

Article

The Role of E-WOM in Moderating the Influence of Digital Marketing, E-Service Quality, and E-Trust on E-Customer Satisfaction (Shopee Gen Z Online Marketplace Users)

Tyas Arifita Windasari¹, Sigit Hermawan^{2*}, Hadih Fitriyah³

1. Student of Management Graduate Program, Universitas Muhammadiyah Sidoarjo, Indonesia
2. Lecturer of Management Graduate Program, Universitas Muhammadiyah Sidoarjo, Indonesia
- * Correspondence: sigithermawan@umsida.ac.id
3. Lecturer of Management Graduate Program, Universitas Muhammadiyah Sidoarjo, Indonesia

Abstract: The purpose of this research is to determine the influence of digital marketing, e-service quality and e-trust on e-customer satisfaction as well as the role of EWOM in moderating the influence of digital marketing, e-service quality, e-trust on e-customer satisfaction. This research uses quantitative methods. The population in this study was 419 students and the sample taken was 205 students who were obtained using non-probability sampling techniques using the Slovin method. Using outer models and inner models as data analysis techniques assisted by SmartPLS to manage data. In this research, the results obtained: digital marketing, e-service quality and e-trust have a positive and significant effect on e-customer satisfaction. And EWOM as a moderating variable in this research can only moderate the influence of e-trust on e-customer satisfaction, but cannot moderate the influence of digital marketing, e-service quality on e-customer satisfaction.

Keywords: Digital Marketing, E-Service Quality, E-Trust, EWOM, E-Customer Satisfaction

Citation: Windasari, T. A., Hermawan, S., & Fitriyah, H. The Role of E-WOM in Moderating the Influence of Digital Marketing, E-Service Quality, and E-Trust on E-Customer Satisfaction (Shopee Gen Z Online Marketplace Users). *Procedia on Economic Scientific Research* 2022, 1, 69-87.

Received: 18th June 2024
Revised: 25th June 2024
Accepted: 2nd July 2024
Published: 9th July 2024



Copyright: © 2024 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

1. Introduction

The rapid development of technology and the increase in internet users are one of the impacts because most of people's activities today depend on the internet. This statement can be evidenced by the number of internet users which reached 204.7 million users in 2022 with a penetration rate of 73.7% of the total number of Indonesian people at the beginning of 2022, so it can be indicated that most of the Indonesian population has felt the convenience of the internet [1]. Trade is one of the fields that is greatly affected by the internet, because only by utilizing smartphones supported by the internet can people make shopping transactions anytime and anywhere without having to meet directly with the seller. Therefore, it can be said that digital transformation can make buying and selling activities easier. So that the existence of this convenience has an impact on changing shopping trends from offline to online. The phenomenon of changing shopping trends from offline to online is one of the factors in the increasingly fierce competition between *e-commerce players*, this is one of the reasons why business actors must be able to take advantage of every existing potential and opportunity.

Along with the increasingly globalized business development and rapid economic development has an impact on the strategies implemented by the company, the strategy that can be used from technological developments is to use the internet as a means of promotion. In addition to being cheaper and can save promotional costs, this strategy is very easy to do and more effective in achieving goals. The existence of social media can

help the company in communicating a product or service to customers, so it is hoped that the customer can provide reviews of the services or products offered by the Company after seeing and knowing information about the products offered by the Company through various media channels. Currently, social media is considered the most effective platform in communicating products to consumers, so more and more business owners are marketing their products through social media [2]. In e-commerce, customer satisfaction is commonly referred to as *e-customer satisfaction*, which is the level of satisfaction and comfort from consumers when buying a product that is perceived between what is expected before buying the product and the actual performance of the product after purchase and use [3]. The more satisfied consumers are, the company will continue to exist and be able to maintain its survival. There are several factors that are considered to affect *e-customer satisfaction*, one of which is *digital marketing*.

By using *digital marketing*, companies can find out the response from customers to the services or products offered, namely by reviewing comments or testimonials from products published on social media. So it can be concluded that *digital marketing* is an activity in the field of marketing that uses platforms on the internet to reach customers [4]. *Digital marketing* can also be interpreted as a system that is used to reach a wide market and can measure data accurately by placing advertisements through mass media such as *Facebook Ads*, *Instagram Ads*, or *Google Ads* [5]. That way the company can periodically evaluate its products and can establish good communication between the company and customers, from which good communication can strengthen relationships with customers, so that indirectly it can provide satisfaction for customers because they feel cared for. Customer satisfaction is very important and must be considered, because when customers are satisfied and give a positive response, they will recommend it to other customers.

In addition to *digital marketing*, there are other factors that are considered to affect *e-customer satisfaction*, namely *e-service quality*. In this era of digitalization, *e-service quality* is very necessary, the adoption of new service quality, especially in the world of *e-commerce*, namely web-based service quality. *E-service quality* is the quality or ability of a company to perform and provide services to consumers virtually, with the aim that the company can respond to consumer desires and meet the service needs of consumers [6]. So it can be said that *e-service quality* is a combination of internet-based services consisting of efficiency, fulfillment, system availability, privacy, where consumers will feel more efficient in terms of time and cost, as well as the availability of information and smooth transactions are one of the considerations for consumers in making transactions online with the guarantee of confidentiality of consumer data [7]. *E-service quality* has a positive influence on *e-customer satisfaction* because the better the *e-service quality* provided by a company, the higher the customer satisfaction, this opinion is in line with the results of research conducted by [6].

In *e-commerce*, trust is often referred to as *e-trust*. *E-trust* is the trust and expectation of customers for the honesty and integrity offered by online merchants [8]. *This e-trust* has a fairly important role in influencing consumer satisfaction. Because transactions made through *e-commerce* have a fairly high risk, so the key factor in online shopping is customer trust or *e-trust*. Because the main thing that is often considered by consumers in making purchases through *e-commerce* is whether the website and online seller can be trusted or not [9]. One of the things that can be done so that consumer trust increases is to be careful in providing services to customers and always ensuring product quality is maintained. Trust arises if it is accompanied by proof so that it can create consumer satisfaction [10].

With technological advances, manufacturers can create a forum that contains responses from consumers or often known as *electronic word of mouth* (E-WOM). The E-WOM phenomenon is an evolution from traditional *interpersonal communication* to the cyberspace generation [11]. E-WOM is a practice where online media users can share their positive and negative information and experiences about purchasing a product with others [12]. One form of E-WOM can be in the form of online reviews that include comments and

opinions written by application users about applications that have been downloaded, thus helping consumers compare different products, brands and services, because when customers can make good comparisons, they will feel satisfied with the decisions that have been made. If the number of EWOM is high, it will affect the Company's reputation and will produce recommendations which means the Company has a good reputation[11]. In addition, with E-WOM, customers can provide reviews and feedback directly to the company and companies can also take lessons from these reviews to improve their products and services, so that when the company can provide good *feedback*, it can increase customer satisfaction. Based on [13] and [14], EWOM has a significant positive effect on *e-Customer satisfaction*. This is because *word of mouth* has certain considerations from consumers before making a purchase decision, a positive WOM will increase customer satisfaction. However, in the research conducted by [15] stated that EWOM has no effect on customer satisfaction, so it can be concluded that the number of reviews and reviews of a product does not necessarily affect *e customer satisfaction*.

The object used in this study is shopee *e-commerce* users. Because of various market places in Indonesia, shopee is an *e-commerce* that is quite popular in Indonesia with various advantages such as easy and interactive application features, for example with the COD and shopeepay payment systems to make it easier for consumers to make payments, besides that there is also shopee video to increase the attractiveness of the products sold, as well as shopee live which makes it easier for sellers to interact with buyers and makes it easier Buyers get discount vouchers provided during the live. Therefore, Shopee is an *e-commerce* that is ranked highest (app rank) on the AppStore and playstore. It can be seen from the image below:






Toko Online	Pengunjung Web Bulanan	Ranking AppScore	Ranking PlayStore
1  Shopee	131,296,667	#1	#1
2  Lazada	26,640,000	#3	#2
3  Blibli	19,736,667	#5	#3
4  Tokopedia	158,346,667	#2	#5
5  Bukalapak	21,303,333	#7	#6

Figure 1. Quarterly Iprice Report 2 2022

From the figure, it can be seen that Tokopedia's monthly web visitors are larger than shopee, but shopee is still ranked first in both the *App Store* and *the Play Store*. Many factors make Shopee superior in several indicators from other *e-commerce*, making consumers more interested in shopping at Shopee [16]. The visitor data from the Figure above is also supported by the results of a survey from Ipsos, the survey was carried out with three indicators as follows:

Table 1. Hasil Survey Ipsos 2023

Indicator	Shopee	Tokopedia	Tiktokshop	Lazada
Top of Mind	67%	16%	6%	6%
Best Used Most Often (BUMO)	80%	10%	6%	3%
Loyalty Ratio	84%	14%	10%	6%

Source : Data processed by the author, 2023

From the table, it can be concluded that shopee has superior performance according to sellers, from the results of the main indicators Top of Mind (TOM) and Brand Used Most

Often (BUMO), it can be seen that shopee still occupies the first position compared to other competitors. In addition, on the loyalty ratio indicator, Shopee also gets the highest score so it can be concluded that most online sellers make Shopee a mainstay marketplace platform, from these advantages make Shopee a mainstay marketplace platform.

The research by [17] shows that the digital marketing variable has a significant effect on *satisfaction*, while service quality has no effect on satisfaction, besides that the moderation variable in the study is only able to moderate the influence of *service quality* on satisfaction but is not able to moderate the influence of *digital marketing* on satisfaction. Meanwhile, in the research conducted by [18] stated that *E-trust and E-Service Quality* have a significant positive effect on *E-satisfaction*. Based on previous research on *digital marketing, e-service quality, e-Trust, EWOM and e-customer satisfaction*, there is still a research gap. The difference between the previous research and the research conducted by the researcher is the object of this study which focuses on Shopee marketplace users, as well as novelty by combining *digital marketing, e-service quality, and e-trust variables on e-customer satisfaction* with EWOM as the moderation variable.

This research was conducted on shopee *e-commerce* users in generation Z because shopee is one of the popular applications for buying and selling or online shopping in Indonesia. However, even though Shopee is an *e-commerce* with the title of unicorn that is growing so rapidly in Indonesia, there are still many shortcomings in *customer service* because they are not fast in responding to customer complaints, especially when there are delivery errors or bills that ultimately have an impact on customer satisfaction. This is evident in the number of shopee visitors which continues to decline from December 2022 to February 2023 [19]. The reason why researchers chose Gen-Z is that they are a generation that is very proficient in using technology and prefers to make transactions online [20].

The existence of research gaps as previously explained, it can be concluded that the purpose of this study is to determine the influence of *digital marketing, e-service quality and e-trust* on *e-customer satisfaction* as well as the role of EWOM in moderating the influence of *digital marketing, e-service quality, and e-trust* on *e-customer satisfaction*. It is hoped that the researcher in this study can provide figures and considerations for *e-commerce* actors to continue to pay attention to and improve *digital marketing, e-service quality and e-trust* in an effort to provide satisfaction to consumers.

Digital Marketing

Digital marketing is the result of the evolution of marketing that occurs when companies use digital media channels for most of their marketing activities. Digital marketing is simply defined as the achievement of marketing goals through the application of digital media, data, and technology [21]. From this understanding, it can be concluded that digital marketing is marketing that is carried out with the help of digital media, data and technology. This statement refers to the opinion expressed by [22],[23],[24],[25],[26].

E-Service Quality

Electronic service quality or what we usually call *e-service quality* refers to services provided online with the help of the internet, the statement refers to the opinion by [27],[28],[29]. *E service quality* can be measured by measuring the product or service that consumers expect and comparing it with the product or service that consumers expect based on certain dimensions of *e service quality* [30]. *E-service quality* or commonly referred to as service quality in this online environment is something important in determining the success or failure of electronic commerce, because the better the service provided, the greater customer satisfaction and the better the company's reputation in the community.

E-Trust

In running a business there are several factors that must be considered, one of which is trust, because a transaction will run smoothly if there is always an element of trust in it. In *e-commerce*, trust is called E-Trust. E-Trust is a convincing attitude and expectation

related to the risks of using an online-based application, this statement is not contrary to opinion [31],[32],[28],[33]. Trust refers to the willingness of customers to accept and act digitally based on positive expectations in the future, so it makes e-trust an important part of conducting digital transactions.

E-WOM

In this all-digital era and the increasing development of the internet and *e-commerce* among the public lately, it has had an impact on the development of *Word of Mouth* (WOM) into *electronic Word of Mouth* (EWOM). *Electronic Word of Mouth* (EWOM) is an effective, cheap and affordable marketing communication tool so that it can provide added value to a brand as a social share of voice, this statement is in line with the opinion [34],[35],[36],[37]. EWOM or commonly known as viral marketing can be in the form of types of text, figures and videos that are spread on the internet and its spread such as viruses can be word-of-mouth and from mouse clicks to mouse clicks.

E-Customer Satisfaction

E-Customer satisfaction or commonly called customer satisfaction is a benchmark of consumer expectations for the performance of a product or service received [5]. Or it can be said that e customer satisfaction is the level of consumer satisfaction with the convenience of purchasing a product online which is perceived between expectations before making a purchase and the actual performance of the product after purchase and use, this statement refers to the opinions by [3], [38],[39].

Hipotesis

The Influence of Digital Marketing on E-Customer Satisfaction

The existence of *digital marketing* can make it easier for sellers to reach target consumers and save company funds and can help build closer relationships with consumers so that they can strengthen the company's relationship with its consumers. Indirectly, this can provide satisfaction for customers because they feel cared for. Customer satisfaction is very important and must be considered, because when customers feel satisfied and provide a positive experience, they will recommend the product to other customers, such as the results of research conducted by [5] and [4] which states that *digital marketing* has a significant effect on customer satisfaction, but the results of the study are not in line with the results of research conducted by [40] which stated that *digital marketing* has no effect on customer satisfaction because *digital marketing* is only used to obtain information about a product so that the majority of consumers are satisfied because the quality of the product produced is not from promotions carried out through digital platforms.

H₁ : Digital Marketing has a positive and significant effect on *e-customer satisfaction*

The Effect of E-Service Quality on E-Customer Satisfaction

Good service quality can bring satisfaction to consumers, especially in transactions made online. So it can be said that the *E-Service Quality* provided by the company will satisfy or not satisfy customers, because this *e-service quality variable* is considered to be able to affect customer satisfaction, this opinion is in line with the results of research conducted by [6], [41]. However, the results of the study are not in line with the results of the research conducted by [42] which states that *e-service quality has a negative effect on e-customer satisfaction so that it can be concluded that e-service quality has no effect on e-customer satisfaction and cannot be a reference for measuring customer satisfaction*. It is not so important to their satisfaction because some consumers only think about the benefits they get when making a purchase from a product.

H₂ : E- Service Quality has a positive and significant effect on *e-customer satisfaction*

The Effect of E-Trust on E-Customer Satisfaction

Trust is a key aspect of running an online business, prejudice and dishonesty can damage the foundation of an online business success. Because consumer experience and attitudes are very closely related because they are based on consumer expectations, the more consumer expectations are met, the more satisfied customers has been. This opinion is in line with the results of research conducted by [43] which states that *e-trust* has a significant positive effect on e-satisfaction, which means that *e-trust* has an effect on reputation in doing a business so that the higher the trust given, the more satisfied consumers are in carrying out online purchase transactions through applications. Because when consumers trust a service or product, consumer satisfaction will also increase, therefore they will continue to use the service and product and will recommend it to others, but on the other hand, if consumers do not trust a service or product because of the experience gained before, then the consumer will not feel satisfied and will not recommend the product to others. However, the research is not in accordance with the results of the research [44] which states that *e-trust* has no effect on *e-customer satisfaction*.

H₃ : E- Trust berpengaruh positif dan signifikan terhadap *e-customer satisfaction*

The Influence of Digital Marketing on E-Customer Satisfaction Moderated by E-WOM

Electronic Word of Mouth is one of the important aspects for *digital marketing*, because with E-WOM customers can provide reviews and feedback directly to the company and companies can also take lessons from the reviews to improve their products and services, so that when the company can provide *feedback* well, it can make customers feel satisfied and can continue to improve customers. So that the existence of the EWOM variable as a moderation variable is expected to strengthen the influence of *digital marketing* on *e-customer satisfaction*. In accordance with research conducted by [13] and [14] stated that EWOM has a significant positive effect on *e-Customer satisfaction*. This is because *word of mouth* has certain considerations from consumers before deciding to buy, so good quality WOM will certainly increase customer satisfaction. However, in the research conducted by [15] stated that EWOM has no effect on customer satisfaction, so it can be concluded that the number of reviews and reviews of a product does not necessarily affect *e customer satisfaction*.

H₄ : The influence of Digital Marketing on *e-customer satisfaction* moderated – WOM

The Effect of E-Service Quality on E-Customer Satisfaction Moderated by E-WOM

Customer satisfaction in making online transactions is closely related to the quality of service offered, so it is possible that these consumers entrust their choice by making repurchases on *e-commerce* that provides good service quality. And with good service, it will also create *word of mouth* from consumers which will affect customer satisfaction [10]. In accordance with the results of research conducted by [17] and [45] which states that EWOM can moderate the relationship between *e-service quality* and *e-customer satisfaction*, but in the research [46] stated that EWOM cannot moderate the influence of *e-service quality* on *e-customer satisfaction*.

H₅ : There is an influence of *E-Service Quality* on *e-customer satisfaction* moderated by E-WOM

The Effect of E-Trust on E-Customer Satisfaction Moderated by E-WOM

Word of mouth (known as EWOM) is in the form of recommendations, reviews and opinions where customers share their experiences after using a product or service. EWOM can occur because of the superiority of the product or service that is superior, in this case customer trust is created because they have experience in using the product or service [47]. With the formation of *e-trust* in customers, it can affect customer satisfaction, as shown by the results of research conducted by [43] Anyg stated that *e-trust* has a significant positive effect on e-satisfaction, which means that *e-trust* has an effect on business so that the higher

the trust given by the Company to its consumers, the more satisfied consumers are when making transactions online through the application. Because when consumers already believe in a service or product, consumer satisfaction will also increase, besides that they will also give recommendations to others and vice versa, if consumers do not have trust in services or products caused by the experience obtained when using the product, then consumers will feel dissatisfied and will not recommend the product or service. However, the research is not in accordance with the results of the research [44] which states that *e-trust* has no effect on *e-customer satisfaction*. So by adding the EWOM variable, it is hoped that it can strengthen *the relationship between e-trust and e-customer satisfaction*.

H₆ : There is an influence of *E-Trust* on *e-customer satisfaction* moderated by *E-WOM*

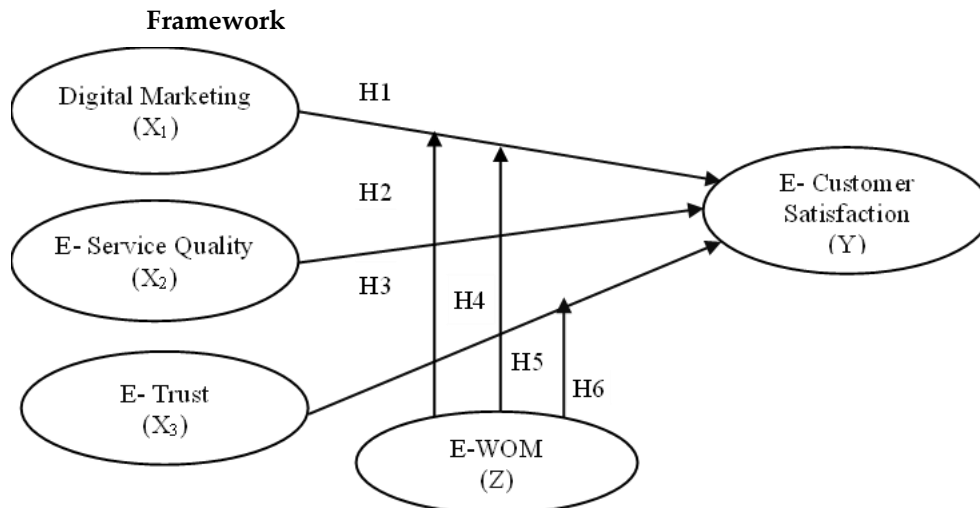


Figure 2. Conceptual Framework

2. Materials and Methods

Population and Sample

The population in this study is shopee Gen Z users, especially management study program students who are taking the 7th semester at the University of Muhammadiyah Sidoarjo which totals 345 students and management study program students at Nahdlatul Ulama University Sidoarjo who are taking the 7th semester 74 students, so the total population in this study is 419 students. The reason the researcher chose students from the two universities is because the two universities are popular universities in Sidoarjo and can make it easier for researchers to obtain samples because the researcher is a student from Sidoarjo University. In addition, the reason why the researcher chose 7th semester students is because 7th semester students are considered more mature and wise in making decisions and in utilizing social media, so that the sample obtained is expected to understand the problem and make more assessments.

Meanwhile, the sample was taken from a population of 205 students to determine the sample using *non-probability sampling* using the slovin method. *Non-probability sampling* is a sampling technique that does not provide the same opportunity for each element of the population which is then used as a sample [48]. The following is the formula of the slovin method:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{419}{1 + 419 (0,05)^2}$$

$$n = \frac{419}{1 + 1,0475}$$

$$n = 205$$

Information :

n : Number of Sample

N : Population Total

e : error of tolerance

By using the slovin method and an error tolerance of 5%, it can be seen that the sample in this study is 205 students. The distribution of the questionnaire was based on the comparison of the percentage of the population size, which was 82% for management students of the University of Muhammadiyah Sidoarjo and 18% for management students of Nahdlatul Ulama University of Sidoarjo. So that 168 questionnaires has been distributed to 7th semester management students from Muhammadiyah Sidoarjo University and 37 questionnaires has been distributed to 7th semester management students from Nahdlatul Ulama Sidoarjo University.

Data Collection

The types of data used in this study are primary data and secondary data. Primary data is obtained by collecting data using an internet-based survey method, namely by distributing questionnaires online to prospective respondents. The number of questionnaires distributed is based on the size of the population presentation from each campus. Furthermore, the data is processed using a Likert scale, the variables measured will be simplified in the form of variable indicators to be used as a starting point to make it easier to prepare statement items or instrument questions [48]. Secondary data comes from books, journals and internet references.

Operational Definition

Digital Marketing (X₁)

The operational definition of digital marketing is marketing carried out with the help of digital media, data and technology, this statement refers to the opinions expressed by [37], [21], [25]. There are six indicators that are used as parameters to measure digital marketing, namely Website, Serch Engine Marketing, Web Banner, Social Network, Email marketing [23].

E-Service Quality (X₂)

Operational Definition of E-Service *quality* variable is a combination of characteristics and characteristics that determine the extent to which consumer needs are met. It can be said that *e-service quality* is an action or act offered by a party to another party online which is basically *intangible* and does not result in the ownership of something, This statement refers to the opinion expressed by [49], [30], [29]. The indicators used to measure *e service quality* are *reliability/fulfillment*, *Responsiveness*, *Privacy/Security*, *information Quality/Benefit*, *ease of us /usability*, *Web Design* [50].

E-Trust (X₃)

The operational definition of *the e-trust* variable is the level of consumer trust in a site or online buying and selling service. Online buying and selling trust is highly dependent on security when conducting online buying and selling transactions because the majority of online buying and selling failures are caused by a lack of consumer trust in *e-commerce* actors. This statement refers to the statements by [51], [31],[33]. Indicators that can be used

as parameters to measure trust, namely integrity, competence, consistency, loyalty, and *openness* [52].

EWOM (Z)

The operational definition of the EWOM variable is a communication tool used by consumers to collect and provide information about a product, service or company digitally. The statement refers to the opinion of [53], [37], [54]. The indicators that can be used as parameters to measure E-WOM are *intensity, valence of opinion, content* [55].

E-Customer Satisfaction (Y)

The operational definition of the *e-customer satisfaction* variable is consumer satisfaction measured based on a comparison of customer expectations before purchasing a product and product performance after being purchased and used, the statement refers to the opinion of [38],[39],[3],[5]. The indicators that can be used as parameters to measure *e customer satisfaction* are *convenience, customization, security, web appearance* [56].

Data Analysis Techniques

Partial Least Square (PLS) Test

PLS or commonly known as Partial Least Square is a factor of uncertainty in a powerful analysis method because the data is not assumed to use a certain scale size, the number of small samples [57]. There are two sub-models of the Partial Least Square analysis, namely the outer model (measurement model) and the structural model (structural model) often called the inner model [58].

1. Outer model

An outer model or commonly known as an outer relation or measurement model is a measurement model used to assess the validity and reliability of a model. The outer model figures the relationship between the indicator block and its latent variable [58]. The equation of the outer model for a reflective construct can be arranged as follows [58]:

$$X = \Lambda\chi\xi + \varepsilon\chi$$

$$Y = \Lambda\gamma\eta + \varepsilon\gamma$$

2. Inner model

Inner models or commonly called inner relationships, structural models, and substantive theories can be used to show relationships between latent variables based on a substantive theory [57]. The inner model or structural model can be assessed using R-Square for dependent constructs, Stone-Geisser Q-Square test for predictive relevance and t-test and significance of structural path parameter coefficients [57]. The equation of the inner model can be written as follows [58]:

$$\eta = \beta o + \beta\eta + \Gamma\xi + \zeta$$

η is a free variable vector, ξ vector of bound variables and ζ residual vector (unexplained variance). Because the PLS design is basically a recursive model, the correlation between latent variables is also called a causal chain system. The following is the form of equation of the causal chain system [58]:

$$\eta_j = \sum_i \beta_{ji} \eta_i + \sum_i \gamma_{ji} \xi_i + \zeta_j$$

Hypotheses Test

Hypothesis testing on Partial Least Square or commonly referred to as PLS can be done by looking at the value of the path coefficient in the inner model test. For hypothesis testing with an alpha of 5%, the path coefficient value indicated by the T-statistical value

is 1.96. if the T-statistical value is greater than the T-value of the T-table (1.96) then it can be said that the hypothesis is accepted or can be proven [57].

3. Results and Discussion

Outer Model

The analysis of the measurement model or commonly known as *the outer model* is an analysis that aims to assess the correlation between latent variables and their indicators as well as the validity and reliability of the model. *Outer models* with reflective indicators can be evaluated through *convergent validity*, discriminant of Latin construct-forming indicators, *composite reliability* and *cronbach alpha* [59]. Here are the test results of the *outer model*.

Validity Test

The data validity test in this study uses discriminant validity and convergent validity.

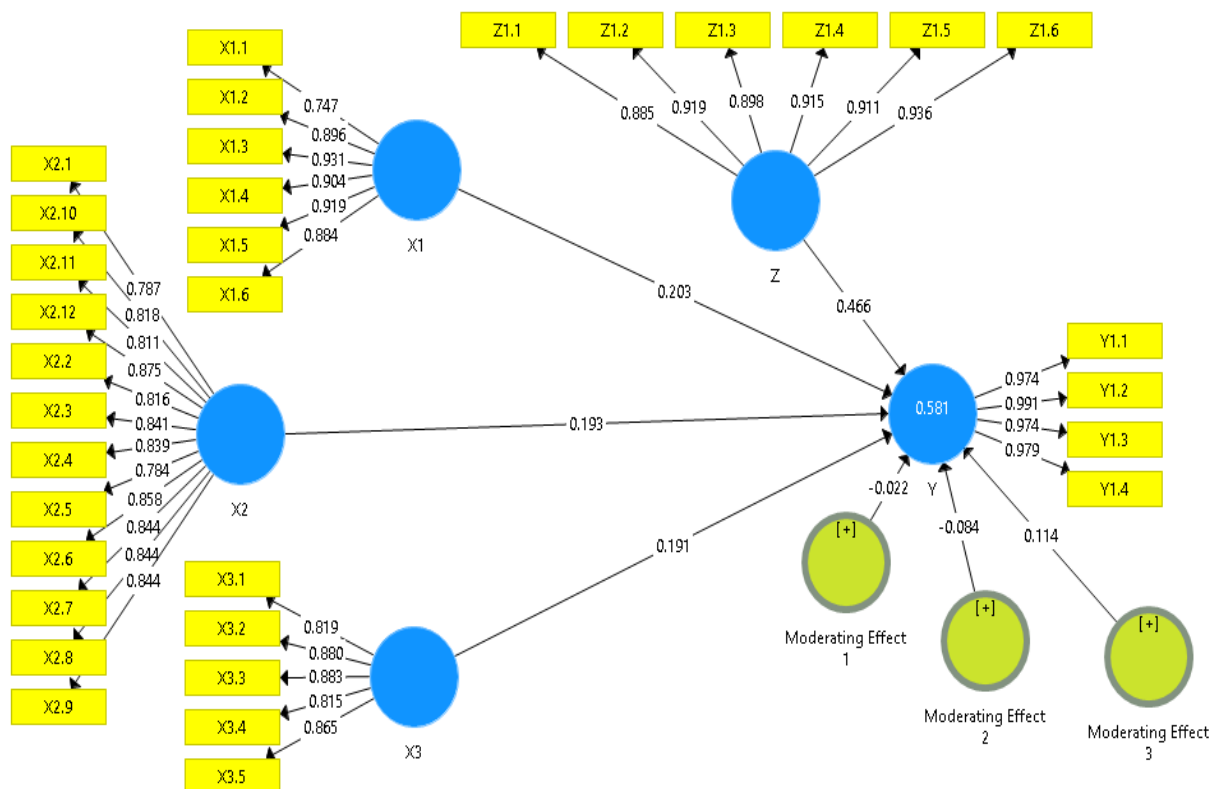


Figure 3. Output Outer Model Moderation Smart PLS 3

The convergent validity of the *outer model* with the reflexive indicator can be seen from the correlation between the score of the item/indicator and the score of the construct. The indicator is considered reliable if the correlation value is above 0.7, but in scale development research, the outer loading value of 0.5 to 0.6 is still acceptable [59]. From the figure, it can be seen that the outer loading value >0.70 so it can be concluded that the indicator of each latent construct has met the convergent validity.

Table 2. Convergent Validity

	Moderating Effect 1	Moderating Effect 2	Moderating Effect 3	X1	X2	X3	Y	Z
Moderating Effect 1	1.000							
Moderating Effect 2	0.378	1.000						
Moderating Effect 3	0.114	0.185	1.000					
X1	-0.028	-0.199	-0.154	0.882				
X2	-0.238	-0.253	-0.110	0.153	0.830			
X3	-0.221	-0.132	-0.503	0.132	0.318	0.853		
Y	-0.242	-0.274	-0.221	0.404	0.497	0.494	0.980	
Z	-0.225	-0.166	-0.478	0.325	0.428	0.606	0.671	0.911

The model has sufficient *discriminant validity* if the root of the AVE is greater than the correlation between the construct and the other constructs[57]. The table shows that all constructs have met the criteria for *discriminant validity* because the root of the AVE is greater than the correlation between the construct and other constructs.

If you look at the figures and tables, model modification or elimination on indicators that have an outer loading value of > 0.7 does not need to be done because all constructs have met the criteria of *convergent validity* and *valid discriminantity*.

Reliability Test

Table 3. Composite Reliability and Cronbch's Alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Moderating Effect 1	1.000	1.000	1.000	1.000
Moderating Effect 2	1.000	1.000	1.000	1.000
Moderating Effect 3	1.000	1.000	1.000	1.000
X1	0.942	0.953	0.954	0.778
X2	0.959	0.962	0.964	0.690
X3	0.906	0.909	0.930	0.727
Y	0.986	0.986	0.990	0.960
Z	0.959	0.960	0.967	0.830

In addition to the construct validity test, in the *outer model* there is also a reliability test that can be measured by two criteria, namely through *the composite reliability* and *cronbach alpha* values. A construct is declared reliable if *the composite reliability* and *cronbach alpha* values are above 0.7 [57]. The table shows that *the composite reliability* and *cronbach alpha* values are greater than 0.7 so it can be concluded that all constructs have good reliability.

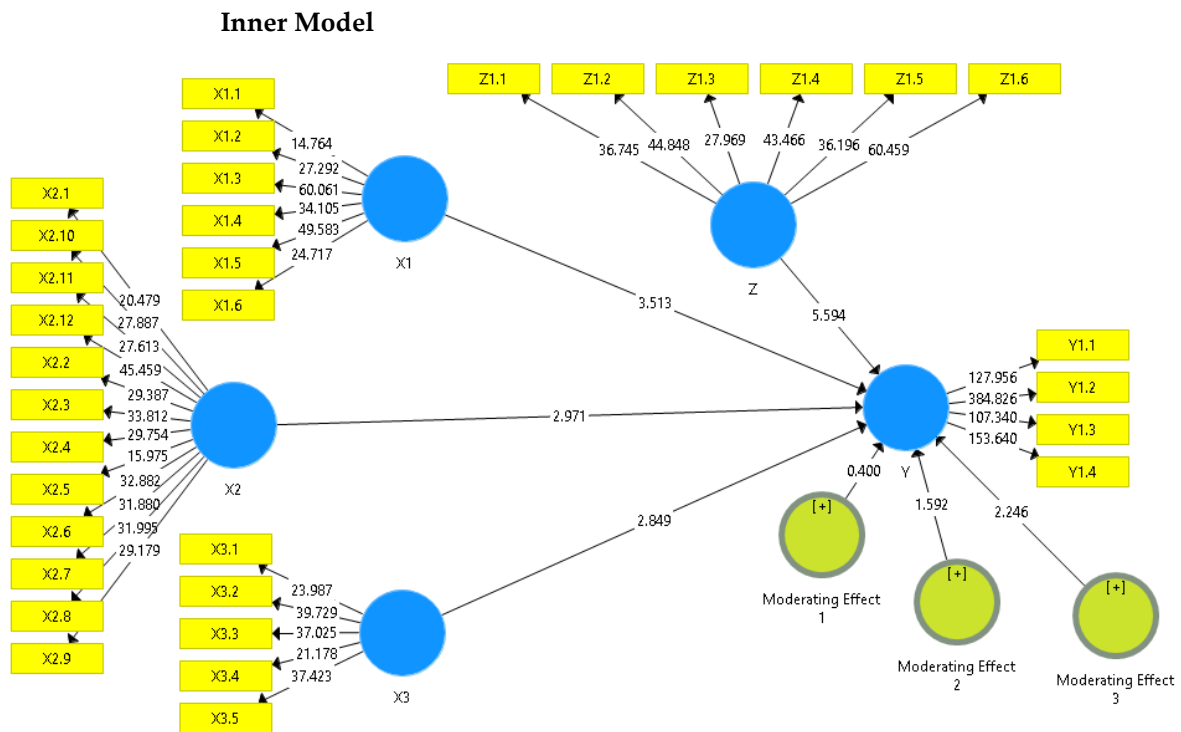


Figure 4. Inner Model

Table 4. R- Square

	R Square	R Square Adjusted
Y	0.581	0.566

Based on the R-square Table, it can be seen that the R square value is 0.581 or 58.1%, it can be concluded that the variables Digital Marketing (X1), E-Service Quality (X2), E-Trust (X3), E-WOM (Z), and E-Customer Satisfaction (Y) contribute 0.581 or 58.1% while the remaining 41.9% is influenced by other variables outside the research conducted by the author.

As for hypothesis testing, it can be done by comparing the statistical t value with the p value, if the statistical t value > 1.96 and the p value > 0.05 , it can be interpreted that the hypothesis is acceptable, but on the other hand, if the statistical t is < 1.96 and the tilapia p value is < 0.05 , then the hypothesis is rejected. It can be seen from the *path coefficients* table below.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderating Effect 1 -> Y	-0.022	-0.015	0.055	0.400	0.689
Moderating Effect 2 -> Y	-0.084	-0.083	0.052	1.592	0.112
Moderating Effect 3 -> Y	0.114	0.101	0.051	2.246	0.025
X1 -> Y	0.203	0.198	0.058	3.513	0.000
X2 -> Y	0.193	0.194	0.065	2.971	0.003
X3 -> Y	0.191	0.192	0.067	2.849	0.005
Z -> Y	0.466	0.462	0.083	5.594	0.000

As explained in the Table, the results of the research are as follows:

The Influence of Digital Marketing on E-Customer Satisfaction

Based on the coefficient patch table, it can be seen that the digital *marketing construct* is able to affect *e-customer satisfaction* with statistical t values $> t$ Table ($3,513 > 1.96$) and p values $< sig$ ($0.000 < 0.05$). And the original sample value is 0.203 which means a positive value. So it can be concluded that *digital marketing* has a significant positive effect on *e-customer satisfaction*. This opinion is in line with the results of research that states that digital marketing has a positive and significant effect on *e customer satisfaction*, this result shows that this consumer satisfaction is very related to digital marketing [60], [61], [62]. The existence of digital marketing such as online advertising, or social media content, positive interactions appear in customers because they feel heard and appreciated. In addition, digital marketing can also help consumers obtain the information they need so that it makes it easier to make purchase decisions so that they can increase consumer satisfaction. However, this study is not in line with the results of the study which states that *digital marketing* has no effect on customer satisfaction because *digital marketing* is only used to obtain information on a product so that the majority of consumers are satisfied because the quality of the product produced is not from promotions carried out through digital platforms [40].

The Effect of E-Service Quality on E-Customer Satisfaction

Based on the coefficient patch table, it can be seen that the E-service *quality construct* is able to affect *e-customer satisfaction* with statistical t values $> t$ Table ($3.513 > 1.96$) and p values $< sig$ ($0.000 < 0.05$). And the original sample value is 0.193 which means a positive value. So it can be concluded that *e-service quality* has a significant positive effect on *e-customer satisfaction*, this opinion is in line with the results of the study by [63], [6], [41], [64]. This means that the better the *e-service quality* is implemented, the higher the *e-customer satisfaction*. On the other hand, if the *e-service quality* applied is not appropriate or good, the *e-service quality* will also decrease. However, the results of the study are not in line with the results of the study which states that *e-service quality* has a negative and insignificant effect on *e-customer satisfaction* so it can be concluded that *e-service quality* has no effect on *e-customer satisfaction* and cannot be a reference for measuring *customer satisfaction*. This happens because some consumers think that *e-service quality* is not so important to their satisfaction because some consumers only think about the benefits they get when making a purchase from a product [42].

The Effect of E-Trust on E-Customer Satisfaction

Based on the coefficient patch table, it can be seen that E-Trust has an effect on *e-customer satisfaction*. Because the statistical t values $> t$ Table ($3.513 > 1.96$) and p values $< sig$ ($0.000 < 0.05$). And the original sample value is 0.191 which means a positive value. So it can be concluded that *e-trust* has a positive and significant effect on *e-customer satisfaction*, the more consumer expectations are met, the more satisfied customers will be. This opinion is in line with research that states that *e-trust* has a significant positive effect on *e-satisfaction*, which means that *e-trust* affects the reputation of doing a business so that the higher the trust given, the more satisfied consumers are in carrying out online purchase transactions through applications [43], [10], [51]. When consumers trust a service or product, consumer satisfaction will also increase, therefore they will continue to use the service and product and will recommend it to others, but on the other hand, if consumers do not trust a service or product because of the experience gained before, then the consumer will not feel satisfied and will not recommend the product to others. However, the study is not in accordance with the results of the study which states that *e-trust* has no effect on *e-customer satisfaction* [44].

The Influence of Digital Marketing on E-Customer Satisfaction Moderated by E-WOM

Based on the coefficient patch table, it can be seen that the results of the relationship test between constructs show that moderating effect 1 (the interaction between *digital marketing* and EWOM) is not able to affect *e customer satisfaction* with a significant 5% (T statistic $0.400 < 1.96$) and a p value of 0.689 or greater than 0.05, so it can be concluded that EWOM cannot moderate (strengthen or weaken) digital influence marketing to *e customer satisfaction*. This is because most people prefer word-of-mouth recommendations so that they are more reliable than reading reviews about the product, the quality of service first of the product they want to buy. In addition, the bias in the object of this research also affects the results because what is studied is not focused on one product, meaning that in the E-WOM communication process carried out by consumers and how the Shopee platform responds to the reviews given by consumers has not been able to meet what consumers expect. So that the existence of EWOM has not been able to strengthen or weaken the relationship between digital marketing and customer satisfaction. This opinion is in line with the results of the research by [17]. However, this is not in line with the results of research that states that *electronic word of mouth* (EWOM) as a whole has a positive impact on *digital marketing*, because consumers can compare choices about products and services after searching so that it will affect digital marketing [65]. This opinion is also in line with research that states that digital marketing also encourages the occurrence of EWOM [66], [67].

The Effect of E-Service Quality on E-Customer Satisfaction Moderated by E-WOM

Based on the coefficient patch table, it can be seen that the results of the relationship test between constructs show that moderating effect 2 (the interaction between *e-service quality* and EWOM) is not able to affect *e customer satisfaction* with a significant 5% (T statistic $1.592 < 1.96$) and a p value of 0.112 or greater than 0.05 so it can be concluded that EWOM cannot moderate (strengthen or weaken) the influence *e-service quality* to *e-customer satisfaction*. Because when consumers are satisfied with the *quality of the e-service* provided, they still cannot guarantee the occurrence of EWOM. This is because not all consumers who are exemplary always share what they feel online. Some businesses say that when satisfied consumers tend to share their experiences through traditional *word of mouth*, this happens in part because of cultural differences [68]. Most people prefer word-of-mouth recommendations because they are considered more reliable than reading reviews first about product information and the quality of service of the product they want to buy and some consumers only think about the benefits they get when making a purchase from a product, this is in line with the results of research conducted by [46]. However, this opinion is not in line with the results of the study that states that EWOM can moderate the influence of *e-service quality* on *e-customer satisfaction*, because some consumers prefer and decide to make a purchase because of other user reviews on the marketplace so that they are more confident and satisfied in buying the desired product [17],[45].

The Effect of E-Trust on E-Customer Satisfaction Moderated by E-WOM

Based on the *coefficient patch table*, it can be seen that the results of the relationship test between constructs show that moderating effect 3 (interaction between *e trust* and EWOM) is able to significantly affect *e customer satisfaction* by 5% (T statistic $2.246 > 1.96$) and a p value of 0.025 or less than 0.05 so that it can be concluded that EWOM can moderate (strengthen or weaken) the influence of *e-trust* to *e customer satisfaction*. EWOM greatly determines the feasibility of the goods from the information shared, because the information spread from previous consumers to a product can increase *trust* in the next consumer [69]. This opinion is also in line with the results of research that states that ewom has a positive and significant effect on e-trust [70]. So, the high and low *trust* will be in line with *e-customer satisfaction*, the higher the *e-customer satisfaction*. This opinion is in line with research that states that *e-trust* has a significant positive effect on e-satisfaction, which means that *e-trust* affects the reputation of doing a business so that the higher the trust

given, the more satisfied consumers are in carrying out online purchase transactions through applications [43], [10], [51]. It is because when consumers trust a service or product, consumer satisfaction will also increase, therefore they will continue to use these services and products and will recommend them to others.

4. Conclusion

Based on the discussion of the results of the research that has been explained by the author, the conclusion of this study is that *digital marketing*, *e-service quality* and *e-trust* have a positive and significant effect on *e-customer satisfaction*. This is because *digital marketing* can build positive interactions with customers so that customers feel heard, in addition, with good *e-service quality* and the fulfillment of consumer expectations, consumers feel confident to make transactions online so that they can increase *e-customer satisfaction*. EWOM as a moderation variable in this study can only moderate the influence of *e-trust* on *e-customer satisfaction* because information spread from previous consumers to a product can increase *trust* in the next consumer. So that the high and low *trust* will be in line with *e-customer satisfaction*, the higher the *e-customer satisfaction*. However, EWOM cannot moderate the influence of *digital marketing*, *e-service quality* on *e-customer satisfaction*. This is because most people prefer word-of-mouth recommendations so that they are more reliable than reading reviews about the product, the quality of service first of the product they want to buy.

Limitations

The limitations of this study that may cause inaccuracies or bias in the results of the study are that the author only uses three factors that can figure the influence on *e customer satisfaction*, namely *digital marketing*, *e service quality*, and *e trust* and only uses EWOM as a moderation variable. In addition, the indicators used by the author as a description of the variables studied are still lacking in detail. This research is only aimed at 7th semester management students of Muhammadiyah Sidoarjo University and Nahdlatul Ulama Sidoarjo University so it is feared that it is not possible to figure out the characteristics of *shopee* e-commerce users.

Recommendation

In accordance with the limitations that have been explained by the researcher, so there are several suggestions, namely :

- a. The researcher is further expected to add independent variables that are considered to affect *e-customer satisfaction* and use other moderation variables besides EWOM. As well as adding indicators from variables so that the information obtained is also more and more detailed and diverse.
- b. Researchers are then expected to expand the population and research sample or use different and more specific objects so that the results obtained do not cause bias, so that the possibility of research results will also be different.
- c. The *shopee* platform is expected to continue to develop EWOM features such as reviews, testimonials, and product recommendations in order to increase customer participation in providing quality reviews so that it can increase the positive influence of EWOM on *customer satisfaction*.

The *shopee* platform is expected to continue to improve *e-trust* by improving clear security policies, privacy and personal data protection so that it can continue to provide satisfaction to customers and strengthen relationships with customers. That way *Shopee* can continue to achieve good business growth.

REFERENCES

- [1] D. B. Sakti, Widiartanto, and A. Wijayanto, "Pengaruh E-Service Quality dan Perceived Value Terhadap Customer Satisfaction Pada E-Commerce Shopee (Studi pada Konsumen Generasi Z di Universitas Diponegoro, Semarang)," *J. Ilmu Adm. Bisnis*, vol. 12, no. 1, pp. 276–283, 2023.
- [2] M. Azhar, H. T. Sutiono, and Wisnalmawati, "The Effect of Digital Marketing and Electronic Word of Mouth on Purchase Decisions and Customer Satisfaction," *SEMNASIF*, pp. 289–305, 2021.
- [3] A. L. Marie, L. D. R. Bilqis, M. M. Chandra, and M. Enggriani, "Pengaruh E-Platform Aesthetics, E-Platform Responsiveness, E-Platform Ease of Use, dan E-Platform Information Quality Terhadap E-Customer Satisfaction Pada Pengguna Aplikasi Happy Fresh di Jakarta," *At-Tadbir J. Ilm. Manaj.*, vol. 7, no. 1, pp. 66–78, 2023.
- [4] F. M. Friendes and U. M. Bengkulu, "Pengaruh Digital Marketing dan Perceived Quality Terhadap Kepuasan Barbershop Yanto Kota Bengkulu," *J. Entrep. dan Manaj. Sains*, vol. 4, no. 2, pp. 402–418, 2023.
- [5] R. Mahmuda, M. Mansur, and A. R. Slamet, "Pengaruh Self Service Technology, Service Quality, Dan Digital Marketing Terhadap Kepuasan ShopeeFood (Studi Pada Mahasiswa FEB Unisma Angkatan 2019)," *e- J. Ris. Manaj.*, vol. 12, no. 02, pp. 104–110, 2023.
- [6] M. Sulhan and F. D. Rahma, "Pengaruh E-Service Quality, E-Trust Terhadap E-Loyalty Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Pengguna Jasa Transportasi Online Grab," *J. manuhara Pus. Penelit. Ilmu Manaj. dan Bisnis*, vol. 1, no. 4, pp. 75–86, 2023.
- [7] E. Wulandary, M. Mas'ud, Arifin, and M. Ashoer, "Pengaruh Kualitas Layanan Era Digitalisasi Media Pemasaran Online E-Commerce dengan Menggunakan E-Service Quality Untuk Mengetahui Kepuasan Pelanggan," *Cent. Econ. Students J.*, vol. 6, no. 1, pp. 44–59, 2023.
- [8] S. N. Fauziah, A. Arisman, and S. P. Lestari, "Pengaruh E-service quality dan E-Trust Terhadap Kepuasan Konsumen Maxim Di Kota Tasikmalaya," *CEMERLANG J. Manaj. dan Ekon. Bisnis*, vol. 3, no. 3, pp. 96–113, 2023.
- [9] R. Pramuditha, S. Hidayah, and H. Indriastuti, "Pengaruh Service Quality, E-Trust Terhadap E-Satisfaction Dan E-Loyalty Konsumen (Studi pada Konsumen Marketplace Shopee di Kalimantan Timur)," *Sketsa Bisnis*, vol. 8, no. 2, pp. 123–134, 2021.
- [10] S. F. A. Putri and N. Marlana, "Pengaruh e-service quality dan e-trust terhadap kepuasan konsumen," *Forum Ekon.*, vol. 23, no. 3, pp. 463–474, 2021.
- [11] B. Barkah and M. E. Nabila, "Pengaruh E-Service Quality, E-Trust, dan E-WOM Terhadap E-Satisfaction Pengguna Aplikasi Shopee Di Kota Pontianak," *Proceeding Semin. Bisnis Seri V*, pp. 269–277, 2021.
- [12] N. A. Apritama and I. Susila, "Analisis pengaruh Brand Image, Customer Service, dan E-WOM Terhadap Repurchase Intention dengan Kepuasan Pelanggan Sebagai Variabel Mediasi," *Jurna Media Wahana Ekon.*, vol. 20, no. 1, pp. 135–151, 2023.
- [13] A. S. Ningtias and Sugiyanto, "Pengaruh Service Quality dan E-WOM Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Pada Pengguna Marketplace Tokopedia," *J. Ekon. dan Bisnis*, vol. 1, no. 3, pp. 396–406, 2023.
- [14] L. Purwianti, Jacky, L. Hernandez, and B. Safero, "Analisis Pengaruh Price Location, Service dan Word of Mouth Terhadap Customer Satisfaction pada Hotel Merlin dengan Purchase Decision Sebagai Variabel Intervening," *J. Cakrawala Ilm.*, vol. 2, no. 10, pp. 3699–3712, 2023.
- [15] C. C. Pangastuti and E. Tjahjaningsih, "The Influence of e-WoM And Knowledge on Customer Satisfaction and Their Impact On Loyalty to Scarlett Product Customers (Study On Scarlett Customers in Pati City)," *Manag. Stud. Entrep. J.*, vol. 4, no. 3, pp. 2386–2395, 2023.
- [16] R. T. Sinaga, P. Simanihuruk, D. Tamba, P. T. Parsuhip, and A. Sitanggang, "Pengaruh Kepercayaan, Kualitas Produk, Kualitas Informasi, dan Kemudahan Transaksi Terhadap Keputusan pembelian Produk Fashion Online di Medan Melalui Aplikasi Shopee," *KUKIMA Kumpul. karya Ilm. Manaj.*, vol. 2, no. 2, pp. 221–235, 2023.
- [17] Wahyuningsih, A. Hermawati, and B. Budiantono, "The Effect Of Digital Marketing And Service Quality On Customer Satisfaction And The Role Of Word Of Mouth As A Moderating Variable ((Study on Customers of PT. Bank Pembangunan Daerah Jawa Timur Tbk. Banyuwangi Branch)," *Conf. Econ. Bus. Innov.*, vol. 3, no. 1, pp. 579–597, 2023.

- [18] M. L. Alfaro and T. Widodo, "Pengaruh E-Trust, E-Service Quality Terhadap E-Loyalty Melalui E-Satisfaction Sebagai Variabel Intervening Pada Pengguna Aplikasi Tokopedia Di Kota Bandung," *J. Manaj.*, vol. 10, no. 2, p. 848, 2023.
- [19] C. Lovitasari, "Pengaruh Kualitas Layanan dan Kepercayaan Terhadap Kepuasan Pelanggan Shopee di Kota Surabaya," *J. Inov. Penelit.*, vol. 4, no. 3, pp. 669–676, 2023.
- [20] G. F. Prassida and V. R. Giovano, "Analisis kepuasan dan niat pelanggan menggunakan kembali aplikasi mobile shopee pada gen-z," *J. Sist. Inf. Bisnis*, vol. 4, no. 2, pp. 141–149, 2023.
- [21] D. Chaffey and F. Ellis-Chadwick, *Digital Marketing Strategi , Implementation and Practice*, Seventh Ed. Inggris : New York: Pearson Education Limited, 2019.
- [22] R. R. Gumilang, "Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri," *Coopetition J. Ilm. Manaj.*, vol. 10, no. 1, pp. 9–14, 2019.
- [23] P. M. Putri and R. . Marlien, "Pengaruh Digital Marketing terhadap Keputusan Pembelian Online," *Jesya (Jurnal Ekon. Ekon. Syariah)*, vol. 5, no. 1, pp. 25–36, 2022.
- [24] J. Sulaksono and N. Zakaria, "Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (Umkm) Desa Tales Kabupaten Kediri," *Gener. J.*, vol. 4, no. 1, pp. 41–47, 2020.
- [25] R. R. Fauzan, S. Hermawan, S. Supardi, and H. Fitriyah, "The Influence of Promotional Media and Brand Image on the Decision to Choose a High School with Digital Marketing as an Intervening Variable," *Indones. J. Innov. Stud.*, vol. 21, pp. 1–15, 2023.
- [26] R. Muttaqin and H. Fitriyah, "Determinants of SME's Business Performance: The Role of Digital Marketing and Online Consumer Behavior [Penentu Kinerja Bisnis UKM: Peran Pemasaran Digital dan Perilaku Pelanggan Online]," *Acad. Open*, pp. 1–14, 2022.
- [27] M. Rafli, D. A. Harahap, and M. M. A. Rohandi, "Pengaruh Celebrity Endorsement, E-Service Quality dan E-Trust terhadap User Interest Aplikasi E-Wallet Dana," *Bandung Conf. Ser. Bus. Manag.*, vol. 4, no. 1, pp. 213–218, 2024.
- [28] S. A. Nurinda and M. Hadi, "Pengaruh e-Trust , e-Service Quality , dan Minat Pembelian Terhadap Keputusan Pembelian Menggunakan Shopee paylater di Platform e-," *J. Rumpun Manaj. dan Ekon.*, vol. 1, no. 1, pp. 207–212, 2024.
- [29] Rafliansyah and D. Triwardhani, "Pengaruh E-Service Quality Terhadap Loyalitas Pelanggan Spotify Melalui Kepuasan Pelanggan," *J. Ekon. dan Bisnis*, vol. 6, no. 01, pp. 139–150, 2024.
- [30] S. Asnaniyah, "Pengaruh E-Service Quality, E-Trust Dan E-Satisfaction Terhadap E-Loyalty Konsumen Muslim," *J. Compr. Islam. Stud.*, vol. 1, no. 2, pp. 275–302, 2022.
- [31] F. Firmansyah, P. E. Purnamasari, and M. I. Prajawati, "E-banking Service Quality dan E-trust serta Implikasinya pada E-customer Satisfaction dan E-customer Loyalty," *Iqtishoduna*, vol. 18, no. 2, pp. 122–140, 2022.
- [32] V. Junnawan and F. Slamet, "Pengaruh E-Trust, E-Customer Satisfaction, dan Perceived Value terhadap Pelanggan Toko Online E-Commerce di DKI Jakarta," *J. Manajerial Dan Kewirausahaan*, vol. 6, no. 1, pp. 125–131, 2024.
- [33] N. Ifah, A. K. Djaelani, and R. Millaningtyas, "Pengaruh E-service Quality, E-trust Dan E-wom Terhadap Keputusan Pembelian Pada Onlineshop (Studi Pada Pengguna Onlineshop di Kota Malang)," *Riset, J. Prodi, Manaj. Fak. Manaj. Unisma, Bisnis*, vol. 12, no. 01, pp. 510–518, 2023.
- [34] M. Tanthowi, M. R. Basalamah, and Rachmawati, "Pengaruh E-WOM (Electronic Word Of Mouth), Costumer Behavior, And Trust Terhadap Keputusan Pembelian Konsumen Pada Gloryal Kosmetik Praya," *J. Ris. Manaj.*, vol. 13, no. 01, pp. 492–500, 2004.
- [35] Nurasmu and A. N. Andriana, "The Influence Of The Role Of Beauty Vlogger, Electronic Word Of Mouth (E-Wom), And Brand Image On Decisions To Purchase Skintific Skincare Products In Samarinda," *Manag. Stud. Entrep. J.*, vol. 5, no. 2, 2024.
- [36] R. V. S. Kusuma, L. Listyawati, and D. S. Lestari, "Pengaruh E-WOM dan E-Service Quality Teradap Keputusan Penggunaan E-Wallet DANA Rani Valentine Sura Kusuma, Liling Listyawati, Damajanti Sri Lestari SAB Vol. 2 No. 1 Tahun 2024," *Soetomo Adm. Bisnis*, vol. 2, no. 1, pp. 97–110, 2024.
- [37] I. Ayesha et al., *Digital Marketing (Tinjauan Konseptual)*. PT Global Eksekutif Teknologi, 2022.

- [38] A. Cahyaningrum, I. Hastuti, and A. Suyatno, "Pengaruh Electronic Customer Relationship Management terhadap Kualitas Pelayanan dan Customer Satisfaction," *Al-Kharaj J. Ekon. Keuang. Bisnis Syariah*, vol. 6, no. 3, pp. 3008–3017, 2023.
- [39] A. E. T. Sinurat, A. H. Ramli, and S. H. Purnomo, "Pengaruh E-Service Quality, E-Trust, E-Customer Satisfaction Terhadap E-Customer Loyalty Pada Marketplace Shopee," *J. Bisnisan Ris. Bisnis dan Manaj.*, vol. 5, no. 3, pp. 80–102, 2024.
- [40] K. Fadhli and N. D. Pratiwi, "Pengaruh Digital Marketing, Kualitas Produk, dan Emosional terhadap Kepuasan Konsumen Poskopi ZIO Jombang," *J. Inov. Penelit.*, vol. 2, no. 2, pp. 603–612, 2021.
- [41] F. Ulum and R. Muchtar, "Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Website Start-Up Kaosyay," *J. Tekno Kompak*, vol. 12, no. 2, pp. 68–72, 2018.
- [42] Budiarno, I. B. N. Udayana, and A. Lukitaningsih, "Pengaruh Kualitas Layanan, Kualitas Produk Terhadap Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan," *Equilib. J. Penelit. Pendidik. dan Ekon.*, vol. 19, no. 02, pp. 226–233, 2022.
- [43] D. A. Fitriana, M. Edris, and Sunarno, "The Effect of E-Trust and E-Recovery on Loyalty through Consumer Satisfaction of Shopee Users in Pati Regency," *J. Financ. Busines Digit.*, vol. 2, no. 3, pp. 273–284, 2023.
- [44] P. T. . Paat, I. W. . Ogi, and M. Ch.Raintung, "Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Trust Pada Kepuasan Konsumen Folcispudding Cabang Sario," *J. EMBA*, vol. 10, no. 1, pp. 1920–1928, 2022.
- [45] K. Sadiyah, E. H. Lailiyah, and Sawabi, "Service Quality and Price on Customer Satisfaction With Electronic Word of Mouth As Moderating Variables," *J. Ris. Akunt. dan Manaj. Malahayati*, vol. 11, no. 4, pp. 286–294, 2022, doi: 10.33024/jrm.v11i4.6753.
- [46] Khalimatus Sadiyah, "Kualitas Pelayanan dan Harga Terhadap Kepuasan Konsumen dengan Elektronik Word of Mouth Sebagai Variabel Moderasi (Studi pada CV. Amelia Sukses Mandiri Lamongan)," 2021.
- [47] R. D. Prasetya, E. Setiawan, and D. S. Sigita, "The Influence of Ewom Quality, Ewom Quantity, and Customer Relationship on Purchase Satisfaction at Rizal Aluminum and Glass Stores," *Formosa J. Soc. Sci.*, vol. 1, no. 3, pp. 315–328, 2022, doi: 10.55927/fjss.v1i3.1259.
- [48] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA, 2019.
- [49] S. F. Khasanah and T. Syahrani, "Analisis Digital Marketing dan Kualitas Pelayanan Serta Pengaruhnya Terhadap Kepuasan Konsumen (Studi Kasus Pada Konsumen Indomaret di Kota Lubuklinggau)," *J. Interprof*, vol. 8, no. 2, pp. 1–12, 2022.
- [50] R. Ladhari, "Developing e-service quality scales: A literature review," *J. Retail. Consum. Serv.*, vol. 17, no. 6, pp. 464–477, 2010.
- [51] N. S. Zahra, A. F. Fadillah, A. F. Anjani, and A. Yusuf, "Upaya Meningkatkan E-Satisfaction Melalui E-Service Quality dan E-Trust pada Pengguna Halodoc," *J. Econ. Manag. Account. Technol.*, vol. 7, no. 1, pp. 68–77, 2024.
- [52] A. A. R. P. Sari and N. N. K. Yasa, *Kepercayaan Pelanggan diantara Hubungan Citra Perusahaan dan Kewajaran Harga dengan Loyalitas Pelanggan Mapemall.com*. Klaten: Lakeisha, 2020.
- [53] N. Calvin and K. Keni, "Pengaruh EWOM, Trust, dan Perceived Hedonic Value terhadap Minat Beli Konsumen pada Produk E-Commerce," *J. Manajerial Dan Kewirausahaan*, vol. 6, no. 1, pp. 80–91, 2024.
- [54] N. M. N. Susilantari, I. G. A. Wimba, and I. A. Masyuni, "Pengaruh Celebrity Endorser Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Skincare Scarlett Di Kota Bima," *J. Manajemen, Kewirausahaan dan Pariwisata*, vol. 4, no. 3, pp. 457–466, 2024.
- [55] A. Y. Nugraha and N. I. K. Wardani, "The Effect of Product Differentiation and Electronic Word of Mouth (E-Wom) on Consumer Purchasing Decisions of the Richeese Factory in Surabaya City," *Indones. J. Bus. Anal.*, vol. 3, no. 4, pp. 967–980, 2023.
- [56] S. Suprpti and Suparmi, "Membangun e-Loyalty dan e-Satisfaction melalui e-Service Quality Pengguna Goride Kota Semarang Development of e-Loyalty and e-Satisfaction through quality of e-Service for GoRide User," *JKBM (Jurnal Konsep Bisnis dan Manajemen)*, vol. 6, no. 2, pp. 240–255, 2020.
- [57] I. Ghozali, *Structural Equation Modeling Metode Alternatif dengan Partial Least Square*. Semarang: Universitas Diponegoro, 2014.
- [58] I. Ghozali and H. Latan, *Partial Least Square Konsep Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Universitas Diponegoro, 2020.

- [59] G. Imam and H. Latan, *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris*. Semarang: Universitas Diponegoro, 2019.
- [60] N. Zaraswati and I. Setyawati, "Keberhasilan E-Satisfaction Dan E-Repurchase Intention Bukalapak: Peran Digital Marketing, E-Service Quality Dan E-Trust," *J. Ilm. Glob. Educ.*, vol. 4, no. 1, pp. 442–456, 2023.
- [61] R. D. Sunarko and K. K. Nursalin, "Pengaruh Digital Marketing & Customer Relationship Marketing Terhadap Kepuasan Konsumen Chacha Mango Cimahi," *Manag. Entrep. J.*, vol. VI, no. 2, pp. 33–44, 2023.
- [62] M. D. A. Putra, S. Sulaeman, and Nasrullah, "Analisis Pengaruh Digital Marketing dan Kualitas Pelayanan dalam Menciptakan Kepuasan Konsumen Terhadap Loyalitas Konsumen dalam Berbelanja di Marketplace," *J. Sos. Dan Sains*, vol. 4, no. 1, pp. 85–94, 2024.
- [63] J. J. T. Atmojo and T. Widodo, "Pengaruh E-Service Quality terhadap E-Customer Loyalty melalui E-Customer Satisfaction sebagai Variabel Intervening Pada Aplikasi Tiket.com," *J. Manaj.*, vol. 13, no. 1, pp. 133–149, 2022.
- [64] W. J. Pratiwi, "Pengaruh E-Service Quality dan Information Quality Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Daring di Aplikasi Shopee (Studi pada Konsumen Shopee di Kota Jambi)," *J. Manaj. Terap. dan Keuang.*, vol. 12, no. 1, pp. 103–114, 2023.
- [65] F. D. Rahmawati, "Peran Digital Marketing Dalam Memediasi Pengaruh Electronic Word Of Mouth, Promosi dan Harga Terhadap Impluse Buying (Studi pada E-commerce Shopee)," *JEBA (Journal Econ. Bus. Aseanomics)*, vol. 7, no. 2, pp. 71–86, 2023.
- [66] B. Yi, P. Joy, and T. Park, "Digital content marketing as a catalyst for e-WOM in food tourism," *Australas. Mark. J.*, pp. 142–154, 2021.
- [67] Z. Fuaddah, I. D. A. Nurhaeni, and A. Rahmanto, "International Journal of Multicultural and Multireligious Understanding Digital Marketing and Electronic Word of Mouth (eWOM) Tourism Post COVID-19," *Int. J. Multicult. Multireligious Underst.*, vol. 9, no. 3, pp. 547–558, 2022.
- [68] N. K. A. D. Ambalika, "Pengaruh Pengalaman Emosional Positi Pada E-WOM Terhadap Kepuasan Konsumen, Reputasi Merek dan Loyalitas Konsumen Kopi Janji Jiwa," 2020.
- [69] A. Hakim, M. Simanjuntak, and N. Hasanah, "Faktor-Faktor yang Memengaruhi Keputusan Pembelian di Instagram: Peran Trust sebagai Variabel Mediator," *J. Ilmu Kel. dan Konsum.*, vol. 14, no. 3, pp. 296–309, 2021.
- [70] S. Z. Suharyono, and S. Kumadji, "Pengaruh Komunikasi Electronic Word of Mouth Terhadap Kepercayaan (Trust) Dan Niat Beli (Purchase Intention) Serta Dampaknya Pada Keputusan Pembelian(survey pada konsumen online shopping zafertech.com)," *J. Bisnis dan Manaj.*, vol. 3, no. 1, pp. 65–72, 2016.