than conventional (https://finance.detik.com). More companies are directing their business to digital/online shop/online store, due to the rapid growth of internet users, where in 2016 there were 100.1 million users and 182 trusted online store sites in Indonesia. The value of online shopping reached Rp.75 trillion, - with an average online shopping value of Rp.3 million, - per person, and contributed to the national economic growth of 7% (https: // www shopback.co.id). This transforms Indonesia as the most e-commerce-growing country in the world (https://www.cnnindonesia.com). In 2025, McKinsey research institute predicts an increment of economic growth in Indonesia to reach US $ 150 billion due to increased digital business, as more than half of Indonesia's population will be involved in e-commerce activities (http://industri.bisnis.com).

The facts about the growing number and value of online transactions, reveals that online business will grow and there will be intense competition among online stores. In a competitive business environment, a very sensitive issue for many business firms and an important task for marketing managers in any organization is the process of building a positive corporate brand image (Kariuuki, 2015). This requires more endeavor for online

companies, such as e-stores or e-retailers since it faces competition not only from online fellow companies but also from offline companies offering similar products and services (Lieber and Syverson, 2011). Brand image is widely believed to be an asset of strength to achieve success for most business firms. Successful companies are always working hard to build their image as a strong brand, which will describe what their company is like (Egan, 2014). Companies with strong brands can attain more loyal customers, willing to show their intention to repurchase to the same company, willing to pay more for the company they trust, and willing to recommend the company to others/positive word of mouth (Subramaniam et al., 2014).

Prior to carry out a purchase, consumers often listen to the recommendations of others. A study found that: (a) 67% of purchasing decisions are influenced by recommendations from friends or family, (b) 93% of consumers trust referrals from friends or persons known to be the most credible source of information prior to carry out a purchase decision; (c) 74% of consumers who hear an unpleasant story about a brand from their friends select not to buy the product (Sumardy et al., 2011). Internet utilization allows consumers to observe information and discuss with various social media and discussion forums available. The speed of Internet-propagated messages allows users to share actual and timely information. The latest method to communicate and promote by developing information via the internet is known as electronic Word of Mouth/eWOM (Anneta et al., 2016). eWOM can occur in social networks, brand communities, blogs, and discussion portals or forums, where people from all over the world can share their experiences about company or company products (Schiffman and Wisenblit, 2015). eWOM is believed to be more competent than WOM due to its easy and fast access levels, as well as a wider range compared with traditional WOM/offline recommendations (Jalilvand, 2012). Furthermore, eWOM is also considered very important since it can create a strong image of the company through the information uploaded by consumers (Pham and Ngo, 2017). Studies also found a direct and positive impact of eWOM toward the company's brand image, which is the basis of consumer purchasing decisions (Lin et al., 2013; Pham and Ngo, 2017). Research on the impact of eWOM toward brand image is rare. All this time, research has been emphasized on the influence of brand image toward eWOM (Pham and Ngo, 2017).

The main determinant of the relationship between customer and service provider in the marketing context is customer satisfaction (Leverin and Liljander, 2006). A consumer who is more satisfied in transacting with a service company, since they can anticipate higher risks that will occur prior to a purchase decision (Kandampully and Suhartanto, 2000). Conversely, consumer dissatisfaction will rise if the gap between what is expected and perceived is higher (Kim, 2010). The creation of electronic customer satisfaction/e-customer satisfaction will encourage consumers to make positive eWOM profitable for online stores (Rezvani and Safahani, 2016; Gera, 2011; Sanayei and Jokar, 2013) and enhance brand image of online store/image shop brand image (Upamannyu et al., 2015; Rana et al., 2017). The study of the direct impact of e-customer satisfaction on each eWOM and brand image is rare. Studies that have been performed so far emphasize the effect on the brand image of product/product image, the influence of each eWOM and customer satisfaction toward brand image, and still rarely applied to the online store (Upamannyu et al., 2015; Rana et al., 2017).

REVIEW OF LITERATURE

Electronic customer satisfaction. Many companies today realize that creating customer satisfaction is an intangible asset to gain competitive advantage in global competition (Ueltschy *et al.*, 2009). In relation to services, customer satisfaction is a set of affective and cognitive consumer responses to the services received as a basis for the company to create long-term relationships (Kitapci *et al.*, 2013). Customer satisfaction is a marketing term for the results of how a product or service is delivered by the company according to customer expectations (Rezvani and Safahani, 2016). The study was conducted on online shopping services provided by online stores. Therefore, in the study conducted, the term of e-customer satisfaction was applied consistently. E-customer satisfaction is the level of customer satisfaction and delight based on the experience of shopping at online stores (Lee and Wu, 2011), which is heavily influenced by different online factors (Bressolles *et al.*, 2014) which will eventually affect customer loyalty (Asadpoor and Abolfazli, 2017). The impact of high e-customer satisfaction on the formation of profitable eWOM recommendations for online stores, as well as brand image of online stores were found by some researchers (Gera, 2011; Sanayei and Jokar, 2013, Upamannyu *et al.*, 2015; Rana *et al.*, 2017). Online stores that focus more on creating e-customer satisfaction will encourage consumers to deliver positive recommendations to others/positive word of mouth (Kiyani *et al.*, 2012). Satisfied consumers will build up the brand value of online stores and will deploy eWOM positively, as well as facilitate the advancement of a good reputation for online store. e-customer satisfaction impacts the long-term relationships that benefit consumers with the brand image of online stores (Hanif *et al.*, 2010). The hypotheses constructed and tested in the study are as follows:

H₁: There is a positive effect of e-customer satisfaction toward eWOM
H₂: There is a positive effect of e-customer satisfaction toward the online shop brand image

Electronic Word of mouth. Technology developments provide an opportunity for everyone to share experiences and provide recommendations about the company or the product of a company, both verbally and visually (Thariq *et al.*, 2017), since recommendations from friends or family members are more reliable than advertisements (Clow, 2012). eWOM is a positive or negative statement made by potential customers or customers regarding the product or company, and the information is available on the internet to other people or companies (Hennig-Thurau *et al.*, 2004). There are four dimensions of e-WOM (Goyette *et al.*, 2010), namely: (a) intensity-referring to number of opinions written by consumers on a social network site. (b) positive valence-referring to positive or well-distributed reviews of consumers. (c) negative valence-referring to the negative or unfavorable reviews that consumers propagate. (d) eWOM content-refers to customer-written reviews of products, such as quality, use, and others. eWOM is an important means by which consumers can obtain information about the quality of the product or service. In addition, the information provided can effectively reduce the risks and uncertainties that consumers must bear when purchasing products (Jalilvand, 2012). Therefore, current marketers attempt to observe and encourage consumers who have bought to deliver positive e-WOM to others, since it can encourage others to execute purchasing decisions (Thariq *et al.*, 2017). The study found a positive e-WOM effect on

the brand image of online stores (Torlak *et al.*, 2014; Pham and Ngo, 2017). Online reviews can convince consumers and influence consumers to purchase through online stores. e-WOM is the most popular method to find out further about online stores, and is very beneficial in influencing consumer ratings in purchasing decisions. Information from eWOM that is loaded and reviewed in a media by lively and interactive information will have a strong impact toward the brand image of online stores (Pham and Ngo, 2017). A positive eWOM message with eminent source credibility reveals a more positive online store brand image (Kudeshia and Kumar, 2017). A positive online brand image can encourage consumer confidence in online stores, where consumers will be willing to compensate high prices in the future (Pham and Ngo, 2017). The next hypothesis built and tested will be:

H_3:   There is a positive eWOM effect toward the online shop brand image

Online shop brand image. Brand plays a role for the success of the company due to its competitive advantage through brand performance, since brand performance is a measure of the company's brand accomplishment in the market (Yovovich, 2008). A brand with a good image in the market can enhance brand performance. Brand image is a concept that consumers assumed by subjective reasons as well as personal feelings. Brand image is a customer perception based on realistic reasoning as well as customer experience of a particular brand (Fianto *et al.*, 2014). A series of images of a brand on customer judgement based on their experience turns into a meaning that causes each customer to have a distinct image of a brand (Malik *et al.*, 2012). The main components that compose the brand image (Aaker and Biel, 2009) are: (a) corporate image - consumer perceptions of the product manufacturer, including: the company's popularity, the credibility of the company, the corporate network, and the user itself. (b) product image - consumer perceptions of a product, which includes: product attributes, product values, and warranties. (c) user image - consumer perceptions of users of enterprise products, including the user itself, lifestyle or personality and social status of the user. Research conducted, refers to the image of the company / retailer online shop. Therefore, the next term utilized consistently to describe the image of the brand online shop namely the online shop brand image. Consumers can access, browse and compare online shop for 24 hours and evaluate online shop from home therefore it is more diverse and secure to order the desired product via internet (Lieber and Syverson, 2011). The consumer's shopping experience through the online shop will create e-customer satisfaction. Customer satisfaction obtained from the entire evaluation of consumer based on their experience depends on the e-service quality provided by the online store. Consumers who experience satisfaction in shopping at online stores are expected to spread positive eWOM, as well as facilitate a good and positive image of online store. Brand image can enhance the company's reputation since a well-known and accepted brand is a company's asset (Tekin *et al.*, 2016). In addition, brand image is very important in purchasing behavior as this will affect consumer preferences and intention to buy. Afterwards, the hypothesis of the indirect effects developed based on the theories that have been described is:

H_4:   There is a positive e-customer satisfaction effect toward the online shop brand image through e-WOM

Figure 1. The Conceptual Framework

The conceptual framework is constructed and formed to obtain a comprehensive overview of the variables examined and which will be tested to answer the problems based on existing theories and has been described earlier.

METHODOLOGY

Based on the purpose of the study, the type of research conducted is a study that aims to test the hypothesis/Hypothesis Testing. Data were collected using a structured questionnaire to 200 consumers who had been spending at least once in the past year through one of the top ten best online stores in Indonesia in 2017. Questionnaires were distributed equally to online store consumers. Meanwhile, the online store reviewed is a marketplace that is as an online shopping facilitator who has no inventory of its own goods. The best online store based on the highest number of visitors during the year 2017, namely: (1) Lazada.co.id, (2) Blibli.com, (c) Tokopedia.com, (d) Elevania.co.id, (e) MatahariMall.com, (f) Shopee.co.id, (g) Bukalapak.com, (h) Zalora.co.id, (i) Qoo10.co.id, and (j) Blanja.com (http://tekno.liputan6.com). Furthermore, data collection was conducted during August 2017 and was a cross section data. Based on data collected, the majority of respondents are women (66.0%). Furthermore, the interesting finding is that most respondents are under the age of 34 and the majority is 25 to 34 years old (42.0% of total respondents). In this context, the younger generation prefers online shopping compared to older age (above 34 years). Later, the majority of respondents said that they benefit the internet to search for desired products in the online shop an average of 1 to 3 hours per day (55.0%). Table 1 provides an overview of the characteristics of respondents who shop at online stores.

Table 1. Characteristics of Respondents

Charateristics	Classification	Number	Percentage (%)
Gender	Male	68	34.0
	Female	132	66.0
Age	18-24 years	58	29.0
	25-34 years	84	42.0
	35-44 years	37	18.5
	45-54 years	18	9.0

	≥ 55 years	3	1.5
Occupation	Student/college student	28	14.0
	Government employee	60	3.0
	Private employee	75	37.5
	Entrepreneur	13	6.5
	Others	24	12
Education	Senior High School/equal	2	1.0
	Diploma	58	29.0
	Bachelor	126	63.0
	Postgraduate/doctorate	9	4.5
	Others	5	2.5
Frequency of daily internet usage	< 1 hour	24	12.0
	1-3 hours	110	55.0
	4-6 hours	40	2.0
	7-9 hours	15	7.5
	> 9 hours	11	5.5

Note: n=200

Source: own processing

The data collected from all the studied variables (e-customer satisfaction, eWOM, and online shop brand image), was measured by using statement items from an obvious theoretical source to ensure that all measuring instruments fulfill the content validity. In addition, all item statements are measured by a scale measurement technique namely 5 points of Likert Scale, from strongly disagree to strongly agree to obtain consumer's response based on their perceptions. Prior to dissemination, a pre-test of the research instrument will be utilized to ensure that the instrument is valid and reliable. The pre-test results of research instruments are as follows:

Table 2. Value of Standardized Factor Loadings, Cronbach's Alpha
Coefficient, Average Variance Extracted (AVE)
and Composite Reliability (CR)

Construct	Statement Items	Standardized Factor loading	AVE	CR
e-customer satisfaction (adapted from Amin, 2016) α=0.825	1. I am very happy with the service of this online store	0.721	0.694	0.883
	2. I am very satisfied with the service of this online store	0.723	0.712	
	3. I am happy with this online store	0.724	0.719	
	4. Website of this online store is easy to be used	0.690	0.658	
	5. I am satisfied with the whole product sold in this online store	0.633	0.624	
e-word of mouth (adapted from Kudeshia and Kumar, 2017)	1. I often read other consumer reviews about this online store to ensure I make the right and safe	0.652	0.649	0.916

a=0.782	purchase			
	2. I often read other consumer reviews about this online store to know that this online store has a good impression on consumers	0.708	0.702	
	3. I often read other consumer reviews about this online store to gather information about the products I am going to buy	0.705	0.699	
	4. I often read other consumer reviews about this online store to convince myself prior to product purchase	0.672	0.658	
	5. I often hesitate with my decision in buying a product if I do not read reviews from other consumers about this online store	0.688	0.625	
Online shop brand image (adapted from Pham and Ngo, 2017) a=0.859	1. Compared with other online stores, this online store has a high quality	0.787	0.768	0.942
	2. Review of this online store has long been uploaded	0.734	0.622	
	3. I can predict how the service will be if I buy from this online store	0.747	0.739	

Source: own processing

Table 2 shows the value of factor loadings, Cronbach's α coefficient, Average Variance Extracted (AVE) and Composite Reliability (CR) from e-customer satisfaction, eWOM, and online shop brand image.

Assessment of the convergent validity of each construct is shown from the value of standardized factor loadings (Hair et al., 2010). The value of convergent validity is acceptable if > 0.6 (Tabachnick and Fidel 2014), Cronbach's α coefficient > 0.6 (Sekaran and Bougie, 2014), AVE > 0.5 and CR > 0.7 (Hair et al., 2010). The results obtained show the factor loadings of each statements item ranging from 0.633 to 0.787 where the value is > 0.6. This means that every construct (e-customer satisfaction, eWOM, and online shop brand image) built in the study can be said to be valid. Furthermore, from the calculation of AVE to explain the discriminant validity of each construct obtained values ranges from 0.622 to 0.768 which has a value of > 0.5; which explains that from each constructs are also obtained valid results. Furthermore, to test the reliability of e-customer satisfaction, eWOM, and online shop brand image seen from the value of Cronbach's α coefficient, where the value of each Cronbach's α coefficient obtained are 0.825; 0.782; and 0.859. This indicates that each variable has an internal consistency. In addition, CR values for each variable are 0.883; 0.916; and 0.942. These values indicate that each variable has good reliability.

The data has been collected, then processed and analyzed using Structural Equation Modeling/SEM method and by using AMOS 19. Prior to its process, goodness test of fit model is carried out as a requirement of whether the test can be forwarded or not. Testing by using Confirmatory Factor Analysis / CFA to ensure that the model fits precisely with the data collected.

Table 3. Goodness-of-fit Statistics

Measurement Criteria	Obtained Value	Accepted Value	Conclusion
Absolute Fit Indices			
p-value	0.057	$p > 0.05$ (Barrett, 2007)	Goodness of fit
Root Mean Square Error of Approximation (RMSEA)	0.068	RMSEA< 0.07 (Steiger, 2007)	Goodness of fit
Goodness-of-Fit statistic (GFI)	0.947	GFI > 0.95 (Miles and Shevlin, 1998)	Goodness of fit
Incremental Fit Indices			
Normed Fit (NFI)	0.962	NFI ≥ 0,95 (Hu and Bentler, 1999)	Goodness of fit
Comparative Fit (CFI)	0.976	CFI ≥ 0,95 (Hu and Bentler, 1999)	Goodness of fit

Source: own processing

In Table 3, it shows that the results of the CFA test obtained p-value=0.057; RMSEA=0.068, GFI= 0.947; NFI=0.962; and CFI=0.976, where the results show that all criteria meet acceptable/required values (Hair *et al.*, 2010), so it can be said that the model formed fit with the data collected and hypothesis testing can be proceeded. The fit model is as follows:
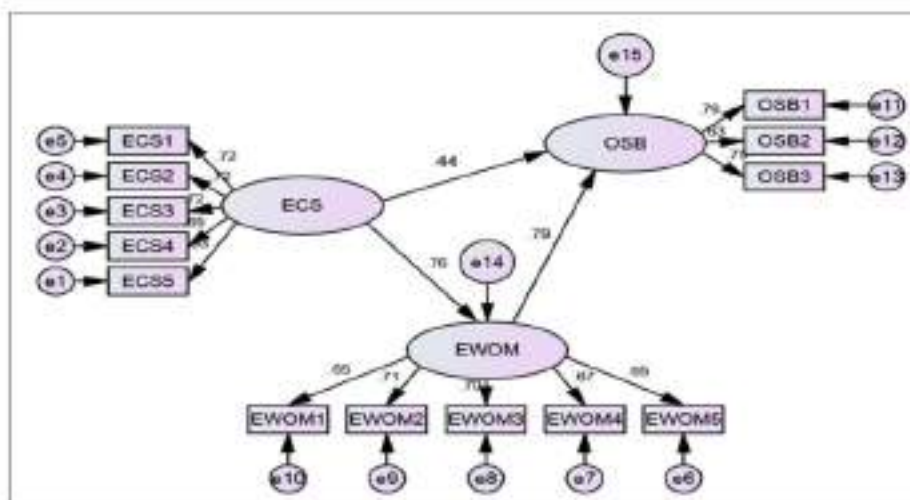
Figure 2. Research Results of Fit Model
Source: own processing with AMOS

RESULTS AND DISCUSSION

All hypothesis tested in the study are supported. This is as shown in Table 4, where all the values of β show positive results, which means the direction of influence of all hypotheses that are constructed concurring to theory and reality.

It can be said from the test result of H_1, there is positive influence of *e-customer satisfaction* toward eWOM (β=0.758; p-value=0.000). This means that if online store management can enhance consumer satisfaction in online shopping, then consumers will be more willing to provide reviews and recommendations to others about their experience shopping at online stores concerned. The results obtained are in line with the previous results studies (Gera, 2011; Sanayei and Jokar, 2013), where each company should be able to bring about a pleasant experience for consumers when shopping, both on-store shopping experience and buying or using purchased products. Consumers whose expectations match the experience they receive will be satisfied (Dobrota *et al.*, 2012). Satisfied consumers will be encouraged to share their experiences with others (Sanayei and Jokar, 2013), both offline and online and this will have a major impact on the company's success (Lopez and Sicilia, 2014), since satisfied consumer opinions can be read by other consumers around the world subsequently it is a chance for companies to attract potential customers (Hennig-Thurau and Walsh, 2004).

Table 4. Hypothesis Testing Results

	Hypothesis	β (Regression weight)	p-value	Decision
H_1:	There is a positive effect of e-customer satisfaction toward eWOM	0.758	0.000	H_1 Supported
H_2:	There is a positive effect of e-customer satisfaction toward the	0.441	0.000	H_2 Supported
H_3:	online shop brand image There is a positive eWOM effect toward the	0.795	0.000	H_3 Supported
H_4:	online shop brand image There is a positive e-customer satisfaction effect toward the online shop brand image through eWOM	0.603	0.000	H_4 Supported

Source: own processing

Similarly, from the test results for H_2, the hypothesis regarding the direct and positive influence of e-customer satisfaction toward the online shop brand image is also supported (β=0.441; p-value=0.000). If online shop management can enhance consumer satisfaction, then a positive impression about the online store where consumers shop will also increase (Upamannyu *et al.*, 2015; Rana *et al.*, 2017). The overall satisfaction that consumers experience based on their experience in online shopping can produce consumer trust in online stores (Dabholkar and Sheng, 2012). Consumer confidence can build on or influence the company's positive image (Madura *et al.*, 2016). When consumers trust the

company, they will believe in the quality and reliability of the services offered (Garbarino and Johnson,1999). Brand trust from the point of view of consumers is a psychological variable that reflects a series of assumptions related to the credibility, benevolence and integrity of a brand. Credibility is the hope of the consumer that the brand is reliable (Louis and Lombart, 2010). Brands will be credible, if brand performance matches consumer expectations. Benevolence refers to the length of time a consumer can survive in a brand. Brand will be benevolence if the brand is considered attractive by consumers so that consumers can survive. While integrity requires companies to keep promises / honest, able to declare not, as well as sincere. Brand will become integrity if the consumer considers that the brand continues to keep its promises; in a broader sense, the brand is felt honest and sincere to its customers. From the above description, it can be concluded that when consumers are satisfied to make a purchase on a particular online store, then consumers will perceive that the online store will be able to provide reliable services, in accordance with what they expect, honest and sincere to consumers, and consumer's desires to make long-term relationships with online stores can be created according to customer expectations; or in other words the online shop brand image is getting better/positive.

Furthermore from the test results of H_3, it can be explained that there is eWOM positive effect toward online shop brand image (β=0.795; p-value=0.000). This means that if consumers are more willing to give reviews and recommendations to others about their shopping experience in online stores, then a positive impression about online stores where consumers shop will also escalate (Kudeshia and Kumar, 2017). Image is an important element of the organization due to its effect toward company's success. Image can be developed in the minds of consumers through WOM about a company's products and services (Anneta et al., 2016). The task of marketers is how to keep the company's positive brand image to achieve corporate goals (Kayaman and Arasli, 2007). Reviews on the internet product of a person/eWOM are important aspects that will be considered by consumers to predict consumer behavior in executing the purchases (Zhu and Zhang, 2010; Bambauer-Sachse and Mangold, 2011). eWOM is a more effective method of promotion due to its accuracy, speed and confidence in the delivery of information that consumers perceive is higher (Mayzlin, 2006). The more consumers reviewing the positive opinion of their online shopping experience, the more positive the consumer image of that online store (Pham and Ngo, 2017), since brand image is an accumulation of consumer perceptions about the brand of an online store formed in the minds of consumers (Bian and Moutinho, 2011).

The study also tested the indirect effect of e-customer satisfaction toward online shop brand image through eWOM, and found that indirect influence was stronger than the direct impact of e-customer satisfaction toward the online shop brand image (β=0.603; p-value=0.000). It can be concluded that eWOM is proven to play a role in mediating the relationship between e-customer satisfaction and online shop brand image, or in other words eWOM is a factor that should be the main concern of online store manager since it will accelerate the achievement of a positive online shop brand image. If the consumer perceived online store more positive, it can impact on the commitment of consumers prior to purchasing decisions on the related online store. When consumers commit to the company brand, the consumer will play an active role and does not concern about

competitors, so that the long-term profitability of the company can be achieved (Minsung *et al.*, 2011).

CONCLUSIONS

Current fulfillment of human needs has switched to the online system. The main advantage that consumers gain with online shopping is spending more effectively and efficiently, which will save time (since consumers do not have to be in traditional stores), consumers can think more deeply prior to carry out a purchase, and consumers can compare prices more attractive between online store. The growth of online stores is now becoming very rapid, which requires online store managers to find ways to win the competition. An alternative strategy to create competitive advantage for the company is by enhancing a positive brand image. The study found that to improve a positive brand image, online store managers should focus on how to boost the number of consumers who will provide reviews about online stores where consumers are shopping or in other words how to encourage more consumers to be willing to provide their opinions by online/eWOM. Based on the research findings, to improve eWOM, some points that managers can carry out are: (a) provide an adequate means in the form of columns for consumers to comment on a company's product or column in each image sold in the online store to be read by other consumers (b) build relationships with loyal customers and encourage them to review their shopping experience at online stores. (c) request customer testimonials and upload them to social media (d) reward consumers who often provide their reviews of shopping at online stores, such as giving discount vouchers, goods containing information about online stores, and others.

Furthermore, online store managers must also understand that eWOM is influenced by e-customer satisfaction, and the task of online store managers is to seek out methods of how customer satisfaction can be improved. The methods to improve e-customer satisfaction based on the findings of the study are: (a) by providing rapid response to consumer inquiries. If the order is out of normal time, it should be informed in order that the consumer does not wait too long. Longstanding consumers have the potential to switch to other online stores. (b) by providing honest information since honesty is important to avoid consumer disappointment (c) by mastering the products sold, since it will add value to consumers by providing answers quickly and accurately. In the marketing context, every marketer should realize that the consumer is a source of income for the survival of the company. Any consumer who is very satisfied with an online store will likely encourage them to voluntarily recommend to others. Encouraging consumers to provide positive reviews about online stores will enhance the online store's positive image, which essentially both of these are to ensure that the online store business continues.

For further research it is suggested: (1) to research online stores that specifically offer / sell similar products that may produce different findings, and (2) add brand image, price, and experience as factors influencing customer satisfaction in choosing online store.

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