The Influence Of E-Wom And E-Service Quality On Repurchase Intentions In The Sociolla Platform

Baiq Dhita Risky Saputri, Lalu Edy Herman Mulyono[1], H. Akhmad Saufi [2]

[1,2] Faculty of Economics and Business University of Mataram

INFO ARTIKEL

Abstract

This study aims to determine the influence of E-Wom And E-Service Quality On Repurchase Intentions In The Sociolla Platform. The type of research carried out is quantitative research with a casual associative approach. The population in this research are consumers who have made impulsive purchases on the Sociolla platform. The number of samples taken was 70 people. The sampling technique used in this research was purposive sampling. Data was collected through an online survey and analyzed using multiple linear regression analysis using the SPSS Version 25 program. The results of this research show that E-WOM and E-SERVICE QUALITY have a positive and significant influence on Repurchase Intention on the Sociolla platform

✉ Corresponden Author
(*) Author

Email:
dhita109j@gmail.com

Introduction

The use of the internet in buying and selling a product online in Indonesia is increasing (Lestari &; Farida, 2016). Using electronic devices connected to the internet makes it easier for consumers and producers to do their activities. One of the sales in e-commerce can encourage business people to compete to provide a good and quality service, such as replying to consumer chats quickly, making it easier to shop, fast product delivery, and various products offered so that consumers are satisfied when shopping (Aisah &; Usman, 2021).

In Indonesia, there are many E-Commerce that provide a complete range of beauty products and provide prices according to the quality of the products offered. It can be seen that e-commerce that has the highest number of website visitors is held by e-commerce beauty Sociolla which was established in 2015. This is supported by the latest skincare trends that have active ingredients such as Niacinamide, AHA, Tea

Tree Oil and Hyaluronic Acid and others which are now in great demand by teenagers and people in Indonesia. Because Sociolla provides a complete range of

active ingredients from Asia, local to international, this trend is able to make the Sociolla Website get an increase in sales of skincare products throughout 2019 to 2021 (Suara.com).

Sociolla is also a new start-up and reaped a lot of attention to successfully compete with other e-commerce beauty rankings in Indonesia such as sephora, Beauty Haul, Benscrub and so on. Data shows that the Sociolla website for the last 5 years has become the first place as the website with the highest number of visitors among other beauty e-commerce (Iprice.com).

This repurchase intention is at the post-purchase stage and is not the final stage of the purchase decision process. In post-purchase, consumers still carry out various activities such as post-purchase satisfaction, post-purchase pacsa actions, and post-purchase product use. Then the use of post-purchase products can show the frequency of sales where it shows that a product is quickly consumed by consumers, the faster consumers will make repurchases (Kotler &; Keller, 2009a).

With the high number of internet users in Indonesia, finally many people take advantage of this opportunity as a promising business opportunity with many online stores popping up. With the use of the internet that is growing from time to time, it is used by many people as a medium that is believed to be effective in promoting products through the internet world. Sociolla consumers also know that the platform is of course influenced by several factors, one of which is the E-Service Quality factor. If understood, Electronic Service Quality allows consumers or users to make transactions without having to meet face to face with the provision of jada, E-Service Quality can also be a company strategy because it is considered to have a competitive advantage.

The next factor, Electronic Word of Mouth (E-WOM). (Jones, 2010) defines social networking sites as public media where users can write, store and publish information online. In addition, (Goldsmith and Horowitz, 2006) states that the use of the internet has changed the way consumers communicate and share opinions or reviews about products or services that have been consumed. The process of communication between consumers via the internet is known as Electronic Word-of

Mouth (e-WOM).

Then, Repurchase Intention according to Schiffman & Kanuk (2008) is the result of an assessment of the product, namely whether the product meets expectations, exceeds expectations or disappoints, with this assessment, consumer doubts about the choice will decrease because the more the product is in accordance with consumer expectations as buyers, the more likely consumers as buyers will buy it again.

LITERATURE REVIEW

Electronic Word Of Mouth

According to Hennig-Thurau et al (2004), E-WOM is a sentence or discussion, either positive or negative, related to goods, services, or companies, which can be accessed by everyone online. Muntinga et al (2011) define E-WOM as all informal communication through internet-based technology that targets the use or characteristics of their customers or sellers. Online communication in e-commerce between sellers and buyers is in the form of various kinds of responses or responses that contain information and consumer experiences after buying and using a product or service.

Electronic Service Quality

Service quality can be interpreted as a measure of how well the level of service provided is able to match customer expectations (Lewis & Booms, 1983 in Tjiptono, 2017). Based on this definition, service quality is determined by the company's ability to meet customer needs and desires in accordance with customer expectations. In other words, the main factors that affect service quality are expected service and perceived service (Parasuranman, et al., 1985 in Tjiptono 2017).

HYPOTHESIS

H1 : It is suspected that E-WOM has an effect on Repurchase Intent on the Sociolla Platform.

H2 : It is suspected that E-Service Quality affects Repurchase Intention on the Sociolla Platform.

METHOD

Associative quantitative research is research that asks the relationship between two or more variables, Sugiyono (2013: 57). In using a quantitative approach because the data to be used to analyze the relationship between variables is expressed by numbers or numerical scales (Kuncoro, 2003).

RESULTS AND DISCUSSION

Classic Assumption Test Results

1. Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.07906701
Most Extreme Differences	Absolute	.072
	Positive	.051
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

Based on table 1, it is seen that the significance value is 0.200 > 0.05, which means that the data has been distributed normally.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.475	1.691		3.237	.002		
	E-WOM	.293	.059	.363	4.975	.000	.553	1.807
	E-SERVICE QUALITY	.325	.042	.558	7.649	.000	.553	1.807

a. Dependent Variable: NIAT BELI ULANG

Based on the data above, it can be seen that the tolerance value is > 0.10 and the VIF value obtained is <10.00. So it can be concluded that the regression model of the effect of Electronic Word Of Mouth (E-WOM) and E-Service Quality on Repurchase Intent on the Sociolla Platform does not occur multicollinearity problems.

3. Heteroscedastistas Test

Table 3. Heteroscedastistas Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.562	1.087		1.437	.154
	E-WOM	-.042	.038	-.159	-1.115	.269
	E-SERVICE QUALITY	.046	.027	.226	1.690	.096

a. Dependent Variable: ABS_RES

From the results of the table above, it can be seen that the results of the glacier test have a significance value of all variables having a confidence level of > 0.05, so it can be concluded that there is no heteroscedasticity problem.

Hypothesis testing

1. Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.475	1.691		3.237	.002
	E-WOM	.293	.059	.363	4.975	.000
	E-SERVICE QUALITY	.325	.042	.558	7.649	.000

a. Dependent Variable: NIAT BELI ULANG

Based on these calculations, a multiple linear regression equation can be made as follows: Y = b1X1 + b2X2

Y = 0.363X1 + 0.558X2

From the above equation can be analyzed as follows:

B1 (value of regression coefficient x1) of 0.363. This means that for every 100% increase in the electronic word of mouth (e-wom) variable, it will affect repurchase intent by 3.63% assuming other variables are considered fixed or unchanged.

B2 (value of regression coefficient x2) of 0.558. This means that for every 100% increase in the e-service quality variable, it will affect repurchase intent by 5.58% assuming other variables are considered fixed or unchanged.

2. F Test

Table 5. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2345.125	2	1172.563	121.181	.000[b]
	Residual	938.585	97	9.676		
	Total	3283.710	99			

a. Dependent Variable: NIAT BELI ULANG

b. Predictors: (Constant), E-SERVICE QUALITY, E-WOM

Based on Table 4.12 the Fcalculate value is 121.181 with a significance of 0.000. The calculation obtained from the data above is 121.181 > 3.09 and the significance value is 0.000 < from 0.05. The test results can be concluded that the hypothesis is accepted which means that the Electronic Word Of Mouth (E-WOM) and E-Service Quality variables affect repurchase intent.

3. T Test

Table 6. T Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.475	1.691		3.237	.002
	E-WOM	.293	.059	.363	4.975	.000
	E-SERVICE QUALITY	.325	.042	.558	7.649	.000

a. Dependent Variable: NIAT BELI ULANG

Ttable = (α/2 ; n-k-1 = t)

= (0.05/2 ; 100-2-1)

= (0.025; 97)

= 1.98472

Based on these calculations can be explained as follows:

a. The Effect of Electronic Word Of Mouth Variables on Repurchase Intentions

The results of Electronic Word Of Mouth (E-WOM) testing on repurchase intention obtained a significance value of 0.000 < 0.05 and a calculated value of 4,975 > 1,984. This shows that there is a positive and significant influence between Electronic Word Of Mouth (E WOM) variables on repurchase intentions on the Sociolla platform. Based on the test results, it can be concluded that the hypothesis that Electronic Word Of Mouth (E-WOM) has an effect on repurchase intention is acceptable.

b. The Effect of Electronic Service Quality Variables on Repurchase Intentions

The results of E-Service Quality testing on repurchase intentions obtained a significance value of 0.000 < 0.05 and a calculated value of 7.649 > 1.98472. This shows that there is a positive and significant influence between E-Service Quality variables on repurchase intentions on the Sociolla platform. Based on the test results, it can be concluded that the hypothesis that states E-Service Quality has an effect on repurchase intention is acceptable.

Table 1. The result of the calculation of the coefficient of determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	.714	.708	3.111

a. Predictors: (Constant), E-SERVICE QUALITY, E-WOM

b. Dependent Variable: NIAT BELI ULANG

1. Based on the calculation in table 4.10 It can be seen that the value of the Coefficient of determination (R) is found in the Adjusted R2 Square value of 0.708. That is, the ability of the independent variable to explain the dependent variable is 70.8%, the remaining 29.2% is explained by other variables that are not explained in this study.

2. Based on the calculations in table 4.10 It can be seen that the value of the Coefficient of determination (R2) is 0.714 or 71.4%. This means that the magnitude of the influence of the independent variable on the dependent variable is 0.714 or 71.4%.

Discussion of Research Results

Based on the results of research conducted on the variables contained in this study, some of the results can be explained as follows:

1. The Effect of Electronic Word of Mouth (E-WOM) on Repurchase Intent on the Sociolla Platform

Based on multiple linear regression analysis, Electronic Word Of Mouth (X1) has a coefficient of 0.363 meaning that if another variable X (E-Service Quality) is

fixed value and Electronic Word Of Mouth (E-WOM) content (X1) increases in units, then Repurchase Intention (Y) increases by 0.363. The positive value coefficient which is the occurrence of a positive relationship between Electronic Word Of Mouth (E-WOM) (X1) and Repurchase Intent (Y), the better the Electronic Word Of Mouth (E-WOM) (X1), the more the Repurchase Intent. With the results of the t test on the Electronic Word Of Mouth (E-WOM) variable (X1) the calculated t value is 4.975 > 1.984 t table and the significance is 0.000 < 0.05. So it can be said that the Electronic Word Of Mouth (E-WOM) variable (X1) has a positive and significant influence on Repurchase Intention (Y) on the Sociolla Platform. The two variables are interrelated and unidirectional, meaning that Electronic Word Of Mouth (E-WOM) can affect Repurchase Intent positively and significantly. Then for the results of the coefficient of multiple linear determination (R2) of 0.708 or 70.8%. Then the degree of contribution of the independent variable (X) to the related variable (Y) is 70.8%. While the remaining 29.2% was caused by other variables outside this study.

The findings of this study reveal that E-WOM has a positive and significant effect on Repurchase Intent. That is, online communication in e-commerce between sellers and buyers in the form of various responses or responses containing information and consumer experience after buying and using a product or service so that customers can be interested in making Repurchase Intentions on the Sociolla Platform. This statement is in accordance with the results of research conducted by East, et al (2008), Zhang, et al (2012), Vazques, et al (2013) and Jalilvand and Samiei (2011). They stated that a positive E-WOM plays an important role in increasing customer purchase intent. The most dominant indicator in this study is respondents interested in buying Indonesian beauty products through the Sociolla

Platform because currently the innovation of beauty products in Indonesia is growing rapidly. In this case, innovation in using the internet is considered to be able to help beauty products available on the Sociolla Platform to continue to exist in the midst of increasingly fierce E-commerce business competition.

2. The Effect of E-Service Quality on Repurchase Intent on the Sociolla Platform From The results of data analysis show that E-Service Quality has a positive and significant effect on Repurchase Intent with the results of the coefficient from multiple linear regression analysis having a value of 0.558 meaning that if other X variables (E-WOM) have fixed values and E-Service Quality (X2) increases in units, then Repurchase Intention (Y) increases by 0.558. The positive value coefficient which is the occurrence of a positive relationship between E-Service Quality (X2) and Repurchase Intent (Y), the better the E Service Quality (X2), the more the Repurchase Intent. With the results of the t test on the E-Service Quality (X2) variable, the calculated t value is 7.649 > 1.984 t table and the significance is 0.000 < 0.05. So it can be said that the E-Service Quality variable (X2) has a positive and significant influence on Repurchase Intention (Y) on the Sociolla Platform. The two variables are interrelated and unidirectional, meaning that E-Service Quality can affect Repurchase Intent positively and significantly. Then for the results of the coefficient of multiple linear determination (R2) of 0.708 or 70.8%. Then the degree of contribution of the independent variable (X) to the related variable (Y) is 70.8%. While the remaining 29.2% was caused by other variables outside this study.

The findings of this study reveal that E-Service Quality has a positive and significant influence on Repurchase Intent. That is, what has been given by a company and is interested in making a return visit or re-consuming the company's products. This research is supported by Wibowo et al (2013) who show that E-Service Quality affects repurchase intentions. This study shows that E-Service

Quality can improve the company's ability to meet customer needs and desires in accordance with customer expectations. This is one of the factors that need to be considered in attracting consumer interest or attention.

Conclusion

This research was conducted with the aim of determining the Effect of E-WOM and E-Service Quality on Repurchase Intention on the Sociolla Platform. Based on the research that has been done, the following conclusions are obtained:

1. E-WOM has a positive and significant influence on Repurchase Intention on the

Sociolla Platform in Mataram City. In the dissemination of information and comments related to a product online will have an impact on the number of buyers of the product. So that the E-WOM strategy carried out by the Sociolla platform can help increase consumer Repurchase Intent on this platform.

2. E-Service Quality has a positive and significant influence on Repurchase Intention on the Sociolla Platform in the city of Mataram. This means that if the level of service provided is good and in accordance with customer expectations, it will have an impact on increasing consumer Repurchase Intent on the Sociolla Platform.

Suggestion

The suggestions that can be recommended based on the findings of this study are as follows:

It is expected for companies to further utilize Electronic Word Of Mouth (E-WOM) in promoting beauty products. In this case, the company can improve product quality, so that in the future there will be more positive reviews or good feedback on the Sociolla Platform.

From the results of the questionnaire on the E-Service Quality variable that I have done, I got the lowest result that the appearance of the Sociolla Platform is less attractive with a percentage of 3.18%, therefore it is recommended that Sociolla can change the appearance of the platform so that it is more attractive to customers. An example is that the display on the application is too monotonous so that buyers feel bored and less interested, therefore Sociolla can innovate more on the application to make it look unusual.

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