

The Influence of Service Quality, Customer Satisfaction, and Customer Loyalty on WOM in E-commerce: A Case Study of Local Fashion Products

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ABSTRACT

Along with technological developments, shopping via e-commerce is increasingly popular with the public. This is because it is more practical and also provides competitive prices. This research aims to determine the influence of service quality, customer satisfaction, and customer loyalty to generate WOM in local fashion products that use e-commerce. The population in this research is local fashion product customers who make purchases using e-commerce and live in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas, with a sample of 270 respondents. The data collection technique was carried out using a Likert scale questionnaire which was distributed online via Google Form. The sampling technique in this research used purposive sampling. Analysis uses the Structural Equation Modeling (SEM) method with Partial Least Square (PLS). The research results show that service quality has a positive effect on customer satisfaction, customer loyalty and WOM. This research provides managerial implications for the management of local fashion product companies in JABODETABEK that sell via e-commerce in terms of increasing the positive WOM of their customers by improving service quality. This study can be developed by conducting research in other locations or for other products and can also add other variables that influence customers' positive WOM.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, and WOM

ABSTRAK

Seiring dengan perkembangan teknologi, belanja melalui *e-commerce* semakin populer di kalangan masyarakat. Hal ini karena lebih praktis dan juga memberikan harga yang kompetitif. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, kepuasan pelanggan, dan loyalitas pelanggan untuk menghasilkan WOM pada produk fesyen lokal yang menggunakan *e-commerce*. Populasi dalam penelitian ini adalah pelanggan produk fesyen lokal yang melakukan pembelian menggunakan *e-commerce* dan tinggal di wilayah Jakarta, Bogor, Depok, Tangerang dan Bekasi, dengan sampel 270 responden. Teknik pengumpulan data dilakukan dengan menggunakan kuesioner skala Likert yang didistribusikan secara online melalui Google Form. Teknik pengambilan sampel dalam penelitian ini menggunakan purposive sampling. Analisis menggunakan metode Structural Equation Modeling (SEM) dengan Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa kualitas layanan memiliki efek positif terhadap kepuasan pelanggan, loyalitas pelanggan, dan WOM. Penelitian ini memberikan implikasi manajerial bagi pengelolaan perusahaan produk fesyen lokal di JABODETABEK yang berjualan melalui *e-commerce* dalam hal meningkatkan WOM positif pelanggannya dengan meningkatkan kualitas layanan. Penelitian ini dapat dikembangkan dengan melakukan penelitian di lokasi lain atau untuk produk lain dan juga dapat menambah variabel lain yang mempengaruhi WOM positif pelanggan.

Kata Kunci: Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan, dan WOM

INTRODUCTION

WOM (Word Of Mouth) is not only limited to direct face-to-face communication, but can also be done via telephone and social media thanks to technological advances that have a significant impact on the popularity and ease of WOM (Khotimah, 2020). According to Oliviana et al. (2017) WOM has become an increasingly significant marketing model in today's digital era, this model includes the dissemination of information and recommending products or services from individual to individual through personal interactions or social media. In the midst of increasingly tight business competition and diverse consumer choices, word of mouth marketing strategies are key to influencing consumer perceptions and decisions (Paludi, 2017).

Customer satisfaction or dissatisfaction has an impact on the word of mouth effect, both positively and negatively which can affect reputation and performance (Joesyiana, 2018). If performance does not meet expectations, customers will feel dissatisfied. However, if performance is in accordance with expectations, customers will feel satisfied (Kotler & Armstrong, 2012). Service quality is a major determinant of customer satisfaction. It is expected that increasing service satisfaction will result in customer loyalty growth, maintaining existing customers, attracting new customers, creating profit expansion, and gaining a larger market share (Harzaviona & Syah, 2020). In an effort to increase customer satisfaction, business actors, especially in online businesses, need to design marketing strategies to attract customer interest in the products sold, one strategy that can be used is to maintain and continuously improve the quality of the products offered (Kotler & Keller, 2012). Syah (2013) stated that customers usually try to choose goods that they consider can add value based on existing references. It can be concluded that the quality of service depends on the ability of the service provider to consistently meet customer expectations (Rasyid, 2017). Loyalty arises because customers are satisfied with the level of service they receive and want to maintain the relationship (Rasyid, 2017).

Previous research conducted by Sheu & Chang (2022) regarding service quality, satisfaction, loyalty to internet and electronic services in Taiwan for the e-commerce sector. Service quality has a significant effect on customer satisfaction (Sheu & Chang, 2022; Rita et al., 2019; Fajarini & Meria, 2020; Raza et al., 2020; San et al., 2020). Service quality has a positive effect on loyalty (Sheu & Chang, 2022; Omar et al., 2021; Aydin & Özer, 2005; Ha & Jang, 2010). Service quality has a significant effect on WOM (Primantara & Jatra, 2017; Dandis et al., 2022; Kavitha & Gopinath, 2020; (Mukerjee, 2018). There is a positive influence between customer satisfaction and loyalty (Sheu & Chang, 2022; Chikazhe et al., 2021; Leninkumar, 2017; Zephan, 2018; Javed, 2017). Loyalty has a positive effect on WOM (Ngoma & Ntale, 2019; Alavijeh et al., 2018; Alhulail et al., 2019; Liao et al., 2010), this study uses the same framework as Sheu & Chang (2022), however, this study adds WOM. WOM is very important because when customers are loyal to a product, they will give good recommendations to others (Yildiz, 2017).

This study aims to determine the effect of service quality, customer satisfaction and customer loyalty to generate WOM on local fashion product customers who make purchases using e-commerce for customers in the Jabodetabek area. In addition, it is expected to provide further contributions to knowledge,

especially in the field of marketing management. And it is also expected to provide input to the management of fashion product companies to gain loyalty and WOM through improving service quality and customer satisfaction.

RESEARCH METHODS

This study is a quantitative study using a correlational research approach, namely research using statistical methods that measure the relationship between two variables always in more depth (Creswell, 2014). This study uses survey measurements involving data collection tools in the form of questionnaires with an online distribution method that is carried out twice, the first distribution for the research pre-test and the second distribution for all research respondents, which includes data collected from the full answer scores of respondents. Therefore, data from the survey conducted with a questionnaire is primary data. Primary data is information that comes directly from the source that is the object of research, obtained through interviews or filling out questionnaires (Nurhasanah et al., 2023). The measurement used in this study uses a Likert scale with a scale of 1 to 4. Where a score of four means strongly agree (SS), a score of three agree (S), a score of two disagree (TS), and a score of one strongly disagree (STS). For measuring the Service Quality variable, using indicators from Parasuraman et al. (2005) as many as 11 statements. Measurement of the Customer Satisfaction variable, adopted from Syah & Olivia (2022) which is 4 statements. Measurement of Customer Loyalty variables, using indicators from Chikazhe et al. (2021) using 6 statements. Measurement of WOM variables by Oliver (1980) and Cheung et al. (2008) using 6 statements, so there are 27 questions and can be seen clearly in Appendix 2. By using the SEM PLS method in processing the results of the statements, and determining the number of samples based on Hair et al. (2014) states that the sample that can be used is 10 times the number of statements, then the sample size used in this study was 270 respondents.

RESULTS

Based on the results of the pretest on 30 respondents, it was found that 27 statements from 4 variables in this study had met the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) test values for each indicator, namely > 0.5 . This shows that all variables and indicators in this study are valid and can be continued to the next analysis. Furthermore, the reliability test can be seen from the Cronbach Alpha value. Further results can be seen in Appendix 5.

Based on the results of distributing questionnaires online via Google Form, 270 respondents were obtained who met the established criteria. From the data obtained in Appendix 4, table 8, female respondents were 52.6% (142 people) and

male respondents were 47.4% (128 people). Then based on the age range in appendix 4, table 9 18-22 years as many as 65.9% (178 people), age range 23-27 years as many as 27.4% (74 people), age range 28-32 years as many as 6.3% (17 people) and age range >32 years as many as 0.4% (1 person), who live in Tangerang as many as 63% (170 people), Jakarta as many as 26.3% (71 people), Bekasi as many as 8.9% (24 people), Bogor as many as 1.4% (4 people) and Depok as many as 0.4% (1 person) (appendix 4, table 10). Furthermore, in appendix 4, table 11 in this study, the dominant employment status as students as many as 63.3% (171 people), private employees as many as 35.6% (96 people), entrepreneurs as many as 1.1% (3 people). Most of the respondents in appendix 4, table 12 made purchases in the last 6 months 2-4 times as many as 90.4% (244 people) and 5-7 times as many as 9.6% (26 people), to shop for Erigo products as many as 56.7% (153 people), 3Second as many as 17.4% (39 people), The Executive as many as 11.5% (31 people) and others as many as 17.4% (47 people) (appendix 4, table 13) on e-commerce Shopee as many as 75.2% (203 people), Tokopedia as many as 10.7% (29 people), TikTok shop as many as 7.4% (20 people), Lazada as many as 5.6% (15 people) and others as many as 1.1% (3 people) (appendix 4, table 14). From the data obtained, the frequency of purchases can increase customer loyalty, where the largest results show an average purchase of more than 2-4 times in the last 6 months.

Validity testing in this study was carried out on 270 samples to ensure that the instruments used were valid. Validity in this study uses convergent validity and discriminant validity. For convergent validity, the value of the outer model average variance extracted is used, while for discriminant validity, the cross loading value is used. Convergent validity is in the good category if the outer loadings are > 0.70 and while the outer loadings value of 0.60 is considered moderate / sufficient, based on this criterion, if there are outer loadings below the value of 0.6, they will be discarded (Hair et al., 2014). Reliability testing is carried out to ensure that there are no problems related to measurement. Reliability testing is carried out using Composite Reliability and Cronbach's Alpha. Composite Reliability (CR) and Cronbach's Alpha (CA) testing aims to test the reliability of the instrument in a research model. A variable can be said to be reliable if it has a Cronbach's Alpha value ≥ 0.6 or composite reliability ≥ 0.7 (Hair et al., 2014). Such as in the service quality variables (CR = 0.958; CA = 0.961), customer satisfaction (CR = 0.911; CA = 0.921), customer loyalty (CR = 0.930; CA = 0.931), WOM (CR = 0.910; CA = 0.912). For complete validity and reliability tests, see Appendix 5.

Outer Model Testing

Table 1. Outer Model Results

| Variabel | Indikator | Outer loadings | AVE | Cronbach's Alpha | Composite Reliability |
|----------|-----------|----------------|-----|------------------|-----------------------|
| | KL1 | 0,916 | | | |
| | KL2 | 0,788 | | | |

| | | | | | |
|---------------------|--------------------|--------------|--------------|-------------|--------------|
| Kualitas Layanan | KL3 | 0,769 | 0,707 | 0,958 | 0,961 |
| | KL4 | 0,778 | | | |
| | KL5 | 0,772 | | | |
| | KL6 | 0,763 | | | |
| | KL7 | 0,759 | | | |
| | KL8 | 0,92 | | | |
| | KL9 | 0,921 | | | |
| | KL10 | 0,93 | | | |
| | KL11 | 0,9 | | | |
| | Kepuasan Pelanggan | KP1 | | | |
| KP2 | | 0,899 | | | |
| KP3 | | 0,915 | | | |
| KP4 | | 0,912 | | | |
| LP1 | | 0,884 | | | |
| Loyalitas Pelanggan | | | 0,743 | 0,93 | 0,931 |
| | LP2 | 0,869 | | | |
| | LP3 | 0,877 | | | |
| | LP4 | 0,814 | | | |

| | | | | | |
|------------|-------------|--------------|-------------|-------------|--------------|
| | LP5 | 0,895 | | | |
| | LP6 | 0,829 | | | |
| WOM | WOM1 | 0,855 | 0,69 | 0,91 | 0,912 |
| | WOM2 | 0,862 | | | |
| | WOM3 | 0,823 | | | |
| | WOM4 | 0,778 | | | |
| | WOM5 | 0,837 | | | |
| | WOM6 | 0,827 | | | |

Source: Researcher's data processing results, 2024

In the convergent validity test for this study, there were 20 reflective indicators with loading factor values > 0.7 and AVE values > 0.5 out of 27 indicators, all of which were declared reliable, so none needed to be deleted. More detailed results can be seen in Appendix 5. The internal consistency reliability test shows that the reflective latent variable (construct) has a Composite Reliability value > 0.70. Meanwhile, the formative latent variable does not have a Composite Reliability value (Hair et al., 2021).

Tabel 2. Fornell-Larcker Criterion

| | KL | KP | LP | WOM |
|-----------|--------------|-----------|-----------|------------|
| KL | 0,841 | | | |

| | | | | |
|-----|-------|--------------|--------------|--------------|
| KP | 0,669 | 0,889 | | |
| LP | 0,693 | 0,777 | 0,862 | |
| WOM | 0,744 | 0,709 | 0,713 | 0,831 |

Source: Results of research data processing, 2024

Tabel 3. Heterotrait-Monotrait Ratio (HTMT)

| | KL | KP | LP | WOM |
|-----|-------|-------|-------|-----|
| KL | | | | |
| KP | 0,708 | | | |
| LP | 0,733 | 0,838 | | |
| WOM | 0,797 | 0,772 | 0,772 | |

Source: Results of research data processing, 2024

In the discriminant validity test, it can be seen in Appendix 5. The Fornell-Lacker criterion measurement has no problems or it can be interpreted that all variables meet the criteria. Furthermore, the overall cross loading value correlates well. This shows that the variables get very good discriminant values. Then, in the HTMT in this study as a whole, it has a variable suitability by showing the appropriate standard value, namely <0.90 , so that the discriminant validity is met. Thus, it can be concluded that the measurement model in this study shows good construct reliability (Hair et al., 2021).

Tabel 4. Outer Weight dan VIF

| | T statistics (O/STDEV) | VIF |
|------------|-----------------------------|-------|
| KL1 <- KL | 86,501 | 2,587 |
| KL2 <- KL | 26,321 | 2,708 |
| KL3 <- KL | 21,417 | 2,615 |
| KL4 <- KL | 24,171 | 2,679 |
| KL5 <- KL | 19,770 | 2,537 |
| KL6 <- KL | 20,191 | 2,793 |
| KL7 <- KL | 19,340 | 2,284 |
| KL8 <- KL | 90,936 | 2,516 |
| KL9 <- KL | 93,826 | 1,629 |
| KL10 <- KL | 10,504 | 2,844 |
| KL11 <- KL | 68,894 | 8,353 |
| KP1 <- KP | 20,358 | 2,130 |
| KP2 <- KP | 44,796 | 2,910 |
| KP3 <- KP | 64,281 | 3,443 |
| KP4 <- KP | 60,570 | 3,328 |
| LP1 <- LP | 36,243 | 4,200 |

| | | |
|-------------|--------|-------|
| LP2 <- LP | 43,516 | 3,563 |
| LP3 <- LP | 43,128 | 3,264 |
| LP4 <- LP | 22,814 | 2,433 |
| LP5 <- LP | 54,737 | 3,606 |
| LP6 <- LP | 37,758 | 2,391 |
| WOM1 <- WOM | 36,254 | 2,791 |
| WOM2 <- WOM | 39,219 | 3,077 |
| WOM3 <- WOM | 26,888 | 2,358 |
| WOM4 <- WOM | 21,532 | 2,065 |
| WOM5 <- WOM | 33,362 | 2,735 |
| WOM6 <- WOM | 32,503 | 2,557 |

Source: Results of research data processing, 2024

The results of the outer weight specification values can be seen in Appendix 5. In this study, it can be seen that the outer weight on the latent variable has a very good indicator value or it can be interpreted that the value of the latent variable indicator is significant. Based on the calculation results, the T Statistics value in this study is above 1.96 and the VIF value is <5, so it can be said that there is no multicollinearity in each measurement item. The VIF table reports the results of the collinearity test which proves that all indicators from this study have proven to have no problems and therefore can be processed in further analysis (Hair et al., 2021).

Tabel 5. R-Square

| Deskripsi | R-Square | Kategori |
|----------------------------|----------|----------|
| Kepuasan Pelanggan | 0,447 | Moderat |
| Loyalitas Pelanggan | 0,659 | Moderat |
| WOM | 0,629 | Moderat |

SmartPLS 2024 processed data source

According to Hair et al. (2017) R-square values of 0.75, 0.50, and 0.25 imply high, medium, and low levels of model strength, respectively. The R Square value of the KP variable (customer satisfaction) is 44.7% as shown in the table. This shows that 44.7% of the KP variable (customer satisfaction) has an influence on the KL variable (service quality). The remaining 55.3% is caused by other variables not analyzed in this study. The R Square value of the LP variable (customer loyalty) is 65.9% as shown in the table. This shows that 65.9% of the LP variable (customer loyalty) has an influence on the KL variable (service quality). The remaining 34.1% is caused by other variables not analyzed in this study. The R Square value of the WOM variable (word of mouth) is 62.9% as shown in the table. This shows that 62.9% of the WOM (word of mouth) variable has an influence on the KL (service quality) variable. The remaining 37.1% is caused by other variables not analyzed in this study.

Inner Model Testing (Hypothesis Testing)

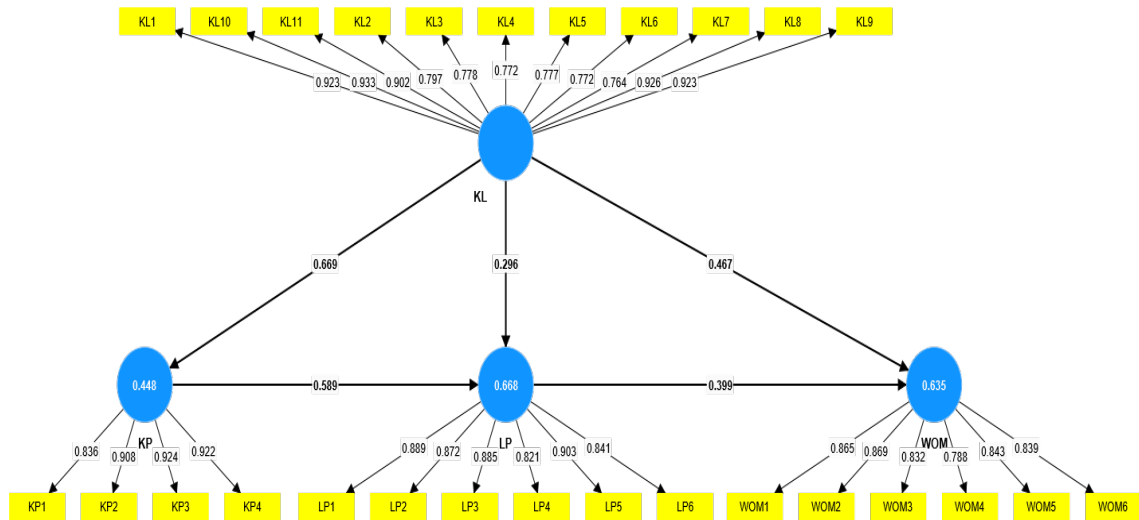


Figure 1. Structural Model

The next step is to evaluate the relationship between the hypothesized variables in this study after evaluating the inner model. In this study, P-Values and T-Statistics are used to test the hypothesis. If the T-Statistics value is >1.96 and P-Values <0.05 , the hypothesis is accepted (Andini, 2020). Hypothesis testing on SmartPLS results in table 3.

Table 6. Hypothesis Testing

| | Original sample (O) | T statistics (O/STDEV) | P values | Results |
|-----------|---------------------|--------------------------|----------|----------|
| KL -> KP | 0,669 | 13,298 | 0,000 | Accepted |
| KL -> LP | 0,313 | 4,991 | 0,000 | Accepted |
| KL -> WOM | 0,481 | 5,725 | 0,000 | Accepted |
| KP -> LP | 0,568 | 9,551 | 0,000 | Accepted |
| LP -> WOM | 0,379 | 3,79 | 0,000 | Accepted |

Source: Results of research data processing, 2024

The test findings show the Original Sample (O) value of 0.669 indicating a positive relationship between service quality and customer satisfaction. The t-statistic of 13.298 (above 1.96) and the p-value of 0.000 (below 0.05) further support this finding. Based on these findings, it can be concluded that service quality has a good influence on customer satisfaction, thus supporting the acceptance of hypothesis H1. The test findings show the Original Sample (O) value of 0.313 indicating a positive direction of the relationship between service quality and customer loyalty. The t-statistic is 4.991, above the critical value of 1.96, and the p-value of 0.000 is below the significance level of 0.05. Based on these findings, it can be concluded that service quality has a good influence on customer loyalty. As a result, hypothesis H2 is proven.

The test findings show the Original Sample (O) value of 0.481 (positive) indicating a positive relationship between service quality and WOM. This is supported by a t-statistic of 5.725 (above 1.96) and a p-value of 0.000 (below 0.05). Based on these findings, it can be concluded that service quality has a good influence on word of mouth (WOM). As a result, hypothesis H3 is accepted. The test results show an Original Sample (O) value of 0.568 (positive) indicating a positive relationship between customer quality and customer loyalty. This is supported by a t-statistic of 9.551 (above 1.96) and a p-value of 0.000 (below 0.05). Based on these findings, it can be concluded that customer quality has a good impact on customer loyalty. As a result, hypothesis H4 is proven. The test findings show that the Original Sample (O) value is 0.379 (positive), indicating a positive relationship between customer loyalty and WOM. This is supported by a t-statistic of 3.790 (above 1.96) and a p-value of 0.000 (below 0.05). Based on these findings, it can be concluded that customer loyalty has a positive impact on word-of-mouth (WOM). As a result, hypothesis H5 is accepted.

CONCLUSION

The conclusion of this study can be seen that service quality, customer satisfaction, and customer loyalty are important factors in influencing WOM on e-commerce customers for local fashion products in JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi). In this case, service quality can increase customer satisfaction, customer loyalty and positive WOM. Good service quality, such as ease of shopping, secure payment process, and fast response to questions and complaints, can build customer trust and loyalty, thereby increasing the likelihood of customers recommending the e-commerce to others. High customer satisfaction with local fashion e-commerce products and services will encourage them to tell their positive experiences to others, thereby increasing WOM. Strong customer loyalty, where customers remain loyal to the brand and continue to shop at the e-commerce, increases their likelihood of recommending the store to others.

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