



Community Based Edupreneur Electronic Word of Mouth in Improving the Brand Image of Online Stores

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Keywords

Abstract

electronic customer satisfaction, electronic word of mouth, brand image, Community Based Edupreneur

Community Based Edupreneur is increasingly popular moment This Because driven by increasing internet users increase. Opportunity This open opportunity for online business that causes competition the tighter. Brand image is a lot of strategies used by companies to win competition. For now, influencing factors brand image online shop done studies empirical with objective for analyze influence direct electronic customer satisfaction, electronic word of mouth against online store brand image, as well analyze influence No direct e-customer satisfaction to brand image online store via electronic word of mouth. Data collected from 200 consumers online store and in analysis with method Structural Equalization Modeling. Results of data processing for test the proposed hypothesis is known that for increase brand image online shop, supposedly manager online store focus on how increase amount consumers who will give review about online shop/ push electronic word of mouth. Whereas electronic word of mouth is influenced by electronic customer satisfaction.

INTRODUCTION

Behavior Indonesian society (Bhaskar and Kumar, 2016) in pattern shop experience change moment this, where public more Lots choose to transact online than conventional Companies are also growing many direct businesses in digital business/ online shop/ online shop, because growth rapidly internet users, where in 2016 there were 100.1 million users and 182 online shop sites Trusted (<https://www.shopback.co.id>). According to Bank Indonesia (BI), in 2016, value online shopping reached Rp. 75 trillion, with the mark online shopping an average of Rp. 3 million, - per person, as well contribute to growth economy national as big 7%. this makes Indonesia a country with highest e-commerce growth in the world. In 2025, institute McKinsey research predicts happen enhancement growth Indonesian economy to reached US\$ 150 billion caused increasing digital venture, because more from half Indonesian people who will involve in e-commerce activities. Facts about the increasing amount and value of online transactions show that online business will the more growing and will create

competition strictly between online stores. In environment competitive business a very sensitive issue for Lots of company business and being task important for manager marketing in every organization is the process how build image brand / brand image positive company (Kariauki, 2015). This requires more effort for online companies, e gestores or e-retailers Because face competition Not only from fellow company online but also from offline companies that offer same products and services (Lieber and Syverson, 2011). Brand image Lots trusted as a power asset for reach success for most company business. Successful companies always make an effort hard for build image they as strong brand / strong brand, which will describe like "what" companies them (Egan, 2014). Company with strong brand can reach more loyal consumers, who will show his intention for buy back at the same company, willing pay more for the company they are believe, as well wish for recommend company to others/positive word of mouth (Subramaniam et al., 2014).

Before making a purchase, consumers often listen to other people's recommendations. Something study, find that: (a) 67% decision purchase influenced by

recommendations from Friend or family, (b) 93% consumers trust reference from Friend or people you know as source the most credible and feasible information trusted before do decision purchases, and (c) 74% of consumers who hear story Bad about A brand from her friend decide For No So buy product that (Summary et al., 2011). A medium for looking for lots of information used by consumers is the internet. Moment Currently, 1 in 3 people in Indonesia use the internet to look for various information every day (Nielsen Consumer and Media View, 2014). Internet use makes it possible for consumers to find information and discussion with various social media and available discussion forums. Speed messages that are disseminated through this internet possible user for share actual and correct information time. How to communicate and promote latest with develop information through the internet this is what is known with electronic word of mouth / eWoM (Gunawan et al., 2016). eWoM can occur on social networks, brand communities, blogs, and discussion portals or forums, where people from the whole world can share experiences about company or product company (Schiffman and Wisenblit, 2015). eWOM believed to be more competent than WoM Because level easy and fast access, as well range more wide than traditional WoM / recommendations offline (Jalilvand, 2012). Furthermore, eWoM is also considered very important Because can form strong image about company through uploaded information consumers (Pham and Ngo, 2017). Lin et al., (2013) and Pham and Ngo (2017), in the study also found influence direct and positive eWoM to brand image company where matter This become base decision purchase consumer. Study about influence eWoM to brand image Still rarely. Study during This more emphasize influence brand image to eWoM (Pham and Ngo, 2017).

The main determinant of the relationship between customers and service providers in the context of marketing is customer satisfaction (Leverin and Liljander, 2006). A more consumers satisfied in transact with company services, caused Because they can anticipate taller to the risks that will happen before do purchases (Kandampully and Suhartanto, 2000). Instead, dissatisfaction consumer will increase If gap between what to expect with what you feel the higher (Kim, 2010). Electronic creation customer satisfaction/ e-customer satisfaction will encourage consumers to carry out profitable positive

eWoM for online store (Rezvani and Safahani , 2016; Gera, 2011; Sanayei and Jokar , 2013) and increase brand image online shop/ online shop brand image (Upamannyu et al., 2015; Rana et al., 2017). Studies about influence direct e- customer satisfaction towards each eWoM and brand image Still rarely. Studies that have done during This more emphasize influence on brand image product / product image, the influence of each eWoM and customer satisfaction to brand image, as well Still seldom applied to online stores (Upamannyu et al., 2015; Rana et al., 2017).

Base Theory

Electronic customer satisfaction

At many companies' moment I realized that creating customer satisfaction is intangible asset for reach superiority compete in global competition (Ueltschy et al., 2009). In relationship with services, customer satisfaction is bunch response affective and cognitive consumer to the services he received as base for company for create connection period long (Kitapci et al., 2013). Customer satisfaction is term marketing for results from How product or services delivered by the company in accordance with hope consumers (Rezvani and Safahani, 2016). Studies This performed on services online shopping provided by online stores. because it, deeply conducted studies were used term e-customer satisfaction in a manner consistent. e-customer satisfaction is level satisfaction and pleasure consumers based on their experiences shopping at online stores (Lee and Wu, 2011), where matter This Lots influenced by different online factors (Bressoles et al., 2014) which in the end will influence customer loyalty (Asadpoor and Abolfazli, 2017). Gera (2011), Sanayei and Jokar (2013), and Riorini and Widayati (2018), found impact height e-customer satisfaction to formation recommendation profitable eWoM for online shop, as well as online shop brand image (Upamannyu et al., 2015; Rana et al., 2017). More online shops focus on creating e-customer satisfaction will push consumer for give recommendation positive to others/ positive word of mouth (Kiyani et al., 2012). Consumers feel satisfied will increase mark brand online shop and will spread eWoM positive, as well help build reputation Good online store. e-customer satisfaction impact to connection period profitable length between consumers with online store brand image (Hanif et al., 2010). The hypothesis is built and tested in studies conducted is as following:

H₁: Yes influences positive e-customer satisfaction to eWoM .

H₂: Yes, influences positive e-customer satisfaction to online shop brands image.

Electronic word of mouth

Development technology give opportunity for everyone for share experience and deliver recommendation about company nor product something company, fine verbally or visually (Thariq et al., 2017), because recommendation from Friend or member family more can trusted than advertising (Clow, et al, 2012). eWoM is a statement about positive or negatives created by consumers potential or customer about product or companies and information the available on the internet for people or other companies (Hennig- Thurau et al., 2004). There are four dimensions eWoM (Goyette et al., 2010), namely: (a) intensity refers to how many Lots of written opinion consumers on social network sites. (b) positive valence refers to reviews positive or well spread consumer. (c) negative valence refers to reviews negative or no well spread consumer. (d) eWoM content refers to written reviews consumer about product, eg quality, usage, and more.

eWoM means important Where consumer can obtain information about quality product or services. Besides that, the information provided can in a manner effective reduce risk and not definitely a must borne by consumers moment buy product (Jalilvand and Samiei, 2012). because that, marketers Now try seeking and push consumers who have buy for convey eWoM positive to others, because can motivate others to do decision purchase (Thariq et al., 2017).

Study finds influence positive eWoM to online store brand image (Torlak et al., 2014; Pham and Ngo, 2017). Online reviews can convince consumers and influences consumer to buy through online stores. eWoM is the most popular way for now more Lots about online store, and very useful in influence evaluation consumer in decision purchase. Information from Loaded and reviewed eWoM in informational media so live and interactive will own impact strong to brand image online shop (Pham and Ngo, 2017). Message eWoM positive with credibility high source show a brand image more online shop positive (Kudeshia and Kumar, 2017). Brand image positive online shop can increase trust consumer to online store, where consumer will willing pay high price at a time to become (Pham and Ngo, 2017). hypothesis next to be built and will be

tested are:

H₃: Yes, influence positive eWoM to online shop brands image.

Online shop brand image

Brands/ brands play role for successful company Because can create superiority compete through brand performance, because brand performance is size success brand firms in the market (Yovovich, 2008). Something brand with a good image in the market can increase brand performance. Brand image is concepts assumed by consumers through reason subjective nor feeling personal. Brand image is perception customer based on reason rational thinking nor experience customer to brand certain (Fianto et al., 2014). series description something brand on thought customer based on experience they become something meanings that lead to each customer have image alone about something brand (Malik et al., 2022).

Component main forming brand image (Aaker and Biel, 2009), namely: (a) corporate image - perception consumer to company maker product, which includes: popularity company, credibility company, network company, as well user That alone. (b) product image perception consumer to something product company, which includes attributes product, benefits product, as well guarantee. (c) user image - perception consumer to user product company, which includes users That own, style life or user's personality and social status. The research conducted refers to the image of online shop company/ retailer. Because of that, next used consistent terms for describe image from online shop brands, that is online shop brands image. Consumer can access, search and compare online shop for 24 hours and evaluate the online shop from House so that more diverse and safe If order desired product via the internet (Lieber and Syverson, 2021).

Experience consumer shop through online shop will create e-customer satisfaction. Customer satisfaction obtained from results evaluation overall consumer based on experience depends from e-service quality provided online shop (Riorini and Widayati, 2018; Cacioppo, 2010). Consumers feel satisfied shopping on the online store is expected will spread eWoM positive, as well help build good and positive image online store. Brand image can increase reputation company Because well -known and accepted brand customer is an asset company (tech et al., 2016). Beside Therefore, brand image is very important in behavior purchase Because matter This will influence preference

consumers and intentions For buy. Next, the hypothesis about influence No directly developed based on theories that have outlined are:

H₄: Yes influence positive e-customer satisfaction to online shop brand image through e- WoM .

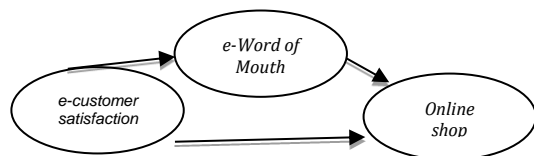


Figure 1. Framework Conceptual

Framework conceptual built and formed for get comprehensive picture from the variables studied and which will be tested for answer problem based on existing and existing theories described and described before.

METHOD

Based on objective study, the type of research conducted is purposeful research for test hypothesis/ Hypothesis Testing. Data collected with use questionnaire structured to 200 consumers who have spent at least once in a year final through one from ten the best online shop in Indonesia in 2017.

Questionnaire shared in a manner equally to consumer online store. Meanwhile, the online store is being investigated as a marketplace that is as facilitator expenditure online which is not own inventory goods alone. The best online shop based on quantity visitors the most during 2017, namely : (1) Lazada.co.id, (2) Blibli.com, (c) Tokopedia.com, (d) Elevania.co.id, (e) MatahariMall.com, (f) Shopee.co.id, (g) Bukalapak.com, (h) Zalora.co.id, (i) Qoo10.co.id, and (j) Blanja.com (<http://teknoliputan6.com>). Next, data collection was carried out during the month of August 2017 and is cross section data. Based on the data collected, the majority respondent is women (66.0%). Next, findings interesting are that most respondents aged under 34 years and the majority aged 25 to 34 years (42.0% of the total respondents). In context this generation younger more choose online shopping compared with more age old (over 34 years). Then, the majority respondent say that they use the internet for rummaged desired product in the online shop an average of 1 to 3 hours each day (55.0%). Table 1 gives description about characteristics respondents who shop at online stores.

Table 1. Characteristics Respondents Study

Characteristics	Classification	Amount	(%)
Type sex	Man	68	34.0
	Woman	132	66.0
Age	18-24 years	58	29.0
	25-34 years	84	42.0
	35-44 years	37	18.5
	45-54 years	18	9.0
	≥ 55 years	3	1.5
Work	Student / student	28	14.0
	Civil servant	60	3.0
	Employee private	75	37.5
	Entrepreneur / entrepreneur	13	6,5
	Etc	24	12
Education	High school/ equivalent	2	1.0
	Diploma	58	29.0
	S1	126	63.0
	S2/S3	9	4,5
Frequency use the internet every day	Etc	5	2,5
	< 1 hour	24	12.0
	1-3 hours	110	55.0
	4-6 hours	40	2.0
	7-9 hours	15	7,5
> 9 hours	11	5,5	

Note : n=200

Collected data from whole the variables studied (e-customer satisfaction, eWoM, and online shop brand image), were measured

using statement items from source clear theory For ensure that whole tool measuring fulfil content validity. Beside that is, the entire

item statement be measured with technique scale size namely a 5-point Likert scale, from very not agree so much agree for get response consumer based on his perception. Before being distributed, pre -tested against

instrument research to be used for ensuring that instrument is valid and reliable. Instrument Pretest Results study is as following:

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

Construct	Statement items	standardized Factor loading	AVE	CR
e-customer satisfaction (adapted from Amin, 2016) $\alpha = 0.825$	1. I am very happy with service this online store	0.721	0.694	0.883
	2. I am very satisfied with service this online store	0.723	0.712	
	3. I am happy with this online store	0.724	0.719	
	4. Website of this online shop easy For used	0.690	0.658	
	5. I am satisfied with whole products sold in this online shop	0.633	0.624	
e-word of mouth (adapted from Kudeshia and Kumar, 2017) $\alpha = 0.782$	1. I often read review other consumers about this online shop for convincing that I do correct and safe purchase _	0.652	0.649	0.916
	2. I often read review other consumers about this online store for know that this online shop has	0.708	0.702	

	impression good for consumers			
	3. I often read review other consumers about this online store for gather information about product to be I buy	0.705	0.699	
	4. I often read review other consumers about this online shop for convincing self I before buy something product	0.672	0.658	
	5. I often hesitate with decision I in buy something product if no read review from other consumers about this online shop	0.688	0.625	
Online shop brand image (adapted from Pham and Ngo, 2017) $\alpha =$ 0.859	1. Compared to another online shop, this online shop own high quality -	0.787	0.768	0.942
	2. Reviews regarding this online shop uploaded a long time ago	0.734	0.622	
	3. I got predict How service to be I can If buy from	0.747	0.739	

this online
store

Table 2 shows mark factor loadings, Cronbach's α coefficient, Average Variance Extracted (AVE) and Composite Reliability (CR) from e-customer satisfaction, eWoM, and online shop brand image. For assess the convergent validity of each construct showed from mark standardized factor loadings (Hair et al., 2010). The value of convergent validity can be accepted if >0.6 (Tabachnik et al., 2014), Cronbach's α coefficient >0.6 (Sekaran, 2014), AVE >0.5 (Hair et al., 2010), and CR >0.7 (Hair et al., 2010). Results obtained show mark factor loadings each statement item range from 0.633 to with 0.787 where the value is >0.6 . This means every construct (e-customer satisfaction, eWoM, and online shop brand image) were built in studies conducted can said to be valid. Furthermore, from results AVE calculations for explain discriminant validity every construct obtained mark range from 0.622 to with 0.768 where have value >0.5 ;

that explains that all constructs are also obtained valid result. Furthermore, for testing the reliability of e-customer satisfaction, eWoM, and online shop brand image are seen from Cronbach's α coefficient, where obtained the value of each Cronbach's α coefficient of 0.825; 0.782; and 0.859. This indicates that every variable has its own internal consistency. Besides that, the CR value for each variable of 0.883; 0.916; and 0.942. values This indicates that each variable has good reliability.

Data that has been collected, then processed and analyzed with the use method Structural Equation Modeling/ SEM and with using AMOS 19. Before processed done goodness test of fit model as condition is testing can continue or not. Testing with use Confirmatory Factor Analysis / CFA to ensure that the proposed model is right / suitable with the data collected.

Table 3. Goodness-of-fit Statistics.

Criteria measurement	Obtained value	Obtainable value accepted	Conclusion
Absolute Fit Indices			
p-values	0.057	$p > 0.05$ (Barrett, 2007)	Goodness of fit
Root Mean Square Error of Approximation (RMSEA)	0.068	RMSEA < 0.07 (Steiger, 2007)	Goodness of fit
Goodness-of-Fit statistics (GFI)	0.947	GFI > 0.95 (Miles and Shevlin, 1998)	Goodness of fit
Incremental Fit Indices			
Normal Fit (NFI)	0.962	NFI ≥ 0.95 (Hu and Bentler, 1999).	Goodness of fit
Comparative Fit (CFI)	0.976	CFI ≥ 0.95 (Hu and Bentler, 1999).	Goodness of fit

In Table 3, shows that CFA test results obtained p-value = 0.057; RMSEA=0.068, GFI=0.947; NFI=0.962; and CFI=0.976, where results obtained show that whole criteria fulfil value that can be accepted / required (Hair et al., 2010), so can said that model is formed fit / fit with data collected and testing hypothesis can continue. The fit model obtained is as following:

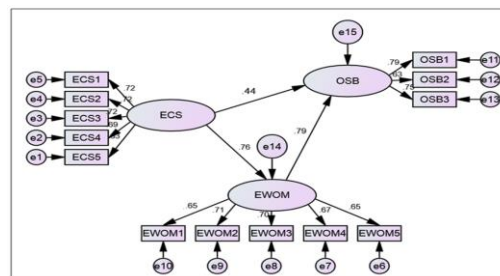


Figure 2. Research Results Fit Model

DISCUSSION

The hypothesis was tested in studies conducted, in full supported. This is shown in Table 4, where whole β values indicate results positive, which means direction influence whole hypothesis that is built in accordance with theory within fact.

Test results for H_1 can be said that there is influence positive e-customer satisfaction to eWoM ($\beta=0.758$; $p\text{-value}=0.000$). this means that If management online shop can increase satisfaction consumer in do online shopping, so consumer will more willing give reviews and recommendations to others about experience shop at the online store in question. Results obtained in line with results studies of Gera (2011), Sanayei and Jokar (2013), where every company must can create nice experience to consumer when shopping, fine experience shopping when in store nor experience buy nor use products purchased (Riorini and Widayati, 2018). Expected consumers suitable with experience he received will feel satisfied (Dorota et al., 2012). Consumers feel satisfied will pushed For tell experience to others (Sanayei and Jokar, 2013), either offline or online and p This will impact big for success company (Lopez and Sicilia, 2014), because opinion satisfied consumer can read by other consumers around the world so is opportunity for company For interesting potential consumers (Hennig- Thurau and Walsh, 2004).

Similarly, from results testing for H_2 , hypothesis about influence direct and positive e-customer satisfaction to online shop brand image is also supported ($\beta=0.441$; $p\text{-value}=0.000$). If management online shop can increase satisfaction consumer, then impression positive about place online shop consumer shop too will increase. The same has also been discovered by Upamanyu et al., (2015) and Rana et al., (2017) in studies that have he did. The satisfaction perceived by the whole consumer based on experience in doing online shopping can create trust consumers in online stores (Dabholkar and Sheng, 2012). Trust consumer can build / impact to image positive companies (Madura et al., 2016). Garbarino and Johnson (1999) argue that when consumers trust a company, they will believe quality and reliability from services offered. Whereas According to Louis and Lombart (2010), brand trust from corner view consumer is something variable reflecting psychology series related assumptions with credibility, benevolence and integrity from something brand. Credibility is hope from consumer that brand

the can dependable. Brand will become credible, if performance brand in accordance with hope consumer. Benevolence refers to the duration a consumer can hold on to one brand. Brand would become benevolence If brand considered attractive to consumers so that consumer can endure keep going. Meanwhile integrity obliges the company to keep promise/ honest, capable state no, as well sincere. Brand will become integrity If consumer consider that brand still Keep going fulfil his promises; in a deeper sense broad, brand felt honest and sincere to consumers. From the description on can concluded that when consumer satisfied do purchase on a particular online store, then consumer will perceive that the online shop will can give service that can reliable, appropriate with what are they hope, honest and sincere to consumers, too desire consumer For make connection period long with online shop can created in accordance hope consumers; or in other words brand image online shop become the more good / positive.

Furthermore, from H_3 test results can be explained that there is influence positive eWoM to online shop brand image ($\beta=0.795$; $p\text{-value}=0.000$). this means If consumer more willing give reviews and recommendations to others about experience shop at online stores, then impression positive about place online shop consumer shop too will increase, where studies Kudeshia and Kumar (2017) also found same result. Image is element important organization Because can influence success company. Image can develop in thought consumer through WoM about something products and services company (Suhartanto and Kandampully, 2003). Task marketers is How For still guard brand image positive company order goals company achieved (Kayaman and Arasli, 2007). Reviewing products on the internet from someone/ eWoM is aspect important that will become consideration consumer for predict behavior consumer in do purchases (Zhu and Zhang, 2010; Bambauer -Sachse and Mangold, 2011). eWoM is method more promotions effective Because accuracy, speed and reliability in delivery perceived information consumer more high (Mayzlin, 2006). The more Lots reviewing consumers opinion positive about experience shopping at online stores, then the more positive image consumer about the online store (Pham and Ngo, 2017), because brand image is accumulation from perception consumer about brand something established online shop in thought consumers (Bian and Moutinho, 2011).

Studies conducted also test influence No

direct e-customer satisfaction to online shop brands image through eWoM and find that influence No direct stronger compared to influence direct e-customer satisfaction to online shop brand image ($\beta=0.603$; p-value=0.000). this _ can concluded that eWoM proven role in mediate connection between e-customer satisfaction and online shop brand image, or in other words eWoM is factor should become attention main manager online shop because will speed up achievement positive online shop brand image. If the online store is perceived consumer the more positive, then can impact to commitment consumer in make decision purchase at the online shop concerned. When consumers commit to the brand company, then consumer will role active and not care competitor, so sustainability of company profits in period long can achieved (Minsung et al., 2011).

CONCLUSION

Fulfillment way need human at the time This has switch to online system. Profit main to get consumer with online shopping is shopping more effective and efficient, where will save time (because consumer No must be in the shop traditional), consumers can think more in before do purchases, as well consumer can compare more price interesting between online stores. Growth online store moment This become very rapidly, which necessitates manager shop online look for method for win competition. Alternative strategy for creating superiority competition for company is with increase brand image positive. Studies conducted find that for increase brand image positive, it should manager online store focus on how increase amount consumers who will give review about where the online store consumer shopping is or in other words how push more Lots consumers to be ready give his opinion online/ eWoM. Based on findings research, for increase eWoM, a few things that can done by the manager are: (a) provide adequate means form column for consumer for comment about product company or column in each picture sold in the online shop for read by consumers other. (b) build connection with loyal and encouraging customers they for review experience they are shopping at online stores. (c) ask testimony from customer as well as upload it on social media. (d) give awards to frequent consumers_ give reviews about shopping at online stores, such as give discount vouchers price , item load information about online shop, and more. Next, managing the online store is also a

must understand that eWoM influenced by e-customer satisfaction, and assignments manager online store is look for method How satisfaction consumer can improve. As for ways to increase e-customer satisfaction based on findings from studies conducted are: (a) with give response fast to question consumer. If order done outside normal time, should informed to consumers No wait too long. Potentially long waiting customers for switch to another online shop. (b) give honest information. Honesty is very important to avoid disappointment to the consumer. (c) master products sold, because will add mark for consumer with give answer in a manner fast and accurate.

In context marketing, every marketer should realize that consumer is source income for continuity life company. Every very satisfied consumer with online store, likely big will push they with Like willing recommend to others. Push consumers to give review positive about online shop will increase image positive online store, where in essence to two things the is for ensure that business fixed online shop going on.

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