

The Influence of Electronic Service Quality and Electronic Word of Mouth (eWOM) toward Repurchase Intention (Study on E-Commerce in Indonesia)

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ABSTRACT

Customer satisfaction is a vital component of service organisations that are significantly related to service quality. One of the electronic service quality that has to be prioritised, is website quality. Therefore, this study will determine the influence of electronic service quality and electronic word of mouth (eWOM) toward repurchase intention on e-commerce in Indonesia. Data were obtained from Google Form Online Questionnaires which were distributed through a short-link in WhatsApp, LINE, and Twitter applications during April 2019. This study applied the purposive sampling method where 458 qualified samples were matched to the specific criteria. Structural Equation Model (SEM) supported by LISREL software was used to analyse the data. The findings show that there are positive and significant influences of electronic service quality of pleasant and utilitarian dimensions to eWOM construction and repurchase intention. This research suggests managerial implication to e-commerce industry practitioners to reduce Tokopedia and also Instagram as the benchmark of electronic-based service quality. The managerial implication covers observing and adopting mobile application service quality aspects, service online review, and virtual communities. Besides, it is significantly suggested for future studies to explore more specific contexts of pleasant and utilitarian electronic service quality dimensions as in the B2B e-commerce, B2C e-commerce, and G2C e-commerce.

Keywords: *Electronic service quality, eWOM, repurchase intention, e-commerce, tokopedia.*

INTRODUCTION

Indonesia is currently undergoing a period of rapid digital development. Google Temasek e-Economy SEA in 2018 found that Indonesia is the biggest and quickest developing Internet economy in Southeast Asia. The daily Internet usage among Indonesians has increased from 49% in 2013 to 79% in 2017. It makes a \$27 billion Internet economy in 2018. The whole online customer transaction values (over E-commerce, online media, ride-hailing, and online travel) are predicted to reach up to \$100 billion in 2025 (Google Indonesia, 2018). Besides, Indonesia ECommerce is the largest market in Southeast Asia. In 2018, it reaches \$12billion with a 94% compounded annual growth rate from 2015 to 2018. (Google Indonesia, 2018). Due to its promising growth, E-Commerce technology development becomes a challenging issue for practitioners to adjust and make use of any available opportunities (Rachbini, 2017).

Along with significant progress in E-Commerce, there are four leading ECommerce sites, namely Tokopedia, Bukalapak, Blibli, and Shopee. Those three sites have the biggest visitors and transaction numbers in Indonesia, among the other 50 top sites in Indonesia (Alexa, 2018). Tokopedia occupies the 6th rank, Bukalapak is the 7th rank, Blibli is the 29th rank, and Shopee is the 39th rank. The competitive E-Commerce business is influenced by visitor traffic from various online media, social media, and search engines. The other 50 top site lists also present the superiority of C2C e-commerce to B2C e-commerce.

Meanwhile, according to the Indonesian E-Commerce Association (Untung, 2018), published by Asosiasi E-Commerce Indonesia or ideA, Indonesia e-commerce purchasing penetration was at 13%, which was far beyond the other neighbouring countries in South East Asia such as the Philippines (17%), Thailand (24%), Vietnam (26%), Malaysia (33%), and Singapore (51%). This confirms that Indonesia has lower purchasing penetration compared to other neighbouring countries in South East Asia (Untung, 2018). National e-commerce entrepreneurs or practitioners need to put serious concern regarding the issue.

Customer satisfaction is a vital component of service organisations that are significantly related to service quality. Service quality and the tendency of advising others about a particular e-commerce site support each other positively. Kasim and Abdullah (2009) suggested that shop repetition intents and advising behaviour are stimulated by customer's satisfaction (Sanayei & Jokar, 2013). Therefore, there are at least two compulsory aspects that need to be optimised in e-commerce and digital communication. They are electronic service quality and electronic word-of-mouth (eWOM), to stimulate customers' repurchase intention.

One of the electronic service quality that has to be prioritised, is website quality. To increase its quality, a website has to provide a comfortable and informative design, transaction security, a good payment system, and well-managed customer communication. These can encourage customers' positive eWOM (Rezvani & Safahani, 2016). Meanwhile, repurchase intention behaviour refers to customers' behaviour, where customers positively respond to the electronic service quality of a company, intend to revisit, and consume the informed company's products (Cronin, Micheal & Thomas, 2000).

Previously, some researches on electronic service quality tended to focus specifically on industries related to mobile banking service quality (Arcand, Promtep, Brun & Rajaobelina, 2017) and social networks of online shops (Rezvani & Safahani, 2016). Meanwhile, some earlier studies on eWOM mostly focused on low-cost airlines (Lerrthaitrakul & Panjakajornsak, 2014) and banking affairs (Sanayei & Jokar, 2013). However, this study works on how electronic service quality predicts eWOM and repurchase intention for e-commerce in Indonesia.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Electronic Service Quality

It is more difficult for customers to assess service quality than product quality due to certain special characteristics. Service quality consists of various variables. It is also susceptible to damage, simultaneously produced and consumed (Schiffman & Wisenblit, 2015). Service quality is regarded as the key foundation of success (Wirtz, Lovelock, & Chew 2018). It is an important topic in marketing and is widely observed in traditional retail (Arcand et al., 2017). Generally, service quality is defined as the global assessment or attitude of customer service resulted from the comparison of customer's expectation and perception of the actual service performance (Choudhury, 2013). Related to this conceptual definition, Parasuraman, Zeithaml and Berry (1988) developed a SERVQUAL instrument, a five-dimension design, including reliability, tangibles, empathy, responsiveness, and assurance. SERVQUAL is the most used instrument at present to measure and operate service quality in a traditional context (Choudhury, 2013). Initial conceptualisation of service quality is inapplicable to the virtual environment (Bauer, Hammerschmidt, & Falk, 2005), where customers tend to have more interaction with technology than people, based on self-service logic (Arcand et al., 2017).

Website quality in the electronic service environment, as the technical interface, becomes significantly important (Bauer et al., 2005) since technology replaces human interaction (Arcand et al., 2017). Technology is capable of providing services (Ganguli & Roy, 2011), as such the definition of electronic service quality needs to be reviewed (Arcand et al., 2017). Electronic service quality is defined as how far a website may efficiently and effectively facilitate purchasing, shopping, and delivery processes (George & Kumar, 2014). Electronic service quality is a comprehensive evaluation by customers and the superiority of electronic service offerings in the virtual market (Santos, 2003).

Therefore, a new scale dimension should be developed (Arcand et al., 2017), by managing accessibility and security (Ramseook-Munhurrun & Naidoo, 2011; Ganguli & Roy, 2011). Numbers of researchers have developed the new model to comprehend and measure electronic service quality (Loiacono, Watson, & Goodhue, 2007) and propose some dimensions such as security, privacy, communication, enjoyment, etc. (Al-Dweeri, Obeidat, Al-Dwiry, Alshurideh, & Alhorani, 2017).

Electronic service quality in this research is divided into two main dimensions, namely the utilitarian and pleasant ones. The terms are adopted from a previous study conducted by Arcand et al. (2017). Multidimensional measurements, including security or privacy, practicality, and design or aesthetics, have been brought to research. They are to assess service quality, based on the website (Bressolles, 2006) and mobile context (Sagib & Zapan, 2014; Arcand et al., 2017).

Trust is closely related to security or privacy and also practicality where they are considered as a utilitarian factor, while commitment and satisfaction are encouraged by a pleasant factor, such as enjoyment and sociality (Arcand et al., 2017). It is somewhat interesting that some writers have integrated the model to some dimensions closely related to the pleasant factor, or hedonist aspect. In this case, the applicable dimension to the e-commerce context is the social dimension (Hanafizadeh, Behboudi, Koshksaray, & Tarak, 2014; Singh & Srivastava, 2014), and enjoyment (Chemingui & Lallouna, 2013).

Electronic Service Quality – Pleasant Dimension

Content and design should be 'satisfactorily arranged' on the website page (Arcand et al., 2017). An accurate and well-adjusted graphic website attracts customers' attention. It is necessary to increase the website design effectiveness and conversion performance as well (Hausman & Siepke, 2009). From customer relations perspectives, it is further found that the contribution of content and design marks customers' identification through a sense of belonging and of resemblance. Thus, it attributes customers' sense and experience. For example, a customer purchases Apple products as part of an elegant and simple lifestyle because of certain content and service aesthetics in the company website design (Arcand et al., 2017).

Internet technology has encouraged customers to the social era (Bernoff & Li, 2008), where each person may contribute and interact with their customers with whom they do not have an online acquaintance (Cook, 2008). Aljukhadar and Senecal (2011) segmented online customers as socially interacted. Nambisan and Watt (2011) conveyed that sociality is the main dimension of service quality that describes organisation attitude and which is supported through an online community.

Sociality is the social benefit obtained from interaction with others (for example customers) through the Internet. Within the reference of mobile banking, connectivity enables users to have online interaction with customer service representatives at any required time (Arcand et al., 2017). Customer online interaction and customer service in the e-commerce domain are related. Indeed, sociality increases customers' perception of websites and online relations (Cyr, Hassanein, Head, & Ivaniv, 2007).

The next sub-dimension is enjoyment. Enjoyment is defined as an intrinsic motivation based on pleasure, or in other words, it is a kind of pleased experience while operating an electronic device (Giovannini, Ferreira, Silva, & Ferreira, 2015). To catch the hedonist aspect or to establish enjoyment in a website context, many researchers try to expand the technology acceptance model and to include enjoyment as the additional antecedent of attitude in the website (van der Heijden, 2004).

Electronic Service Quality – Utilitarian Dimension

The security or privacy aspect is key to electronic service quality construction (Arcand et al., 2017). Elbehery, Abdelwahab dan Abdelhadi (2014) suggested that security is not taken into consideration in computer program plans and advancement forms. On the contrary, this matter is considered as the basic dimension to encourage Internet banking (Bolar, 2014), and mobile electronic adoption (Sreejesh, Anusree, & Amarnath, 2016), in the online shopping domain (Shafiee & Bazargan, 2017). Security or privacy perception is related to information transmission through the cellular device. In other words, before adopting a mobile banking service, customers shall consider its safety for use (Arcand et al., 2017). Arcand et al. further mentioned that the definition is closely related to the security perception evaluated by customers before doing transactions through e-commerce.

In their study, Arcand et al. combine facility and benefit perceived by customers to one sub-dimension called "practicality" to measure electronic service quality. This matter reflects hyper-textual or hypermedia characters in an electronic environment, where information and services are mutually united as electronic content. Texts and drawings convey information and serve as navigating signals based on hyperlink click-ability, resulting in the inseparable environment of content (information benefit) and service (content information ease of use) (Garrett, 2002; Arcand et al., 2017).

The term practicality refers to user-oriented and supports interactivity to enhance self-efficacy with the medium. It is to cover the ergonomic criteria used for interface design and inspection in human-computer interaction literature (Brangier, Desmarais, Nemery, & Promtep, 2015). Practicality is defined as the combination of perceived efficacy, ease of use, and also content service by users (Arcand et al., 2017).

Electronic Word of Mouth (eWOM)

Schiffman and Wisenblit (2015) conveyed that eWOM is the online word-of-mouth, as so communicated in social media, blogs, brand communities, chat rooms, and tweets. Electronic Word-of-Mouth (eWOM) is a statement conveyed by potential, actual, and ex-customers, both negative and positive statements, addressed to a company or product via the Internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Schiffman and Wisenblit, (2015) also stated that word of mouth is the best advertisement, since reference groups, i.e. neighbours, relatives, colleagues, and other customers, met through the Internet in chat rooms and social media, are considered as influencing one's consumption behaviour.

Generally, the early adopters will keep purchasing, and the other buyers will then start to follow their steps, especially when those customers notice the information via word of mouth (Kotler & Armstrong, 2018). Unsatisfied customers will respond differently as a negative statement of word of mouth is often more widely and vastly disseminated than positive words. On the other hand, if a new product may provide satisfaction in the market, it will turn to the growth phase, where sales will start to increase vastly. Thus, positive word of mouth on qualified products may vastly be disseminated (Kotler & Armstrong, 2018).

Recognising and comprehending customers' motivation to eWOM will lead to a better comprehension of information benefits and exchange behaviour on the Internet. The comprehending motivation of eWOM may give benefit not only to researchers, but also salespeople, and managers (Ismagilova, Dwivedi, Slade, & Williams, 2017). This matter may assist managers to increase readers' involvement and assimilation of information (Burton & Khammash, 2010).

Repurchase Intention

Kotler and Armstrong (2018) stated that customers determine marks and establish an intention for purchasing in the evaluation process stage. In general, the purchasing decision by the consumer is based on the most preferred marks. However, two main factors are emerging between purchase intention and purchase decision. The first factor is others' attitude and the second factor is the unpredictable situation.

Meanwhile, online repurchase intention may be defined as customers' decision to purchase products or services from the same company (Abdul Razak, Marimuthu, Omar, & Mamat, 2014). Lately, customer retention has significant attraction since it represents competitive superiority. Several studies focus on possible variables to determine repurchase intention (Shafiee & Bazargan, 2017).

Electronic Service Quality Influences Electronic Word of Mouth (eWOM)

Electronic Word-of-Mouth (eWOM) is a purchasing experience shared by customers. It covers how they experience a service or interact with a mark. Some customers choose to share their consumption experience with their friends or post in the review of their website, enabling them to be viewed by others (Ismagilova et al., 2017). The paradigm of confirmation or disconfirmation suggests that customers evaluate products or services performed and compare this evaluation with their prior expectation (Oliver, 1980).

De Matos and Rossi (2008) suggested some customers' reasons to disseminate eWOM based on their satisfaction level. Firstly, customers are motivated to share their positive experience with others on product or service performance beyond their expectation. Secondly, if the customer's expectation causes dissatisfaction, they will be involved in eWOM to decrease and share negative emotion (Ismagilova et al., 2017). Traditional word of mouth keep developing to eWOM, this is surely logic where some researchers find that customers share the core motivation to be involved in a product or service-related communication (Hennig-Thurau et al., 2004).

Based on some previous studies on eWOM and traditional WOM, some main motivations involved in eWOM are altruism, self-development, sentiment release, social benefit, and economic incentive. There are also some purposes to use or obtain eWOM, including risk reduction, social acceptance, searching time reduction, information on products used, and social interaction benefits (Ismagilova et al., 2017).

When customers are highly satisfied with the products or services motivated by their needs, they may share happiness with other customers (Ismagilova et al., 2017). Recognising motivation to be involved in eWOM enables the platform operator to design services with the more customer-oriented method (Hennig-Thurau et al., 2004).

Customers' motivation to be involved in word of mouth is caused by their satisfaction in which refers to the characteristic of word of mouth (Parasuraman et al., 1988). Previously, Sanayei and Jokar (2013) successfully proved that electronic service quality played important role in influencing customers, which finally encouraged positive word of mouth. Also, the service quality of a particular site affects positively and significantly electronic word of mouth. Rezvani and Safahani (2016) found that quality-website covers many factors such as comfort, design, information, the security of transactions, payment system, and customer communication. A quality-website verifies the encouragement of customer's positive eWOM. Subsequently, this study proposes the following hypotheses:

H1: Electronic Service Quality – Pleasant Dimension positively influences Electronic Word of Mouth (eWOM)

H2: Electronic Service Quality – Utilitarian Dimension positively influences the Electronic Word of Mouth (eWOM)

Electronic Service Quality Influences Repurchase Intention

Hellier, Geursen, Carr and Rickard (2003) mentioned that customer satisfaction was entirely associated with the repurchase intention intensity for the same supplier. She added that quality provided satisfaction and encouraged customers to revisit the company website and would eventually grow loyalty to the company. Repurchasing customers toward the same company, tend to create loyal customers, and they can influence the company's success in the future (Gupta & Kim, 2007).

Repurchase intention is customer behaviour, where the customer positively responds to the electronic service quality of a company, and intends to revisit, and also consumes the products of the company (Cronin et al., 2000). Choi, Lee, Kim and Lee (2005) highlighted that any company that was capable of providing high electronic service quality to satisfy consumer intention and need would also be capable to encourage customers to return to the company. They could also obtain a competitive advantage more than their competitor. A study conducted by Shafiee and Bazargan (2017) found that electronic service quality played a role to positively and significantly influence electronic loyalty, which finally influenced the online repurchase intention. Their study defined electronic loyalty as customers' attitude that provides benefits to the electronic business and yielded repurchase intention (Safa & Ismail, 2013). Due to that reason, the following hypothesis is also proposed in this research:

H3: Electronic Service Quality – Pleasant Dimension positively influences repurchase intention.

H4: Electronic Service Quality – Utilitarian Dimension positively influences repurchase intention.

Electronic Word of Mouth (eWOM) Influences Repurchase Intention

eWOM Communication is the most important source of information in the decision process of the customer. Therefore, the company needs to manage eWOM Communication (Ismagilova et al., 2017). Internet environment provides many different ways for customers to share their personal opinion and experience with others (Hennig-Thurau & Walsh, 2003). The question of why people provide and seek information from others through the Internet has increased many researchers' curiosity (Ismagilova et al., 2017). Some studies have observed the motivation of senders and receivers to be involved in eWOM communication (Hennig-Thurau & Walsh, 2003; Hennig-Thurau et al., 2004; Magalhaes & Musallam, 2014).

When considering numbers of information distributed by customers through the Internet, Lee, Park and Han (2008) found that numbers of information received by customers could affect customer's decision making to purchase a product and service. Customers may determine their selection by following many people's selection. The comfort, while taking suggestions from other customers, makes word of mouth capable to increase customers' purchasing intention (Kotler & Armstrong, 2018).

Purchasing intention emerges when someone gets adequate information on the intended product (Danis, Istiyanto, & Ardyan, 2017). Purchasing intention is an attitude to respond or repurchase an object (Assael, 1998). Schiffman and Kanuk (2007) stated that external influences, including the emerging need for a product, product introduction, and evaluation of information, were factors that may direct customers' purchasing intention.

Some researchers consider eWOM as the process of personal influence distribution, where communication between eWOM sender and receiver may change the said eWOM receiver purchasing attitude and decision (Baber, Thurasamy, Malik, Sadiq, Islam, & Sajjad, 2016). eWOM communication significantly influences customers' attitudes (Ismagilova et al., 2017).

Companies must encourage customers to directly share their dissatisfaction related to the products and services through many different communication channels and vastly respond to the given complaint (Ismagilova et al., 2017). Traditional WOM shifting to the Internet environment introduces new opportunities for companies to obtain raw data in a very large number (Ismagilova et al., 2017). eWOM communication (such as a tweet, online reviews, and blogs) becomes the "Big Data" source for customers' actual sharing behaviour (Dirsehan, 2015). The user applies the online platform and eWOM to make their order noticed and to influence outcomes (Kietzmann, Hermkens, McCarthy & Silvestre, 2011). This brings to the following hypothesis:

H5: eWOM positively influences Repurchase Intention

METHODOLOGY

Research Design

This study applies the explanatory approach to verify hypotheses which finally refuses or supports the empirical testing result.

Data Collection

The samples were obtained under a non-probability sampling design where the elements in the population do not have any probabilities attached to their preference as sample subjects. Therefore, the results of the sample analysis may not be specific to the generalised population.

Non-probability sampling is sometimes the only way to obtain data because of its reliability. It may give several important instructions to obtain potential information to the population (Sekaran & Bougie, 2016).

The samples were gathered purposively to figure out particular information. The purposive sampling method was applied not only to obtain information from those who are most readily or conveniently available but also necessarily from specific target groups. The sampling was confined to specific types of people who could provide the desired information because they conformed to some criteria set by the researcher (Sekaran & Bougie, 2016). The primary data taken were e-commerce websites in Indonesia, namely BukaLapak, Tokopedia, Shopee, Blibli, and other e-commerce websites within the last one month.

Some points to consider before determining the samples include the purpose of research, interval belief, trust level, total variables in population, cost and time limitation, and also population size (Sekaran & Bougie, 2016). Besides, sample size plays an important role in interpreting research's results. Hair, Black, Babin and Anderson (2010) suggested that the result of statistic testing was very sensitive to the sample size of at least 100-200 respondents in Structural Equation Modeling (SEM) application for proper data analysis. Therefore, the respondents in this study were 200 respondents who conformed to specified criteria as described earlier.

Research Questionnaire

Questionnaires were distributed through Google Form following particular links shared via WhatsApp, LINE, and Twitter application during April 2019. There were 458 (229%) feedbacks from 200 targeted respondents. The feedbacks were submitted appropriately and completely according to specified criteria. However, the number of respondents exceeded 129% of the previously targeted respondents.

Meanwhile, electronic service quality indicator was measured based on certain measurement. The measurement was used in some previous studies on electronic service quality conducted by Arcand et al. (2017), also Gvili and Levy (2018), for eWOM; and Bulut, (2015) for repurchase intention construction.

RESULTS AND DISCUSSION

Results

1) Respondents

56.8% of the respondents were female and the rest (43.2%) were male. The majority of respondents were 20 – 39 years old (63.8%), and the second rank was between 40 – 54 years old (27.1%). From their educational background, it was found that most respondents (48.9%) post-grad students in S2 or S3 degree and 27.9% of them were under-grad (S1 degree). Regarding the residence, 76.6% of respondents stayed in JABODETABEK (Jakarta, Bogor, Depok, and Bekasi Areas), and the remaining 10.5% stayed in West Java, Banten with monthly income >10 million (29.35), ≥ 2.5 million - 5 million (23.8%).

From the data, it was found that 31.4% of respondents visited Tokopedia to purchase goods online, whereas 29.9% of respondents visited Shopee, BukaLapak (14.2%), and Lazada (11.6%). The respondents optimised smartphones to do online shopping in two ways; they were through a mobile application (76.4%) and a mobile site (10.3%). Meanwhile, in the last three months, more than IDR 500,000 (50.0%) was spent on online shopping. Based on the data, 36.2% of the respondents made purchases online once a week, while 29.5% of

respondents purchased twice a week. Interestingly, there were only 40.0% of respondents gave online reviews and left comments on Instagram regarding both products and services.

Table 1: Validity and Reliability Test Result

Construct	Indicator		Factor Loading	Construct Reliability	AVE
	Place where I did my online shopping (within the last month)				
<i>Electronic Service Quality - Pleasant</i>	Very pleasing	SQP1	0.72	0.90	0.60
	Very comfortable	SQP2	0.74		
	Professional design (colour, font size, graphic, animation).	SQP3	0.84		
	Creative design	SQP4	0.84		
	Overall Visually Attractive Design	SQP5	0.84		
	Online-Chat Features	SQP6	0.65		
	Place where I did my online shopping (within the last month)				
<i>Electronic Service Quality – Utilitarian</i>	Private Information Protection	SQU1	0.84	0.89	0.63
	Secure and Safe Online Transaction	SQU2	0.87		
	Secure Confidential and Private Information	SQU3	0.90		
	Facility to Find Product as Wanted	SQU4	0.71		
	Overall Easy Online Transactions (via a website or this application)	SQU5	0.64		
eWOM	I tend to share my consumption experience with my friends via the internet after having e-commerce transaction where I do the online shopping	WOM 1	0.76	0.87	0.69
	When I receive valuable information from the internet on e-commerce products or services where I do online shopping, I usually disseminate it to others.	WOM 2	0.85		
	When I receive information from the internet on e-commerce products or services where I do online shopping, I tend to raise/express my opinion to others.	WOM 3	0.88		
<i>Repurchase Intention</i>	I will do the repurchase at e-commerce, where I shopped last time	RPI1	0.91	0.88	0.72
	I will revisit e-commerce, where I shopped last time, in the future.	RPI2	0.89		
	I will recommend e-commerce, where I shopped last time, to people in my surrounding.	RPI3	0.74		

Notes: All constructs using a five-point Likert-type scale, from 1 "Strongly disagree" to 5 "Strongly agree"

Table 1 shows the results of Confirmatory Factor Analysis tests (CFA) where validity and reliability constructs are acceptable. It also indicates a good fit model where all indicators verified to the Loading Factor of larger than 0.60. Good fit model is also observable from CFI = 0.94, GFI = 0.80, NFI=0.94, and RMSEA = 0.00. values. The model in this research is appropriate to be used. Also, Table 2 presents the supported construct reliability value, where

construct reliability on each variable is > 0.70 and Average Variance Extracted (AVE) for each variable is ≥ 0.50 (Hair et al., 2010).

2) Research Hypotheses

Structural Equation Model (SEM) analysis using LISREL shows that H1 – H2, electronic service quality – Pleasant Dimension ($t = 2.21 > 1.96$) and electronic service quality – Utilitarian Dimension ($t = 3.72 > 1.96$), positively and significantly influences the eWOM. Meanwhile, H3 – H4, electronic service quality – Pleasant Dimension ($t = 7.93 > 1.96$), and electronic service quality – Utilitarian Dimension ($t = 4.52 > 1.96$), positively and significantly influences the repurchase intention. Furthermore, H5, eWOM ($t = 3.56 > 1.96$) positively and significantly influences the repurchase intention. In this case, it can be concluded that electronic service quality – Pleasant and Utilitarian Dimensions significantly influences eWOM, and repurchase intention, while eWOM also significantly influences the repurchase intention. The following figure is SEM output from data processing results to show the thorough illustration of the full structural model of this research.

Figure 1: Research Model

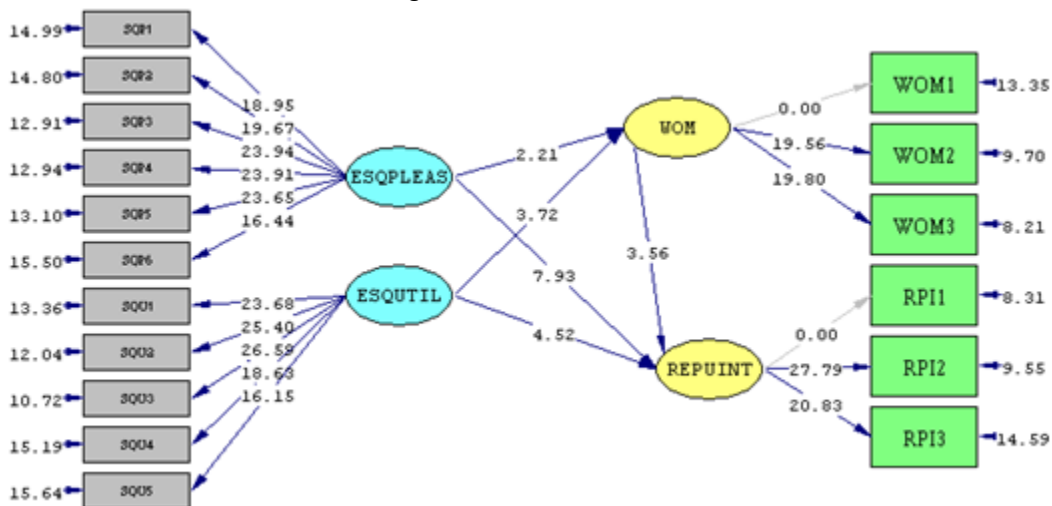


Table 2: Hypotheses Testing Results

Hypotheses	Coefficient of Regression	t-value	Decision
H ₁ : <i>Electronic Service Quality</i> – Pleasant Dimension positively influences <i>Electronic Word of Mouth</i> (eWOM)	0.15	2.21	Supported
H ₂ : <i>Electronic Service Quality</i> – Utilitarian Dimension positively influences <i>Electronic Word of Mouth</i> (eWOM)	0.26	3.72	Supported
H ₃ : <i>Electronic Service Quality</i> – Pleasant Dimension positively influences <i>repurchase Intention</i>	0.45	7.93	Supported
H ₄ : <i>Electronic Service Quality</i> – Utilitarian Dimension positively influences <i>repurchase Intention</i>	0.25	4.52	Supported
H ₅ : eWOM positively influences <i>repurchase Intention</i>	0.14	3.56	Supported

It can be indicated from the above figure and table that Electronic Service Quality - Pleasant has a positive influence on eWOM and repurchase intention. It means that the key measure of increasing eWOM and repurchase intention can be achieved by increasing the main indicator of electronic service quality - Pleasant dimension, which includes Professional Design (colour, font size, graphics, animation), Creative Design, and Overall Visually Attractive Designs.

There is a positive relation between Electronic Service Quality – Utilitarian, eWOM, and Repurchase Intention. eWOM and Repurchase Intention increase when the main indicators of Electronic Service Quality – Utilitarian (Private Information Protection, Secure and Safe Online Transaction, Secure Confidential and Private Information) also increase.

eWOM positively influences Repurchase Intention. The improvement of eWOM can be done by improving the main indicators of eWOM which include; 'I tend to share my consumption experience with my friends via the Internet after having e-commerce transaction where I do the online shopping, 'When I receive valuable information from the internet on e-commerce products or services where I do online shopping, I usually disseminate it to others, and 'When I receive information from the internet on e-commerce products or services where I do online shopping, I tend to raise/express my opinion to others.

Discussion

It is shown that Electronic Service Quality – Pleasant and Utilitarian Dimensions significantly influence the eWOM construct and Repurchase Intention. Meanwhile, eWOM positively and significantly influences the Repurchase Intention. These results support the study conducted by Ismagilova et al. (2017) suggesting that eWOM was a consumption experience shared when a customer purchased a product, had the experience to a service or interacted with the mark. Some customers choose to share their purchasing experience with their friends or post on the website review. In this case, customers' positive experiences on an electronic-based service are influenced by several factors (including security, privacy protection, high quality-, pleasant, and society able-design). Those are proven to be capable of encouraging customers to share their purchasing experience via the Internet after making an e-commerce transaction. Looking back at some previous eWOM and traditional WOM researches, the main motivation that is involved in eWOM is altruism (concern for others' welfare), self-development, sentiment release, social benefit, and economic incentive (Ismagilova et al., 2017). In their previous study, Rezvani and Safahani (2016), presented that the increase of a website's qualities set by some factors, including comfortability, design, informative information, transaction security, payment system, and customer communication, encourage customers' positive eWOM. Subsequently, the findings in this research confirm that respondents will do eWOM if the e-commerce site, where customers do the shopping, provides security, privacy protection, comfortability, professional, attractive, and creative designs, as well as chatting feature facilities. Meanwhile, Sanayei and Jokar (2013) found that Electronic Service Quality played a crucial role in influencing satisfaction then finally encouraged the emerging of positive word of mouth. Also, service or site quality positively and significantly affects electronic word of mouth.

eWOM communication is regarded as the most important source of information in the decision process of customer processing and the company needs to manage it (Ismagilova et al., 2017). The given theory supports the findings in this research, presenting that eWOM positively and significantly influences the Repurchase Intention. Customers may determine

their options by following other people's opinions. Having observed other people's opinions may reduce time to compare price, quality, and advertisement distrust. The feeling of comfort while taking other customers' suggestions makes word of mouth capable of increasing customers' purchasing intention (Kotler et al., 2017). The company has to encourage customers to directly share their dissatisfaction related to the products and services through many different communication channels, and vastly respond to the given complaint (Ismagilova et al., 2017). Traditional WOM shifting to the internet environment introduces new opportunities for companies to obtain raw data in a very large number (Ismagilova et al., 2017). eWOM communication (such as a tweet, online reviews, and blogs) becomes the "Big Data" source for customers' actual sharing behaviour (Dirsehan, 2015). Users apply the online platform and eWOM to make their order heard, and to influence outcomes (Kietzmann et al., 2011).

Managerial Implication

There were 31.4% of respondents in this study who visited the Tokopedia e-commerce website and the rest (76.4%) were through a mobile application. Generally, practitioners and newcomers in e-commerce industries consider Tokopedia as the benchmark or standardisation of electronic-based quality services (mobile application service quality). They observed and adopted mobile application service quality aspects owned by Tokopedia. Repurchase intention is affected by some factors such as web design, enjoyment, sociality, security aspects, and privacy protection of personal information. Thus, it yields customers' recommendations and advice to others.

Most of the respondents were in the millennial category aged between 20 – 39 years old (63.8%) who used Instagram. Thus, Instagram became the main platform of customers' selection in finding both products and services online information (40.0%). E-commerce may facilitate and encourage customers to make an online review, or in other words, to share customers' purchasing experience through Instagram. E-commerce also involves public figures or models from the millennial era, to make the questioned online review for providing wider exposure. Empirically, this stimulates customers' repurchase intention through e-commerce.

Virtual communities in C2C e-marketplaces may trigger the increase of inter-customers and inter-admins from relevant companies to customers and sellers (Rachbini & Hatta, 2019). It is relevantly applicable to all e-commerces in general and to increase interactive electronic service quality to maintain repurchase intention. So, loyalty is one of the other necessary factors to be implemented. Tahal (2014) identified that customer loyalty program implementation of e-commerce increased the company reputation to 73%, brand awareness to 95%, profit to 77%, and repeated purchases to 95%. Whereas, loyalty programs through incentive provision, such as discounts on certain products, remuneration based on point collection, registration to door prize program, instant quantity discounts, a voucher for next purchasing, flat discounts, and other incentives (Kohlmeyer, 2016) must be continuously applied on e-commerce. Loyalty programs to give more benefits, such as sales revenues increase and create a closer relationship between customers and marks (Khan, 2014).

CONCLUSION AND SUGGESTION

This study identifies some significant influences of Electronic Service Quality-Pleasant and Utilitarian dimensions to eWOM construct and repurchase intention. Meanwhile, eWOM also positively and significantly influences the repurchase intention.

However, this study leaves some limitations for future concern. Firstly, Indonesian general e-commerce becomes the focus of this study on where respondents purchased or shopped, instead of specific marketplaces such as B2B e-commerce, B2C e-commerce, or G2C e-commerce. Secondly, this research applies a cross-sectional study approach which only provides a snapshot of certain characteristics in a population at a given point in time. Pleasant and Utilitarian Electronic Service Quality dimensions need to be analysed specifically as in the B2B e-commerce, B2C e-commerce, and G2C e-commerce, etc by applying longitudinal study. Unlike a cross-sectional study, more effective determination of Pleasant and Utilitarian Electronic Service Quality dimensions and other e-commerce sites can be ensured over time and observed developmentally in trends.

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