

INDONESIAN ONLINE SHOPPING PERSPECTIVE: RELATIONSHIP E-SATISFACTION, E-COMMITMENT, E-WOM AND E-REPURCHASE INTENTION

Hamdan Hamdan^A, Hapzi Ali^B, Muhammad Rizky Mahaputra^C, Eri Marlapa^D, Amalia Maharani^E, Muhammad Ridho Mahaputra^F, Ebit Bimas Saputra^G, Nofri Satriawan^H, Reski Nofriladi^I, Haikal Akbari Setiawan^J, Andri Yandi^K, Gupron Gupron^L, Farhan Saputra^M



ARTICLE INFO	ABSTRACT
Article history:	Purpose: This paper aims to analyze the Indonesian Online Shopping Perspective through the relationship between e-Satisfaction, e-Commitment, e-WOM and e-Repurchase Intention.
Received 31 March 2023	Theoretical framework: TRA (Ajzen and Fishbein, 1975), TPB (Ajzen, 1985, 1991, 2011), and TAM as the foundation in building this research model, because the best model predicts individual intentions towards accepting an information system.
Accepted 27 June 2023	Design/methodology/approach: Samples that are accepted and suitable for use as data analysis are 331 samples from all users of online shopping applications or sites. The results of primary data will be analyzed using the PLS-SEM approach through the SmartPLS application.
Keywords: e-Commitment; e-Repurchase Intention; e-Satisfaction; e-WOM; Online Shopping Behavior.	Findings: e-STF (e-IQ, e-SQ, e-SQL), e-COM (e-AC, e-NC, e-CC), and e-WOM imply the attitudes and behavior of the Indonesian people toward e-RI in the context of online shopping behavior. However, the contribution of e-STF has not been able to build e-COM.

^A Master of Marketing Management. Faculty of Economic and Business, Mercu Buana University. Indonesia.

E-mail: hamdan@mercubuana.ac.id Orcid: <https://orcid.org/0000-0002-8399-6805>

^B Professor. Faculty of Economic and Business, Universitas Bhayangkara. Indonesia.

E-mail: hapzi@dsn.ubharajaya.ac.id Orcid: <https://orcid.org/0000-0002-2938-4453>

^C Master of Marketing Management. Mercu Buana University. Indonesia.

E-mail: rizkymahaputra55@gmail.com Orcid: <https://orcid.org/0000-0003-2523-8691>

^D Doctor of Strategic Management. Faculty of Economic and Business, Mercu Buana University, Indonesia.

E-mail: eri.marlapa@mercubuana.ac.id Orcid: <https://orcid.org/0000-0001-9234-0384>

^E Master of Financial Management. Faculty of Economic and Business, Universitas Jambi. Indonesia.

E-mail: maharani.amalina94@gmail.com Orcid: <https://orcid.org/0009-0000-6245-9085>

^F Undergraduate Student of Management. Faculty of Economic and Business. Mercu Buana. University. Indonesia.

E-mail: ridhomahaputra26@gmail.com Orcid: <https://orcid.org/0009-0008-5905-1669>

^G Master of Education Management. Universitas Ekasakti. Indonesia. E-mail: ebitbimas99@gmail.com

Orcid: <https://orcid.org/0000-0002-1936-6032>

^H Bachelor of Education Management. Universitas Negeri Padang. Indonesia. E-mail: satriawann7@gmail.com

Orcid: <https://orcid.org/0009-0007-3889-9735>

^I Bachelor of Education Management. Universitas Ekasakti. Indonesia. E-mail: nofrialdirezky@gmail.com

Orcid: <https://orcid.org/0000-0001-7599-2479>

^J Bachelor of Economic Management. Universitas Jambi. Indonesia. E-mail: hiikall90@gmail.com

Orcid: <https://orcid.org/0009-0000-5278-5645>

^K Master of Human Resource Management. Universitas Batanghari. Indonesia.

E-mail: andriyandi.ali@gmail.com Orcid: <https://orcid.org/0009-0000-0840-0365>

^L Master of Computer. Universitas Batanghari. Indonesia. E-mail: gupronalie@gmail.com

Orcid: <https://orcid.org/0009-0009-0426-5560>

^M Undergraduate Student of Management. Faculty of Economic and Business. Universitas Bhayangkara Jakarta Raya. Indonesia. E-mail: farhansaputra121@gmail.com Orcid: <https://orcid.org/0000-0002-5642-8685>



Research, Practical & Social implications: This research can be used as a preference for online shop producers, IS developers, or managers in realizing competitive advantage and sustainable business. The contribution of e-STF does not have a significant effect on e-COM, but customer attitudes still reflect a positive attitude towards the online shop. When customers are committed to a particular online shop, they will certainly recommend and make repeat purchases accompanied by a satisfied attitude. When customers are committed to a particular online shop, they will recommend and make repeat purchases accompanied by a satisfied attitude. Because this research uses a reflective-formative type model approach to e-STF and e-COM variables and the direct relationship between the constructs. It is hoped that further research will use e-COM and e-WOM as mediator variables to fill the shortcomings of this study.

Originality/value: This study uses a reflective-formative approach to the variables e-STF (e-IQ, e-SQ, e-SQL) and e-COM (e-AC, e-NC, e-CC) to explore fundamentally online shopping behavior.

Doi: <https://doi.org/10.26668/businessreview/2023.v8i7.1232>

PERSPECTIVA DE COMPRAS ON-LINE NA INDONÉSIA: RELAÇÃO ENTRE SATISFAÇÃO ELETRÔNICA, COMPROMETIMENTO ELETRÔNICO, E-WOM E INTENÇÃO DE COMPRA ELETRÔNICA

RESUMO

Objetivo: Este artigo tem como objetivo analisar a perspectiva de compras on-line da Indonésia por meio da relação entre satisfação eletrônica, comprometimento eletrônico, e-WOM e intenção de recompra eletrônica.

Estrutura teórica: TRA (Ajzen e Fishbein, 1975), TPB (Ajzen, 1985, 1991, 2011) e TAM são a base para a construção desse modelo de pesquisa, pois o melhor modelo prevê as intenções individuais de aceitação de um sistema de informação.

Projeto/metodologia/abordagem: As amostras que são aceitas e adequadas para uso como análise de dados são 331 amostras de todos os usuários de aplicativos ou sites de compras on-line. Os resultados dos dados primários serão analisados usando a abordagem PLS-SEM por meio do aplicativo SmartPLS.

Resultados: e-STF (e-IQ, e-SQ, e-SQL), e-COM (e-AC, e-NC, e-CC) e e-WOM implicam as atitudes e o comportamento do povo indonésio em relação ao e-RI no contexto do comportamento de compras on-line. Entretanto, a contribuição da e-STF não foi capaz de construir a e-COM.

Implicações sociais, práticas e de pesquisa: Esta pesquisa pode ser usada como uma preferência para produtores de lojas on-line, desenvolvedores de SI ou gerentes na obtenção de vantagem competitiva e negócios sustentáveis. A contribuição da e-STF não tem um efeito significativo sobre a e-COM, mas as atitudes dos clientes ainda refletem uma atitude positiva em relação à loja on-line. Quando os clientes estão comprometidos com uma determinada loja on-line, eles certamente recomendarão e farão compras repetidas, acompanhadas de uma atitude de satisfação. Quando os clientes estão comprometidos com uma determinada loja on-line, eles recomendarão e farão compras repetidas acompanhadas de uma atitude de satisfação. Como esta pesquisa usa uma abordagem de modelo do tipo reflexivo-formativo para as variáveis e-STF e e-COM e para a relação direta entre os construtos, espera-se que pesquisas futuras possam ser realizadas com base em um modelo de avaliação de desempenho. Espera-se que pesquisas futuras usem o e-COM e o e-WOM como variáveis mediadoras para suprir as deficiências deste estudo.

Originalidade/valor: Este estudo usa uma abordagem reflexivo-formativa para as variáveis e-STF (e-IQ, e-SQ, e-SQL) e e-COM (e-AC, e-NC, e-CC) para explorar fundamentalmente o comportamento de compras on-line.

Palavras-chave: Compromisso Eletrônico, Intenção de Recompra Eletrônica, Satisfação Eletrônica, e-Wom, Comportamento de Compras On-Line.

PERSPECTIVA DE COMPRA ONLINE EN INDONESIA: RELACIÓN ENTRE E-SATISFACCIÓN, E-COMPROMISO, E-WOM E INTENCIÓN DE E-COMPRA

RESUMEN

Objetivo: Este artículo pretende analizar la perspectiva de compra en línea en Indonesia a través de la relación entre la e-satisfacción, el e-compromiso, la e-WOM y la e-intención de compra.

Marco teórico: TRA (Ajzen y Fishbein, 1975), TPB (Ajzen, 1985, 1991, 2011) y TAM son la base para la construcción de este modelo de investigación, porque el mejor modelo predice las intenciones individuales de aceptar un sistema de información.

Diseño/metodología/enfoque: Las muestras aceptadas y adecuadas para el análisis de datos son 331 muestras de todos los usuarios de aplicaciones o sitios web de compras en línea. Los resultados de los datos primarios se analizarán utilizando el enfoque PLS-SEM mediante la aplicación SmartPLS.

Resultados: e-STF (e-IQ, e-SQ, e-SQL), e-COM (e-AC, e-NC, e-CC) y e-WOM implican las actitudes y el comportamiento de los indonesios hacia e-RI en el contexto del comportamiento de compra online. Sin embargo, la contribución de e-STF no fue capaz de construir e-COM.

Implicaciones sociales, prácticas y de investigación: Esta investigación puede servir de preferencia a los productores de tiendas online, desarrolladores de SI o gestores para lograr ventajas competitivas y negocios sostenibles. La contribución del e-STF no tiene un efecto significativo sobre el e-COM, pero las actitudes de los clientes siguen reflejando una actitud positiva hacia la tienda online. Cuando los clientes están comprometidos con una tienda online concreta, sin duda la recomendarán y repetirán sus compras, acompañadas de una actitud de satisfacción. Cuando los clientes están comprometidos con una tienda online concreta, la recomendarán y repetirán sus compras acompañados de una actitud de satisfacción. Dado que esta investigación utiliza un enfoque de modelo de tipo reflexivo-formativo para las variables e-STF y e-COM y para la relación directa entre los constructos, se espera que futuras investigaciones puedan llevarse a cabo basándose en un modelo de evaluación del rendimiento. Se espera que futuras investigaciones utilicen e-COM y e-WOM como variables mediadoras para subsanar las deficiencias de este estudio.

Originalidad/valor: Este estudio utiliza un enfoque reflexivo-formativo de las variables e-STF (e-IQ, e-SQ, e-SQL) y e-COM (e-AC, e-NC, e-CC) para explorar fundamentalmente el comportamiento de compra en línea.

Palabras clave: Compromiso Electrónico, Intención de Recompra Electrónica, Satisfacción Electrónica, e-Wom, Comportamiento de Compra en Línea.

INTRODUCTION

Indonesia is the largest e-commerce market in Southeast Asia. Since the Covid-19 pandemic occurred, it has accelerated the adoption of digital systems as online shopping activities (Imandiar, 2020). However, reducing cash payment transactions and causing online retail to experience an increase in website visits (Niken, 2020), especially e-commerce competition is increasing. The Global Web Index records Indonesia as the highest internet user in the world. Visits to online retailers are 91% of 96% of internet users and 90% of transactions via mobile phones, 79% and 29% of laptops. Although the Covid-19 pandemic in Southeast Asia is still ongoing, online retail visits are increasing. As affirmed by (Putri & Fenalosa, 2022) online shopping transactions on various e-commerce platforms have increased significantly, adalah bentuk dari persaingan dalam mencapai keunggulan kompetitif (Sutiksno et al., 2017).

The pandemic conditions have resulted in a decline in consumer purchasing power. However, online retail sales continue to increase despite not meeting the targeted performance. The phenomenon of online shopping behavior during the pandemic is a vital study to determine what factors influence it. Confirmed by (Octavia et al., 2020), that demands to produce modern motives, in maintaining the characteristics of business actors. Previous research has studied a lot in the context of online shopping behavior (Asih et al., 2020; Hamdan & Yuliantini, 2021;

Ilhamalimy & Ali, 2021; Indrajaya & Al, 2017; Khoirunnisa & Astini, 2021; Syachrony et al., 2023; Wydyanto & Hamdan, 2020). In addition, the transformation of e-marketing purchase intentions is reflected in the increase in sales of smart electronic products (Dawood et al., 2022), because they can be trusted with fast and reliable performance (Ebubedike et al., 2022).

For e-commerce entrepreneurs, the intention is important to increase repeat purchases. On the other hand, building consumer commitment to be willing to repurchase is difficult because online retail offers various products, especially dynamic consumer behavior. Intensity is a form of action accompanied by an intention to repurchase (Fang et al., 2014). Ajzen, (1985) recommends TPB as the best model for predicting intention. Bulut & Karabulut, (2018) intention is defined as the tendency of consumers to act to repurchase, which is influenced by e-WOM (Matute et al., 2016). e-WOM can increase sales and business continuity (Bhandari & Rodgers, 2018), because consumers rely on product reviews and ratings according to their experiences through social media (Hodeghatta & Sahney, 2016).

Online repurchase behavior is often associated with satisfaction, and then the intention of consumers will make repeat purchases (Elbeltagi & Agag, 2016). Shopping enjoyment, price awareness, and the tendency to shop at home affect online shopping intentions (Nirmala & Dewi, 2011). Consumer satisfaction is achieved after comparing product performance with what is expected (Mbango, 2018). Satisfaction includes a website (Laureti et al., 2018), information quality (Khai & Van, 2020), system quality, and service quality (Fang et al., 2011). Without going through satisfaction, it is difficult for committed consumers in the context of online shopping behavior (Elbeltagi & Agag, 2016; Fang et al., 2011). When consumers are committed to using online shopping sites, they tend to provide good reviews and ratings to share (Mbango, 2018). Commitment includes affective commitment, continuance commitment, and normative commitment (Oktaviani et al., 2019).

Based on the literature discussion that has been described, it has been acknowledged and confirmed that many previous studies have examined online shopping behavior. However, there is still limited research that examines the dimensions of commitment using a reflective-formative type approach (Sarstedt et al., 2019), usually commitment is directly measured by its indicators (Chung & Shin, 2010; Kousheshi et al., 2019) or its dimensions as latent variables (Mbango, 2018; Oktaviani et al., 2019). In addition, the study of commitment to online store sites or applications is still very limited. The focus of this study aims to examine and analyze the direct effect of e-Satisfaction (e-STF; i.e. e-IQ; e-Information Quality, e-SQ; e-System Quality, e-SQL; e-Service Quality), e-Commitment (e-COM; i.e. e-AC; e-Affective

Commitment, e-NC; e-Normative Commitment, e-CC; e-Continuance Commitment), e-WOM, and e-Repurchase Intention (e-RI) in the context of online shopping behavior.

LITERATURE REVIEW

e-RI

This research discusses the intention to re-purchase online. Intention describes individual situations as a fundamental action to predict behavior that represents thoughts at the time of purchase (Ajzen, 2011). It refers to TRA (Fishbein & Ajzen, 1975), and TPB (Ajzen, 1985, 1991; Fishbein & Ajzen, 2011), especially TAM (Davis, 1989) as the best models in the acceptance of an information system. The reason is, that this is the best approach to predicting a person's intention in online shopping behavior (Ali et al., 2022; Pappas et al., 2014; Silva et al., 2019). Intentions are related to attitudes and behavior in measuring behavior (Dubihlela & Chauke, 2016). Perceived attitudes and behavioral control affect intentions (Ayudya & Wibowo, 2018). Purchase intention is determined by subjective attitudes and norms when shopping online (Sinha & Singh, 2017). The intention is the level of perception that indicates the possibility of consumers engaging in online transactions (Chauke & Dhurup, 2017). Repurchase intention is achieved if performance matches expectations. Pham & Nguyen, (2019) stated that the aspect of measuring repurchase intention is frequently using online shopping sites, recommending, and continuing to shop at these online sites.

e-STF, e-IQ, e-SQ & e-SQL

Consumer satisfaction is the feeling of consumer pleasure when comparing product performance as expected (Kotler & Keller, 2016). Consumer satisfaction results from cognitive and affective evaluations because it assesses perceived performance (Laureti et al., 2018). Satisfaction is based on belief in information quality, system quality, and service quality received from website (Elbeltagi & Agag, 2016), which leads to commitment (Kousheshi et al., 2019). Satisfaction is achieved when customers feel comfortable using the website (Fang et al., 2011), and place orders online because of the benefits received (Laureti et al., 2018) (i.e. information quality, system quality, and service quality). Satisfaction strongly correlates with information quality, system quality, and service quality in online shopping behavior (Fang et al., 2014). The quality of website information is the fulfillment of relevant information as expected in finding various advantages of certain products (Vasic et al., 2019), and having the ability to provide the information needed (Khai & Van, 2020). Service quality is determined by the extent to which the website provides efficient and effective facilities (Zeithaml et al., 2002).

It has been found that information quality, system quality, and service quality affect online shopping satisfaction (Fang et al., 2016; Tandon et al., 2020; Wilson et al., 2019). Wu & Hsu, (2015) found that information quality, system quality, and service quality affect online shopping satisfaction, and satisfaction affects consumer commitment to using online shopping sites (Alkilani et al., 2012), as does affective commitment (Iglesias et al., 2019). Fullerton, (2011) states that satisfaction affects affective commitment, continuance commitment, and normative commitment. Satisfaction also influences repurchase intention in the online retail context (Untari & Satria, 2022; Wu et al., 2014). This discussion generates a hypothesis (i.e. H1a, e-IQ has a significant positive effect on e-STF; H1b, e-SQ has a significant positive effect on e-STF; H1c, e-SQL has a significant positive effect on e-STF; H2, e-STF has a significant positive effect on e-COM; and H3, e-STF has a significant positive effect on e-RI).

e-COM, e-AC, e-NC & e-CC

Consumer commitment is an attitude towards an object, either low or high, or in both conditions (Solomon et al., 2017). Customer commitment to a brand can be called customer loyalty (Babin et al., 2015). Elbeltagi & Agag, (2016) define commitment as a long-term desire to maintain a valuable relationship between customers and online vendors. Shows three aspects of commitment, namely affective commitment, continual commitment, and normative commitment (Mbango, 2018; Oktaviani et al., 2019). Affective commitment is defined as customer commitment with an emotional attachment to the product (Alkilani et al., 2012). Continuity commitment is defined as the customer's commitment to continue to use the product sustainably. Normative commitment is defined as an action to maintain a good relationship and reputation (Mbango, 2018). Abubakar & Ilkan, (2016) relevant consumers expect to find more helpful information about a product through online stores. They tend to recommend it to others, compared to customers who seek less information. If consumers have high satisfaction, trust (Kousheshi et al., 2019), and commitment, e-WOM communication will be more positive and sustainable (Hamdan et al., 2021). e-WOM is influenced by affective commitment, normative commitment, and continuance commitment (Chung & Shin, 2010; Mbango, 2018; Oktaviani et al., 2019). This indicates a hypothetical model (i.e. H4a, e-AC has a significant positive effect on e-COM; H4b, e-CC has a significant positive effect on e-COM; H4c, e-NC has a significant positive effect on e-COM; and H5, e-COM has a significant positive effect on e-WOM).

e-STF, e-WOM, e-COM & e-RI

e-WOM is defined as marketing communication through internet-based technology related to certain goods, services or retailers (Erkan & Evans, 2016), which will have a more effective impact if customers have high satisfaction and commitment (Kousheshi et al., 2019). The quantity of e-WOM and the quality of e-WOM significantly affect repurchase intention, however the credibility of e-WOM is not significant in repurchase intention (Matute et al., 2016). Antecedents of online connectedness quality (i.e. system quality, information quality, and service quality influence online relationship quality (i.e. online satisfaction, online trust, online commitment) and affect e-WOM, customer share, customer loyalty, and online customer reviews (Kousheshi et al., 2019), which ultimately affects satisfaction, commitment, and repurchase intention (Elbeltagi & Agag, 2016). Commitment & Trust Theory (Goutam & Gopalakrishna, 2018), e-satisfaction, e-trust, and e-commitment are closely related to e-loyalty, while (Ajzen, 1985) loyalty is influenced by e-WOM content and affects repeat purchases. The satisfaction affects e-WOM (Oraedu et al., 2020) and affects e-shopping repurchase intentions (Tandon et al., 2020). e-WOM in the context of online shopping behavior is influenced by the quality of e-WOM, quantity of e-WOM, e-WOM content, and intensity of e-WOM (Bulut & Karabulut, 2018). Aspects of measuring e-WOM are conveying positive things about the website, the motivation of friends or relatives to shop on the website, and recommending the website (Kousheshi et al., 2019). Chung & Shin, (2010) also mention that e-WOM is measured by saying positive things and recommendations. This discussion generates a hypothesis (i.e. H6, e-STF has a significant positive effect on e-WOM; H7, e-COM has a significant positive effect on e-RI; and H8, e-WOM has a significant positive effect on e-RI).

MATERIAL AND METHODOLOGY

Because users of websites or online shopping applications in Indonesian are non-probability purposive sampling, classification is needed to ensure the selected sample criteria (Sekaran & Roger, 2016). Finally the recommendations (Hair Jr et al., 2014) were used (i.e. ten times the amount of reflective or formative indicators). It is known that the third highest internet user in Asia is Indonesia with a total of 212.35 million people in March 2021 (Kusnandar, 2021). As a result, we took advantage of the online platform google form in compiling the questionnaire and distributing it through social media (i.e. Whatsapp and Facebook). To ensure accurate and precise sample criteria, we made a control statement in the first section of the google form before going to the statement section about the research topic “Are you using an online store website or app?” and “Are you 20 to 40 years old?” The results of the distribution

of questionnaires that were received and deserved to be tested after screening the data were 331 samples. Thus, it has fulfilled the procedure (Hair Jr et al., 2014) because 32 indicators multiplied by 10 obtained 320 samples.

This study uses a PLS-formative reflective type. The reflective type approach (LOC=Lower-Order Component) is a dimension built from indicators, and formative (HOC=Higher-Order Component) is a latent variable built by dimensions (Sarstedt et al., 2019). Measurements adapted and developed from similar studies have confirmed are e-STF itself has 4 items and 3 dimensions (i.e. e-IQ=5 items, e-SQ=3 items, e-SQL=4 items) (Fang et al., 2011; Kousheshi et al., 2019; Wu & Hsu, 2015), e-COM=3 items and 3 dimensions (i.e. e-AC=3 items, e-NC=2 items, and e-CC=2 items) (Chung & Shin, 2010; Kousheshi et al., 2019; Mbango, 2018; Oktaviani et al., 2019), e-WOM=3 items (Kousheshi et al., 2019; Oraedu et al., 2020), and e-RI = 3 items (Sullivan & Kim, 2018; Tandon et al., 2020). Each item on the questionnaire will be measured using a 5-point Likert scale from strongly disagree “1” to strongly agree “5” The reason is that respondents align their perceptions more easily (Likert in Revilla et al., 2014), and do not find it difficult to process information compared to using a 7-point Likert scale (Hair et al., 2007), especially the 5-point Likert scale produces better data quality (Revilla et al., 2014). After confirming that the model uses a unidimensional procedure of reflection type approach, the first step is a reflective measurement model (i.e. convergent validity, discriminant validity, and reliability). The second step of the formative measurement model is (i.e. convergent validity, collinearity, and significance and relevance of indicator weights). Lastly is the structural model (i.e. VIF, R2, Q2, f2, significance and path coefficient (Hair Jr et al., 2014).

RESULTS AND DISCUSSION

Outer Model

Table 1 - CV, RB, & DV-CL

Constructs		CV		RB		CL										
LOC	HOC	Items	OL	AVE	CA	CR	e-IQ	e-SQ	e-SQL	e-STF	e-AC	e-NC	e-CC	e-COM	e-WOM	e-RI
	e-IQ	e-IQ1 The item information in this app is accurate	0.85	0.66	0.87	0.91	0.85	0.60	0.61	0.61	0.46	0.41	0.37	0.47	0.43	0.43
		e-IQ2 The item information in this app is complete	0.83				0.83	0.56	0.52	0.56	0.51	0.42	0.41	0.44	0.38	0.38
		e-IQ3 The item information in this app is understandable	0.83				0.83	0.61	0.55	0.65	0.58	0.44	0.46	0.49	0.50	0.53
		e-IQ4 The item information in this app is timely	0.83				0.83	0.61	0.63	0.60	0.53	0.52	0.45	0.53	0.45	0.41

LOC	e-SQ	e-IQ5 The item information in this app is available	0.73	0.78	0.86	0.91	0.73	0.54	0.55	0.55	0.47	0.35	0.39	0.35	0.41	0.44
		e-SQ1 The menus and icons in this app function clearly	0.86				0.66	0.86	0.57	0.60	0.53	0.41	0.44	0.45	0.48	0.47
		e-SQ2 The search engine function in this app is quick and easy	0.87				0.55	0.87	0.54	0.58	0.52	0.48	0.48	0.51	0.48	0.50
	e-SQL	e-SQ3 This app is reliable	0.92	0.56	0.74	0.84	0.68	0.92	0.69	0.72	0.61	0.50	0.54	0.55	0.54	0.55
		e-SQL1 The delivery time in this app is fast and precise	0.79				0.61	0.56	0.79	0.60	0.50	0.48	0.48	0.47	0.49	0.42
		e-SQL2 Returning goods in this app is easy	0.72				0.48	0.37	0.72	0.49	0.39	0.47	0.34	0.38	0.40	0.33
		e-SQL3 Transactions in this app are easy	0.73				0.50	0.59	0.73	0.59	0.51	0.34	0.51	0.39	0.48	0.53
	e-STF	e-SQL4 Privacy in this app is guaranteed	0.77	0.76	0.89	0.93	0.52	0.53	0.77	0.59	0.53	0.57	0.41	0.52	0.52	0.47
		e-STF1 Satisfied with the price of goods in this app	0.83				0.54	0.55	0.58	0.83	0.60	0.45	0.59	0.46	0.51	0.60
		e-STF2 Satisfied with the quality of goods in this app	0.85				0.66	0.61	0.64	0.85	0.60	0.56	0.54	0.56	0.55	0.52
e-STF3 Satisfied with the service in this app		0.91	0.66				0.65	0.72	0.91	0.69	0.54	0.62	0.58	0.60	0.60	
LOC	e-AC	e-STF4 Overall, I'm satisfied shopping in this app	0.89	0.79	0.87	0.92	0.70	0.70	0.70	0.89	0.75	0.54	0.68	0.63	0.67	0.74
		e-AC1 Happy to use this app for shopping	0.87				0.59	0.60	0.61	0.76	0.87	0.55	0.72	0.61	0.70	0.74
		e-AC2 Proud to use this for shopping	0.91				0.60	0.59	0.57	0.68	0.91	0.72	0.64	0.74	0.68	0.65
	e-NC	e-AC3 This app is a part of shopping needs	0.88	0.84	0.82	0.92	0.49	0.49	0.55	0.61	0.88	0.77	0.75	0.72	0.65	0.70
		e-NC1 Must maintain the good name of this app	0.91				0.46	0.46	0.53	0.50	0.64	0.91	0.50	0.71	0.59	0.47
	e-CC	e-NC2 Loyal to use this app for shopping	0.93	0.88	0.87	0.94	0.50	0.50	0.60	0.60	0.77	0.93	0.76	0.80	0.68	0.64
		e-CC1 Shopping in this app soon	0.93				0.46	0.50	0.52	0.63	0.73	0.65	0.93	0.67	0.63	0.71
HOC	e-COM	e-CC2 Shopping in this app continuously	0.95	0.85	0.91	0.95	0.50	0.54	0.58	0.69	0.76	0.65	0.95	0.73	0.69	0.76
		e-COM1 Commit to shopping in this app	0.88				0.51	0.50	0.54	0.58	0.71	0.78	0.76	0.88	0.66	0.61
		e-COM2 Maintaining a good relationship with this app	0.95				0.53	0.55	0.56	0.62	0.72	0.76	0.67	0.95	0.76	0.66
HOC	e-WOM	e-COM3 Needs to keep in contact with this app	0.93	0.83	0.90	0.94	0.53	0.53	0.54	0.58	0.74	0.75	0.63	0.93	0.75	0.67
		e-WOM1 I say positive things about this app	0.91				0.45	0.50	0.58	0.55	0.70	0.71	0.62	0.77	0.91	0.65
		e-WOM2 I say positive things about the product in this app	0.92				0.51	0.53	0.58	0.65	0.68	0.61	0.62	0.69	0.92	0.68
HOC	e-RI	e-WOM3 I recommend this app to relatives, friends, or others	0.91	0.82	0.89	0.93	0.50	0.52	0.57	0.64	0.70	0.59	0.68	0.68	0.91	0.75
		e-RI1 Possibility of shopping again in this app	0.92				0.56	0.58	0.56	0.71	0.74	0.57	0.73	0.66	0.75	0.92
		e-RI2 Willing to shop again in this app	0.94				0.48	0.50	0.53	0.66	0.74	0.56	0.73	0.65	0.71	0.94
		e-RI3 Considering shopping again on this app continuously	0.86				0.42	0.48	0.52	0.56	0.64	0.55	0.67	0.60	0.62	0.86

Source: SmartPLS Output (2023)

Evaluation of the measurement model aims to ensure the validity and reliability of the model. The evaluation of the measurement model uses three tests. First, Convergent Validity

(CV), if outer loadings ($OL > 0.70$), and Average Variance Extracted ($AVE > 0.50$) (Sarstedt et al., 2017). The results of Table 1 show that all construct items can be accepted because they comply with the convergent validity (OL & AVE) criteria.

Table 2 - Fornell-Larcker Criterion

Constructs	e-IQ	e-SQ	e-SQL	e-STF	e-AC	e-NC	e-CC	e-COM	e-WOM	e-RI
e-IQ	0.82									
e-SQ	0.72	0.88								
e-SQL	0.71	0.69	0.75							
e-STF	0.74	0.73	0.76	0.87						
e-AC	0.63	0.63	0.65	0.77	0.89					
e-NC	0.52	0.53	0.62	0.61	0.77	0.92				
e-CC	0.51	0.55	0.58	0.70	0.79	0.69	0.94			
e-COM	0.56	0.57	0.59	0.65	0.78	0.83	0.74	0.92		
e-WOM	0.54	0.57	0.63	0.67	0.76	0.70	0.70	0.78	0.91	
e-RI	0.54	0.57	0.59	0.71	0.78	0.61	0.78	0.70	0.76	0.91

Source: SmartPLS Output (2023)

Table 3 – HTMT

Constructs	e-IQ	e-SQ	e-SQL	e-STF	e-AC	e-NC	e-CC	e-COM	e-WOM
e-SQ	0.82								
e-SQL	0.87	0.85							
e-STF	0.83	0.82	0.92						
e-AC	0.72	0.73	0.80	0.87					
e-NC	0.62	0.63	0.79	0.70	0.91				
e-CC	0.59	0.64	0.72	0.79	0.91	0.81			
e-COM	0.63	0.64	0.71	0.71	0.88	0.96	0.83		
e-WOM	0.60	0.64	0.77	0.74	0.86	0.81	0.80	0.86	
e-RI	0.60	0.65	0.72	0.79	0.89	0.71	0.89	0.78	0.85

Source: SmartPLS Output (2023)

Second, Discriminant Validity (DV), through Cross-Loadings ($CL > 0.70$) the correlation of constructs with items that are higher than other constructs (Sarstedt et al., 2017) accepted model (Table 1). Fornell-Larcker criteria (Fornell & Larcker, 1981), if the AVE of each construct is higher than the correlation value between constructs with other constructs models are accepted (Table 1), and $HTMT < 0.90$ (Henseler et al., 2015), models are still accepted (Table 3), although some $HTMT > 0.90$. Third, Reliability (RB), (Sarstedt et al., 2017) if the Composite Reliability ($CR > 0.70$) and Cronbach's Alpha ($CA > 0.70$) (Table 1), meaning that the items of the research model have a good level of reliability.

Inner Model

After producing a measurement model with a good level of test criteria, the structural model evaluation is then structural model. The first test assessed the collinearity between constructs ($VIF < 5$) (Sarstedt et al., 2017). The result of VIF value < 5 (Table 4) means that there

is no correlation between constructs (accepted model). Second, testing R^2 (0.75=strong), (0.50=moderate), and 0.25=weak) (Sarstedt et al., 2017), the results (Table 4) R^2 e-STF (0.684=moderate) described by (e-IQ, e-SQ, and e-SQL), e-COM (0.753=strong) described by (e-AC, e-NC, and e-CC), e-WOM (0.660=moderate) described by (e-STF and e-COM), e-RI (0.667=moderate) described by (e-STF, e-COM, and e-WOM).

Third, the Q^2 test if the value ($Q^2 > 0$) of the model has predictive relevance (Sarstedt et al., 2017), the results of the Q^2 value (e-STF=0.51, e-COM=0.63, e-WOM=0.54, and e-RI=0.48) is > 0 (Table 4), meaning that the model has relevant predictions and worthy of further development. Fourth, the path coefficient if the value is closer to +1 the relationship is more positive, and the significance is if ($\alpha = 5\%$; $p < 0.05$) [65,67].

Table 4 - VIF, R^2 , Q^2 , f^2 , and Path Coefficient

Relationships	β	p	Supported?	VIF	f^2	R^2	Q^2
e-IQ → e-STF	0.276	0.000	H1a: Yes	2.49	0.10	e-STF, 0.684 e-COM, 0.753 e-WOM, 0.660 e-RI, 0.667	e-STF, 0.51 e-COM, 0.63 e-WOM, 0.54 e-RI, 0.54
e-SQ → e-STF	0.267	0.000	H1b: Yes	2.38	0.09		
e-SQL → e-STF	0.379	0.000	H1c: Yes	2.31	0.20		
e-STF → e-COM	0.045	0.362	H2: No	2.58	0.00		
e-STF → e-RI	0.329	0.000	H3: Yes	1.96	0.17		
e-AC → e-COM	0.197	0.007	H4a: Yes	4.48	0.03		
e-NC → e-COM	0.504	0.000	H4b: Yes	2.59	0.40		
e-CC → e-COM	0.207	0.001	H4c: Yes	2.95	0.06		
e-COM → e-WOM	0.598	0.000	H5: Yes	1.71	0.61		
e-STF → e-WOM	0.286	0.000	H6: Yes	1.71	0.14		
e-COM → e-RI	0.164	0.014	H7: Yes	2.77	0.03		
e-WOM → e-RI	0.415	0.000	H8: Yes	2.94	0.18		

Source: SmartPLS Output (2023)

DISCUSSION

The relationship between e-IQ, e-SQ, e-SQL and e-STF, “**H1a, H1b, H1c accepted**” because it produces a significantly positive relationship. The H1a, H1b, and H1c models were confirmed by research (Kousheshi et al., 2019) that website quality (system quality, information quality, and service quality) had a positive significant effect on online shopping satisfaction. Meanwhile (Fang et al., 2011) only found information quality and system quality that positively significantly affected online shopping satisfaction. Khai & Van, (2020) mention that the quality of information, security, and website functions positively affect customer satisfaction in the context of online shopping behavior. In addition, there is a positive significant influence between the quality and service of communication on shopping satisfaction in the development of the online market (Oraedu et al., 2020). Researchers conceptualize operationally that the performance of online shop applications or websites is influenced by e-IQ, e-SQ, and e-SQL

factors if they can provide good performance according to customer expectations and will increase customer satisfaction as a form of online shopping behavior.

Information quality and system quality significantly contribute to customer satisfaction at a particular time, while service quality has not had a real effect but still contributes (Fang et al., 2011). Business sensitivity needs to be oriented to website quality, such as system quality, information quality, and service quality, to create online shopping satisfaction (Kousheshi et al., 2019). Satisfaction is an action that reflects future intentions (Oliver, 1980). Satisfaction with online shopping applications is caused by application performance comparable to what is expected, of course, through e-IQ, e-SQ, and e-SQL. Business actors with online shop platforms need to maintain good relations with customers to increase e-STF through increasing e-IQ, e-SQ, and e-SQL.

Online shopping satisfaction is built by the e-IQ dimension through aspects of accurate item information, complete item information, understandable item information, timely item information, and available item information. The e-SQ dimension has clear and supportive menu functions, fast and easy search engine functions, and reliable applications or websites. The e-SQL dimension (fast and precise delivery times, easy returns, easy transactions, and guaranteed privacy). Furthermore, e-STF has aspects of satisfaction with the price of goods, satisfaction with the quality of goods, satisfaction with service, and overall online shopping satisfaction. The aspects used in the model have been confirmed according to the measurement adaptation (Fang et al., 2011; Kousheshi et al., 2019; Wu & Hsu, 2015).

The relationship between e-STF and e-COM, “**H2 not accepted**” because it produces a positive insignificant effect (e-STF and e-COM). This means that the influence of online shopping satisfaction does not have a significant effect but has a positive effect on customer commitment to online shopping. This result is by the results of the effect size test ($f^2=0.00<0.02$) (Cohen, 1992) (Table 4), that there is no effect between e-STF on e-COM. The desire of customers who are not strong enough to commit is due to the presence of other applications as an alternative to online shopping. It is indeed challenging to build and get committed or loyal customers because various online shopping platforms offer high benefits and accessibility as an alternative for more informed decisions.

Referring to (Mbango, 2018), there is insignificant effect between satisfaction and calculative commitment and (Goutam & Gopalakrishna, 2018) cognitive loyalty to online shopping. This statement is reaffirmed by (Al-dweeri et al., 2017) that there is a positive but insignificant relationship between satisfaction and loyalty to online shopping. Babin et al.,

(2015) explained that commitment could also be said as a form of customer loyalty to certain products. While the findings that produce a positive influence are (Alkilani et al., 2012; Hsu et al., 2018) in their study of online shopping behavior using social media, they found a positive influence between satisfaction and commitment. Chung & Shin, (2010) study of online shopping found a positive influence between satisfaction and commitment. The differences in the findings of this research model from previous studies tend to be influenced by cultural and lifestyle factors; as evidenced by a large number of business entities with online store platforms, it will be difficult to identify customer commitment. Although customers perceive the performance of online shopping applications as having perceived convenience and benefits, it does not create confidence to commit and continue to use the shopping application or site.

The relationship between e-STF and e-RI, “**H3 accepted**” because it produces a significantly positive relationship. This finding is supported by a research model (Elbeltagi & Agag, 2016) that includes a positive relationship and (Fang et al., 2011; Wu & Hsu, 2015) a significant relationship between satisfaction and online repurchase intention. Pappas, (2016) confirmed in their online shopping research that satisfaction has a positive significant effect on repurchase intentions. Satisfaction arises when customers feel comfortable ordering online (Elbeltagi & Agag, 2016), and (Cha & Seo, 2019) will feel satisfied after using an online store (Fang et al., 2011; Wu & Hsu, 2015) because of the various perceived service benefits of information quality and system quality have met expectations (Bulut & Karabulut, 2018) which will reflect customer actions to repurchase shortly. e-STF is the feeling of liking and delighting customers after comparing performance with expectations after experiencing the experience of various services such as e-IQ, e-SQ, and e-SQL and will be a vital reference for repeat purchases. This is also the result of the contribution from the e-STF aspect, namely satisfaction with the price of goods, satisfaction with the quality of goods, satisfaction with services, and overall satisfaction with online shopping to make customers more likely to again, be willing, and consider shopping again soon. The e-RI aspect was adapted from the research model by (Sullivan & Kim, 2018; Tandon et al., 2020).

The relationship between e-AC, e-NC, e-CC, and e-COM, “**H4a, H4b, H4c accepted**” because it produces a significantly positive relationship. The models are hypothesized to be built using the dimensions of e-AC, e-NC, and e-CC, which are a development from the previous model (Mbango, 2018; Oktaviani et al., 2019). This model produces e-AC, e-NC, and e-CC, which significant positive affect e-COM, meaning that H4a, H4b, and H4c are supported. The adaptation of this model produces the same research model from previous research (Iglesias

et al., 2019; Mbango, 2018). The suitability of these results is relevant to the results of the effect size ($f^2=0.40>0.35$) (Cohen, 1992) (Table 4) test that the most potent factor affecting e-COM is e-NC. e-NC is defined as customer action to maintain a good relationship and reputation with a website or online shopping application.

Iglesias et al., (2019) use the factors that makeup commitment: enjoying being a customer, positive feelings, and feeling attached to a brand. According to (Chung & Shin, 2010), in their study of the factors that influence online shopping, including feeling good about the website, and the desire to use it sustainably, the website has become a part of life and feeling attached to the website. Meanwhile, the model developed by (Oktaviani et al., 2019) the affective commitment factor and normative commitment as a commitment maker using the e-money transaction application. Likewise (Mbango, 2018) uses affective commitment and normative commitment factors to form shopping behavior. e-COM is a strong belief in an online shopping application to continue shopping and use it sustainably, which can lead to emotional attachments such as feelings of pleasure or happiness and pride in using the application, and in the end, customers will maintain a good name and relationship in the future.

e-COM is formed by the dimensions of e-AC built by the following aspects: happy to use, proud to use, and part of the need. The dimension of e-NC is built through the following aspects: being obliged to maintain a good name and being faithful in using it. The e-CC dimension is built on the following aspects: shopping shortly and shopping sustainably. Meanwhile, the commitment itself is built on the following aspects: commitment to shopping, maintaining good relationships, and the worth of maintaining relationships. The aspects that have been adjusted based on the model built by (Mbango, 2018; Oktaviani et al., 2019; Wang et al., 2016) produce the research model at the level of good test criteria.

The relationship between e-COM and e-WOM, “**H5 accepted**” because it produces a significantly positive relationship. This model is the best compared to other models based on the test effect size ($f^2=0.61>0.35$) (Cohen, 1992) (Table 4), producing the most substantial effect. This means that customer loyalty is the best opportunity to get a potential market through ratings and reviews, telling positive things about the product online, and recommending the online. This is in line with the study by (Chung & Shin, 2010) on online shopping behavior, where the findings are that e-commitment has a positive significant effect on e-WOM. Kousheshi et al., (2019) also analyzed the factors that influence e-WOM in the context of online purchasing decisions, that is, the online relationship quality factors (online satisfaction, online trust, and online commitment), where the results of the research model are the quality of online

relationships has a positive significant effect on e-WOM. Meanwhile, the research model developed by (Sumaedi et al., 2015) found only affective commitment factors that have a positive and significant effect on e-WOM. Meanwhile (Oktaviani et al., 2019) found that e-WOM is influenced by affective commitment and normative commitment which is positive and significant.

e-WOM is formed through aspects: saying positive things, giving positive reviews, and recommending shopping to relatives, friends, or other people. These aspects have been adjusted based on the research model (Kousheshi et al., 2019; Oraedu et al., 2020) so that the research model is at the level of good test criteria and produces an empirical model. e-WOM is created when customer e-COM is formed by e-AC, e-NC, and e-CC. Customer commitment reflects a happy feeling, a desire to maintain good relationships, and a willingness to sustainably. This has led to interactive communication online in describing or providing good reviews according to the online shopping experience to relatives, friends, or other people.

The relationship between e-STF and e-WOM, “**H6 accepted**” because it produces a significantly positive relationship. The results of this study are relevant to the research model developed by (Kousheshi et al., 2019; Oktaviani et al., 2019; Oraedu et al., 2020) that online satisfaction has a significant positive effect on e-WOM. Satisfaction using the e-money application is formed when the convenience and transaction facilities are as expected so that customers will recommend it to potential buyers through direct communication using social media (e-WOM) (Oktaviani et al., 2019). As is the case (Kousheshi et al., 2019) revealed that when customers get satisfaction when online shops according to performance, they tend to communicate directly or indirectly positive things about the performance of the shopping site or application to relatives, friends, or other people. When customer satisfaction is formed, performers get better opportunities to get business references and influence e-WOM effectively and efficiently (Oraedu et al., 2020).

Customers are satisfied because accumulating and comparing previous experiences is considered to have met expectations and is better than similar competitors. Perceived performance when using online shopping applications has met expectations that will lead to interactive communication, both verbal and nonverbal, by utilizing marketing digitization. The importance of aspects of satisfaction, such as: being satisfied with the price offered, satisfied with the quality of goods, satisfied with various forms of service, and obtaining overall satisfaction, so can affect aspects of e-WOM, such as: saying positive things, giving positive reviews, recommend shopping online to relatives, friends, or others. The aspects used in

building the model have been adjusted from previous research (Kousheshi et al., 2019; Oraedu et al., 2020) resulting in the research model being at the level of good test criteria and obtaining an empirical model.

The relationship between e-COM and e-RI “**H7 accepted**” because it produces a significantly positive relationship. This result is in line with the findings developed by (Elbeltagi & Agag, 2016) that commitment has a positive significant effect on repurchase intention. Likewise (Bulut & Karabulut, 2018), in their study of online shopping behavior, found that loyalty has a significant positive effect on repurchase intention. Customer loyalty means being loyal or committed to regular repeat purchases of certain products (Babin et al., 2015). The results of the research by (Chou & Hsu, 2016) can still be considered because the study is still a kind of intention in online shopping behavior, finding that commitment positively affects purchase intention. In contrast to research by (Mbango, 2018) only calculative commitment has no significant effect but is positive on repurchase intention, while affective commitment and normative commitment have a positive significant effect on repurchase value. The e-repurchase intention is a positive attitude of customers with a strong belief that they intend to repurchase online.

The relationship between e-WOM and e-RI “**H8 accepted**”. because it produces a significantly positive relationship. The model found to be relevant to the model developed by (Tandon et al., 2020) in their study of shopping found that e-WOM has a positive significant effect on repurchase intention. Matute et al., (2016) in their study of online repurchase intentions, found that the quality of e-WOM has a positive significant effect on repurchase intention, while the quantity of e-WOM has a significant. Tandon et al., (2020) stated that the quality of e-WOM information directly influences repurchase intention because customers not only read and use the textual information available on the website during the purchase process, (Cheung & Thadani, 2012) but also post positive reviews on the website. Maintaining and paying attention to the e-WOM strategy is crucial because customers make repurchase intentions using online shopping applications as the primary consideration. The positive impact of e-WOM is that customers will be positive by saying positive things about online shopping sites or applications, giving positive reviews, then recommending them for online shopping to relatives, friends, or other people. The aspects of e-WOM that are built can influence repurchase intentions which are formed by aspects of the possibility of re-spending, willingness to re-spend, and reconsider spending shortly. The aspects of e-RI in this research model have been

adjusted from the previous research model (Sullivan & Kim, 2018; Tandon et al., 2020) where the research model is at the level of good test criteria and produces an empirical model.

CONCLUSION

Reporting the overall findings of the model built as an empirical model explains that e-IQ, e-SQ, and e-SQL of online shopping applications or sites have a significant positive effect on customer e-STF. Customer satisfaction is formed when using an online shopping application or website that has a performance comparable to what is expected through the e-IQ, e-SQ, and e-SQL. The subsequent finding is that e-STF has a positive but insignificant effect on e-COM. This means the customer's desire to commit to using a shopping application or site is not as expected, but there is still a positive attitude towards the shopping site. Even though the performance of online shopping applications meets expectations, it does not make customers committed to using these apps or sites because various services or features of similar shopping sites offer accessibility and convenience as a more appropriate decision alternative.

While the findings that produce e-AC, e-NC, and e-CC have a significant positive effect on e-COM. It can be interpreted that commitment is a strong desire to keep in touch, maintain, and build good relationships with online vendors on an ongoing basis. Customer loyalty to continue shopping and sustainably using the site (e-CC) will create emotional attachments such as: feeling happy, proud, and being part of a need (e-AC), leading to a strong relationship and always keeping the name of either the application or the shopping site (e-NC). In addition, another important finding is that e-commitment has a positive significant impact on e-WOM. As it is known that commitment is a feeling of happiness, always maintaining good relationships, and being loyal to using applications or websites for shopping sustainably. This will result in effective interactive communication for customers by providing positive comments or reviews about online products and Apps to relatives, friends, or other people.

The subsequent important finding is that e-STF has a significant positive effect on e-WOM. When a shopping customer uses an application or website where performance and expectations are appropriate, the customer will undoubtedly provide reviews and recommendations directly from the site users or through various other social media for their shopping experience. Usually, customers say positive things about goods, and the performance of the shop online and will recommend them to their relatives, friends, and others. The main finding of this research model is that e-WOM has a significant positive effect on repurchase intention. This model is built by e-STF (e-IQ, e-SQ, and e-SQL), and e-COM (e-AC, e-NC, and

e-CC). That is, the intention to repurchase in online shopping applications is caused by e-WOM (high ratings, various reviews saying positive things, and recommendations). The realization of e-WOM is due to the high satisfaction and commitment to the desire to continue shopping using the application or website, because repurchase intention is the result of positive e-WOM.

RESEARCH LIMITATIONS AND IMPLICATIONS

The empirical model of this research contributes to online shop producers or IS developers, and managers as a preference in the hope of realizing competitive advantage and sustainable business. The strategic implementation that is essential in making effective and appropriate customer behavior decisions is to provide a complete sense of satisfaction based on qualities such as e-IQ, e-SQ, and e-SQL, to achieve customer satisfaction, which in the end they recommend and revisit the online shop for further transactions. Even though it is in customers' hearts to commit, the convenience and benefits competitors offer through their marketing strategies make them indecisive.

Of course, this research cannot be separated from various shortcomings, such as the results of the R^2 value of e-WOM being moderate. This is necessary as an important consideration to involve product reviews through video because until now consumer perceptions have not been known (Xu et al., 2015) or even negative e-WOM mitigation in achieving product sustainability (Halim et al., 2022). It is also necessary to consider the prediction model obtained (Q^2) for further development because the model fulfills the relevant model prediction procedures. Furthermore, it is very important to reexamine this model with a focus on mediator models (e-COM and e-WOM) (Chung & Shin, 2010; Kousheshi et al., 2019) because these models only analyze direct effects.

Finally, based on the review during the process of compiling this research, it is necessary to consider factors that will provide strong linkages such as social pressure (Shariff et al., 2022), utilitarian values and hedonic values (Hamdan et al., 2022; Hamdan & Paijan, 2020), perceived ease of use and perceived usefulness (Fatmawati M & Ali, 2021), brand awareness (Ali, 2019; Novansa, Hafizh, Ali, 2017). In addition, trust is very important as a mediator factor embedded in this model (Hamdan et al., 2022; Hamdan et al., 2021; Indarsin & Ali, 2017). Especially, combining this model with the Technology Continuance Theory (TCT) developed by (Liao et al., 2009).

ACKNOWLEDGEMENTS

We are very grateful to the Editorial Team for carrying out the editorial process, especially the “International Journal of Professional Business Review”, reviewers who have provided valuable suggestions so that this article can be accepted and deserves to be published and consumed by international scientists.

REFERENCES

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing and Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. *Action Control*, 11–39. https://doi.org/10.1007/978-3-642-69746-3_2
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, Icek. (1985). From Intentions to Actions: A Theory of Planned Behavior. *Action Control*, 11–39. https://doi.org/10.1007/978-3-642-69746-3_2
- Ajzen, Icek. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & Health*, 26(9), 1113–1127. <https://doi.org/10.1080/08870446.2011.613995>
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust. *International Journal of Marketing Studies*, 9(2), 92. <https://doi.org/10.5539/ijms.v9n2p92>
- Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Ali, H., Hamdan, H., & Mahaputra, M. R. (2022). Faktor Eksternal Perceived Ease of Use dan Perceived Usefulness pada Aplikasi Belanja Online: Adopsi Technology Accepted Model. *Jurnal Ilmu Multidisplin*, 1(3), 587–604. <https://doi.org/https://doi.org/10.38035/jim.v1i3.75>
- Alkilani, K., Ling, K. C., & Abzakh, A. A. (2012). The impact of experiential marketing and customer satisfaction on customer commitment in the world of social networks. *Asian Social Science*, 9(1), 262–270. <https://doi.org/10.5539/ass.v9n1p262>
- Asih, D., Sutrisno, T. F. C. W., & Yoana, C. (2020). The effectiveness of social media based on photo and video sharing towards online purchase intention. *Jurnal Siasat Bisnis*, 24(2), 179–186. <https://doi.org/10.20885/jsb.vol24.iss2.art7>
- Ayudya, A. C., & Wibowo, A. (2018). The Intention to Use E-Money using Theory of Planned Behavior and Locus of Control. *Jurnal Keuangan Dan Perbankan*, 22(2), 335–349.

<https://doi.org/10.26905/jkdp.v22i2.1691>

Babin, B. J., Boles, J. S., & Griffin, M. (2015). The moderating role of service environment on the customer share customer commitment relationship. In *New meanings for marketing in a new millennium* (pp. 266–271). Springer. https://doi.org/10.1007/978-3-319-11927-4_90

Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125–141. <https://doi.org/10.1080/02650487.2017.1349030>

Bulut, Z. A., & Karabulut, A. N. (2018). Examining the role of two aspects of eWOM in online repurchase intention: An integrated trust-loyalty perspective. *Journal of Consumer Behaviour*, 17(4), 407–417. <https://doi.org/10.1002/cb.1721>

Cha, S.-S., & Seo, B.-K. (2019). The Effect of Brand Trust of Home Meal Replacement on Repurchasing in Online Shopping. *Journal of Business Economics and Environmental Studies*, 9(3), 21–26. <https://doi.org/10.13106/jbees.2019.vol9.no3.21>

Chauke, X. D., & Dhurup, M. (2017). A generation X Cohort analysis of E-shoppers: Satisfaction, loyalty and repurchase intentions in a developing country. *Journal of Social Sciences*, 52(1–3), 145–154. <https://doi.org/10.1080/09718923.2017.1359908>

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>

Chou, S. W., & Hsu, C. S. (2016). Understanding online repurchase intention: social exchange theory and shopping habit. *Information Systems and E-Business Management*, 14(1), 19–45. <https://doi.org/10.1007/s10257-015-0272-9>

Chung, K. H., & Shin, J. I. (2010). The antecedents and consequents of relationship quality in internet shopping. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473–491. <https://doi.org/10.1108/13555851011090510>

Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112(1), 155–159. <https://doi.org/10.1037/0033-2909.112.1.155>

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>

Dawood, T. H., Hammad, M. J., & Hammood, M. R. (2022). Towards a New Model of Consumer Purchasing Intention of Smart Products During Crises Times; Case of Covid-19 Pandemic Outbreak: an Applied Study on Female Employees of the Faculty of Economic and Business Administration Sciences. *International Journal of Professional Business Review*, 7(4), e0741-e0741. <https://doi.org/10.26668/businessreview/2022.v7i4.e741>

Dubihlela, J., & Chauke, D. (2016). South African generation-X online shopper satisfaction and their repurchase intentions. *Investment Management and Financial Innovations*, 13(3), 371–379. [https://doi.org/10.21511/imfi.13\(3-2\).2016.09](https://doi.org/10.21511/imfi.13(3-2).2016.09)

Ebubedike, A. H., Mohammed, T. A., Nellikunnel, S., & Teck, T. S. (2022). Factors Influencing

Consumer's Behavioural Intention towards the Adoption of Mobile Payment in Kuala Lumpur. *International Journal of Professional Business Review*, 7(6), e0584-e0584. <https://doi.org/10.26668/businessreview/2022.v7i6.e584>

Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective. *Internet Research*, 26(1), 288–310. <https://doi.org/10.1108/IntR-10-2014-0244>

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>

Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016). Consumer heterogeneity, perceived value, and repurchase decision-making in online shopping: The role of gender, age, and shopping motives. *Journal of Electronic Commerce Research*, 17(2), 116–131. http://www.jecr.org/sites/default/files/17_2Paper2.pdf

Fang, Y. H., Chiu, C. M., & Wang, E. T. G. (2011). Understanding customers' satisfaction and repurchase intentions: An integration of IS success model, trust, and justice. *Internet Research*, 21(4), 479–503. <https://doi.org/10.1108/10662241111158335>

Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention: The moderating role of perceived effectiveness of e-commerce institutional mechanisms. *MIS Quarterly: Management Information Systems*, 38(2), 407–427. <https://doi.org/10.25300/MISQ/2014/38.2.04>

Fatmawati M, I., & Ali, H. (2021). Determination Attitude Toward Using and Purchase Intentions: Analysis of Perceived Ease of Use and Perceived Usefulness (Case Study of Instagram Shop'S Features on Social Media Instagram). *Dinasti International Journal of Management Science*, 3(1), 119–133. <https://doi.org/10.31933/dijms.v3i1.932>

Fishbein, M., & Ajzen, I. (1975). Theories of Attitude. In *Belief, Attitude, Intention, and Behavior, An Introduction to Theory and Research* (pp. 21–52). <https://doi.org/10.2307/2065853>

Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior: The reasoned action approach*. Psychology press. <https://doi.org/10.4324/9780203838020>

Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382–388. <https://doi.org/10.1177/002224378101800313>

Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92–100. <https://doi.org/10.1016/j.jretconser.2010.10.003>

Goutam, D., & Gopalakrishna, B. V. (2018). Customer loyalty development in online shopping: An integration of e-service quality model and commitment-trust theory. *Management Science Letters*, 8(11), 1149–1158. <https://doi.org/10.5267/j.msl.2018.8.009>

Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). *Research methods for business*.

Education + Training, 49(4), 336–337. <https://doi.org/10.1108/et.2007.49.4.336.2>

Hair Jr, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>

Halim, R. E., Rahmani, S., Gayatri, G., Furinto, A., & Sutarso, Y. (2022). The Effectiveness of Product Sustainability Claims to Mitigate Negative Electronic Word of Mouth (N-eWOM). *Sustainability*, 14(5), 2554. <https://doi.org/10.3390/su14052554>

Hamdan, H., Kurniawan, D., Imaningsih, E. S., & Samudro, A. (2021). Risk and trust using mHealth application. *Jurnal Manajemen dan Pemasaran Jasa*, 14(2), 197–212. <https://doi.org/10.25105/jmpj.v14i2.9206>

Hamdan, H., & Paijan, P. (2020). Utilitarian values and hedonic values of women coffee lovers. *Dinasti International Journal of Education Management and Social Science*, 2(2), 310–322. <https://doi.org/10.31933/dijemss.v2i2.666>

Hamdan, H., Raharja, I., Ilhamalimy, R.R., dan Ali. H., (2022). Consumer Value Perception Model as Consideration for Fusion Beverage Business Sustainability. *Journal Ilmiah Manajemen dan Bisnis*, 8(3), 347-364. <https://doi.org/10.22441/jimb.v8i3.13931>

Hamdan, H., & Yuliantini, T. (2021). Purchase behavior: online tour package. *Dinasti International Journal of Management Science*, 2, 420–434. <https://doi.org/10.31933/dijms.v2i3.704>

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>

Hodeghatta, U. R., & Sahney, S. (2016). Understanding Twitter as an e-WOM. *Journal of Systems and Information Technology*, 18(1), 89–115. <https://doi.org/10.1108/JSIT-12-2014-0074>

Hsu, C. L., Chen, M. C., & Kumar, V. (2018). How social shopping retains customers? Capturing the essence of website quality and relationship quality. *Total Quality Management and Business Excellence*, 29(1–2), 161–184. <https://doi.org/10.1080/14783363.2016.1171706>

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, 96(August 2017), 343–354. <https://doi.org/10.1016/j.jbusres.2018.05.043>

Ilhamalimy, R. R., & Ali, H. (2021). Model perceived risk and trust: e-wom and purchase intention (the role of trust mediating in online shopping in shopee Indonesia). *Dinasti International Journal of Digital Business Management*, 2(2), 204–221. <https://doi.org/10.31933/dijdbm.v2i2.651>

Imandiar, Y. (2020). *Masa Pandemi, Transaksi Shopee di Q2-2020 Naik hingga 130%*. <https://inet.detik.com/cyberlife/d-5155740/masa-pandemi-transaksi-shopee-di-q2-2020-naik-hingga-130>

- Indarsin, T., & Ali, H. (2017). Attitude toward Using m-Commerce: The Analysis of Perceived Usefulness Perceived Ease of Use, and Perceived Trust: Case Study in Ikens Wholesale Trade, Jakarta – Indonesia. *Saudi Journal of Business and Management Studies*. <https://doi.org/10.21276/sjbms.2017.2.11.7>
- Indrajaya, H. S., & Al, H. (2017). Shopping Analysis in on Line Shop with Young People. *The International Journal of Social Sciences and Humanities Invention*, 4(7), 3797–3802. <https://doi.org/10.18535/ijsshi/v4i8.17>
- Khai, N. T. N., & Van, N. T. X. (2020). The effects of website quality on customer satisfaction and loyalty to online travel agencies in Vietnam. *Hcmcoujs - Economics and Business Administration*, 8(2), 115–131. <https://doi.org/10.46223/hcmcoujs.econ.en.8.2.166.2018>
- Khoirunnisa, A., & Astini, R. (2021). The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products. *European Journal of Business and Management Research*, 6(6), 35–41. <https://doi.org/10.24018/ejbmr.2021.6.6.1145>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education: England.
- Kousheshi, M. R., Aali, S., Bafandeh Zende, A. R., & Iranzadeh, S. (2019). The antecedents and consequences of online relationship quality in internet purchases. *Journal of Islamic Marketing*, 11(1), 161–178. <https://doi.org/10.1108/JIMA-01-2019-0002>
- Kusnandar, V. B. (2021). *Pengguna Internet Indonesia Peringkat ke-3 Terbanyak di Asia*. <https://databoks.katadata.co.id/datapublish/2021/10/13/penetrasi-internet-indonesia-peringkat-7-di-asia-tenggara>
- Laureti, T., Piccarozzi, M., & Aquilani, B. (2018). The effects of historical satisfaction, provided services characteristics and website dimensions on encounter overall satisfaction: A travel industry case study. *TQM Journal*, 30(3), 197–216. <https://doi.org/10.1108/TQM-07-2017-0080>
- Liao, C., Palvia, P., & Chen, J. L. (2009). Information technology adoption behavior life cycle: Toward a Technology Continuance Theory (TCT). *International Journal of Information Management*, 29(4), 309–320. <https://doi.org/10.1016/j.ijinfomgt.2009.03.004>
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/oir-11-2015-0373>
- Mbango, P. (2018). Examining the effects of customer satisfaction on commitment and repurchase intentions of branded products. *Cogent Social Sciences*, 4(1), 1–17. <https://doi.org/10.1080/23311886.2018.1521056>
- Niken, G. (2020). *Daftar marketplace Indonesia 2020 dengan kunjungan terbanyak*. <https://ajaib.co.id/daftar-marketplace-indonesia-2020-dengan-kunjungan-terbanyak/>
- Nirmala, R. P., & Dewi, I. J. (2011). The effects of shopping orientations, consumer innovativeness, purchase experience, and gender on intention to shop for fashion products

online. *Gajah Mada International Journal of Business*, 13(1), 65–83.
<https://doi.org/10.22146/gamaijb.5495>

Novansa, Hafizh, Ali, H. (2017). Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*. <http://scholarsmepub.com/wp-content/uploads/2017/09/SJHSS-28621-632.pdf>

Octavia, A., Sriayudha, Y., & Ali, H. (2020). Innovation capability and supply chain management: Empirical study of Indonesian traditional herbal medicine products. *International Journal of Supply Chain Management*.
<https://ojs.excelingtech.co.uk/index.php/IJSCM/article/view/4337>

Oktaviani, N., Astuti, W., & Firdiansjah, A. (2019). Pengaruh kepuasan konsumen terhadap pembentukan komitmen pelanggan dan e-WOM pada pengguna aplikasi e-money “OVO.” *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 93–112.
<https://doi.org/10.25105/jmpj.v12i1.3757>

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>

Oraedu, C., Izogo, E. E., Nnabuko, J., & Ogba, I. E. (2020). Understanding electronic and face-to-face word-of-mouth influencers: an emerging market perspective. *Management Research Review*. <https://doi.org/10.1108/MRR-02-2020-0066>

Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail and Distribution Management*, 42(3), 187–204.
<https://doi.org/10.1108/IJRDM-03-2012-0034>

Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103.
<https://doi.org/10.1016/j.jretconser.2015.11.007>

Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78–91. <https://doi.org/10.5038/2640-6489.4.1.1041>

Putri, R. A., & Fenalosa, A. (2022). *[Laporan] Perusahaan E-Commerce Mana yang Paling Berpengaruh di Asia Tenggara pada Q1 2022?* <https://iprice.co.id/trend/insights/laporan-perusahaan-e-commerce-mana-yang-paling-berpengaruh-di-asia-tenggara-pada-q1-2022/>

Revilla, M. A., Saris, W. E., & Krosnick, J. A. (2014). Choosing the Number of Categories in Agree–Disagree Scales. *Sociological Methods & Research*, 43(1), 73–97.
<https://doi.org/10.1177/0049124113509605>

Sarstedt, M., Hair, J. F., Cheah, J. H., Becker, J. M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal*, 27(3), 197–211. <https://doi.org/10.1016/j.ausmj.2019.05.003>

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation

Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing.
https://doi.org/10.1007/978-3-319-05542-8_15-1

Sekaran, U., & Roger, B. (2016). Research Methods for Business Research Methods for Business. In J. Wiley (Ed.), *The Global Management Series* (Seventh, Vol. 2, Issue 1). John Wiley: Chichester.

Shariff, S., Katan, M., Ahmad, N. Z. A., Hussin, H., & Ismail, N. A. (2022). Towards Achieving of Long-Term Agriculture Sustainability: a Systematic Review of Asian Farmers' Modern Technology Farming Behavioural Intention and Adoption's Key Indicators. *International Journal of Professional Business Review*, 7(6), e01130-e01130.
<https://doi.org/10.26668/businessreview/2022.v7i6.1130>

Silva, J., Pinho, J. C., Soares, A., & Sá, E. (2019). Antecedents of online purchase intention and behaviour: Uncovering unobserved heterogeneity. *Journal of Business Economics and Management*, 20(1), 131–148. <https://doi.org/10.3846/jbem.2019.7060>

Sinha, P., & Singh, S. (2017). Comparing risks and benefits for the value enhancement of online purchases. *Gadjah Mada International Journal of Business*, 19(3), 307–326.

Solomon, M. R., White, K., Dahl, D. W., Zaichkowsky, J. L., & Polegato, R. (2017). *Consumer behavior: Buying, having, and being*. Pearson Boston, MA.

Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39(December 2017), 199–219.
<https://doi.org/10.1016/j.ijinfomgt.2017.12.008>

Sumaedi, S., Juniarti, R. P., & Bakti, I. G. M. Y. (2015). Understanding trust & commitment of individual saving customers in Islamic banking: The role of ego involvement. *Journal of Islamic Marketing*, 6(3), 406–428. <https://doi.org/10.1108/JIMA-06-2013-0045>

Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, W. (2017). A Literature Review of Strategic Marketing and The Resource Based View of The Firm. *Int. J. Econ. Res.*, 14(8), 59-73.
https://www.serialsjournals.com/abstract/13632_5.pdf

Syachrony, M. I., Hamdan, H., & Ilhamalimy, R. R. (2023). The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta. *BASKARA: Journal of Business and Entrepreneurship*, 5(2), 193–205.
<https://doi.org/10.54268/baskara.5.2.193-205>

Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. *International Journal of System Assurance Engineering and Management*, 11(S2), 349–356. <https://doi.org/10.1007/s13198-020-00954-3>

Untari, D. T., & Satria, B. (2022). Exploring Conventional Models of Purchase Intention: “Betawi Ora” Restaurants in Bekasi. *International Journal of Professional Business Review*, 7(4), e0586-e0586. <https://doi.org/10.26668/businessreview/2022.v7i4.e586>

Vasic, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants

on Customer Satisfaction in the Serbian Market. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 0–0. <https://doi.org/10.4067/s0718-18762019000200107>

Wang, Y. S., Lin, S. jeng, Yeh, C. H., Li, C. R., & Li, H. T. (2016). What drives students' cyber entrepreneurial intention: The moderating role of disciplinary difference. *Thinking Skills and Creativity*, 22, 22–35. <https://doi.org/10.1016/j.tsc.2016.08.003>

Wilson, N., Keni, K., & Tan, P. H. P. (2019). The Effect of Website Design Quality and Service Quality toward Repurchase Intention in the E-commerce Industry: A Cross-Continental Analysis. *Gadjah Mada International Journal of Business*, 21(2), 187. <https://doi.org/10.22146/gamaijb.33665>

Wu, C. C., & Hsu, C. L. (2015). How to improve E-satisfaction and E-loyalty and strengthen the links between them: Value from regulatory fit. *Human Factors and Ergonomics In Manufacturing*, 25(3), 353–369. <https://doi.org/10.1002/hfm.20549>

Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 67(1), 2768–2776. <https://doi.org/10.1016/j.jbusres.2012.09.007>

Wydyanto, & Hamdan. (2020). The role of service quality on consumer satisfaction. *Dinasti International Journal of Management Science*, 1(4), 585–597. <https://doi.org/10.31933/dijms.v1i4.197>

Xu, P., Chen, L., & Santhanam, R. (2015). Will video be the next generation of e-commerce product reviews? Presentation format and the role of product type. *Decision Support Systems*, 73, 85–96. <https://doi.org/10.1016/j.dss.2015.03.001>

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375. <https://doi.org/10.1177/009207002236911>