

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND ELECTRONIC SERVICE QUALITY ON PURCHASE INTENTION OF TICKET CITILINK INDONESIA AIRLINES

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Abstract: This study aims at analyzing the effect of electronic word of mouth (E-WOM) and electronic service quality (E-SQ) on purchase intention. The research method employed was a survey to 185 passengers of Citilink Indonesia airlines with random sampling technique. SEM-PLS (Structural Equation Model - Partial Least Square) analysis technique was employed for data processing. The results showed there was a positive and significant effect of E-WOM and E-SQ on purchase intention partially. E-SQ has a dominant effect on purchase intention compared to E-WOM.

Keywords: Electronic Word of Mouth, Electronic Service Quality, Purchase Intention

Introduction

Information and communication technology, especially the internet, in the world has developed very rapidly. The internet usage can be accessed anytime and anywhere by using a smartphone. Many benefits are obtained by the community, among them are getting easy to communicate and obtaining all kinds of information widely. The same is true for the social life of the Indonesian society. In a competition in the business world, companies should possess advantages. Hence, they can attract consumer purchase intention. By combining the description of two options to select one of them, purchase intention becomes a consumer's decision in selecting a product or service to accommodate their needs. In the results of a survey conducted by Indonesian Internet Service Providers Association (*Asosiasi Penyelenggara Jasa Internet Indonesia* abbreviated APJII) for 2018-2019, internet users in Indonesia were 196.7 million from a population of 271.3 million. This number increased by 23.5 million or 8.9% compared to 2019-2020 with 250 million internet users from a total population of 271.3 million. From the data above, it is grasped that many Indonesian people use

the internet in their activities. Currently, the internet media accommodates all suggestions, criticisms and behavioral patterns from consumers who have consumed the product or service previously called Electronic Word Of Mouth (E-WOM) (Martin-Domingo et al., 2019).

There is also Electronic Service Quality (E-SQ) as a forum to facilitate shopping, purchasing or ordering activities effectively, and it make customers easier to carry out a transaction, as well as the availability and easier access of information. (Prasetyo & Purbawati, 2015) E-WOM and E-SQ assist consumers in choosing a determined object to be purchased. In the aviation industry, the existence of E-WOM makes prospective passengers easier to determine which airline to choose. For instance, quoted from Merdeka.com, Friday, January 8, 2021 11:47 a.m. "Indonesian Consumers Foundation (*Yayasan Lembaga Konsumen Indonesia* abbreviated YLKI) describes consumer complaint profile per 2020. Transportation sector received complaints from the community with a percentage of 3.9% of the total community complaints in 2020 as many as 3,692 complaints. Especially, on the Citilink airline, 12.5% complaints were received. From the aforementioned example of the complaint case, it can have an impact on the purchase intention of a customer in selecting which airline they will select and use. In addition, the existence of these complaints can serve as a benchmark for consumers before selecting what products they will use.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth is a positive or negative opinion based on the opinion of consumers about products or services via the internet. In the past, E-WOM is WOM (Berger, 2014). WOM is a communication delivered directly by word of mouth regarding the products or services (Firdaus & Abdullah, 2017). With the current development of technology and internet, two-way communication through E-WOM is in demand by consumers (Baharun et al., 2015). It is because it makes consumers easier to comment and discuss the practice of a product from a particular brand (Chevalier & Mayzlin, 2006). Then, Goldsmith (2008) made it clear that E-

WOM is a tool facilitating consumer communication to provide a review/comment on a product or service via the internet (Arif, 2019). E-WOM provides various kinds of information that can influence the purchase intentions of other customers (Kala & Chaubey, 2018) by reading at the positive reviews/comments given from former customers of a company (Prendergast et al., 2015).

E-WOM can provide information and communication directed by consumers with internet-based technology. (Ismagilova et al., 2020) All information and communication applied to E-WOM has the same process as WOM (Bertagnolli, 2011); the difference is technology and the internet (Hamdan et al., 2019).

Electronic Service Quality (E-SQ)

Electronic Service Quality (E-SQ) is a place that makes everyone easier to carry out transactions and trading (Zeithaml et al., 2002). There is expansion of an internet site into a facility for activities such as shopping effectively and efficiently (Jonathan, 2013). In E-SQ, sales of a product or service cannot bargain on what customers want to purchase (Fassnacht & Koese, 2006).

E-SQ makes customers easier to shop, purchase and deliver real products and services (Zeithaml et al., 2000). In the general perception, assessment and evaluation of the customer about the service that will be provided from the electronic media (Rq & Dqg, n.d.). are as a comparison of the customer's experience with their current and previous experience with similar services. There are 4 dimensions used to measure the scale of E-SQ variable which consists of 1. Efficiency 2. System Availability 3. Fulfillment 4. Privacy (Zeithaml et al., 2002).

Purchase Intention

Navitha Sulthana and Vasantha, S. (2019) stated that purchase intention is someone's interest to purchase what she/he wants to buy, either in the form of products or services. To anticipate consumer purchase behavior, companies must use consumer interest as a calculation tool. (On et al., 2020) said that purchase intention is a form of behavior from consumers

to buy or choose a product based on their experience, use and desire for a product. Purchase intention allows customers to buy a product, goods or services (Hanjani & Widodo, 2019). It is because purchase intention is very influential on attitudes and perceived behavior (Mohd Sam & Tahir, 2014). Based on the theory of reasoned action TRA, consumer purchase intention is influenced by perceptions of attitudes, beliefs, and subjective norms that individuals have with each other in different ways (On et al., 2020).

The Effect of E-WOM on the Purchase Intention of Tickets Citilink Indonesia Airline

According to Bataineh (2015); Thomas, Brunner & Opwis (2006), E-WOM has a significant effect on the consumers purchase intentions. Supported by previous research, E-WOM has a strong effect in encouraging consumer purchase intention (Tarkang et al., 2020). Positive and negative comments regarding consumer views are facilitated by the existence of a website to encourage consumers purchase intentions (Vahdati & Nejad, 2016).

H1: E-WOM has a positive and significant effect on purchase intention.

The Effect of E-SQ on the Purchase Intention of Tickets Citilink Indonesia Airline

According to Collier and Bienstock (2006), E-SQ can increase positive behavioral intentions of purchase intentions. Supported by previous research, it is stated that E-SQ has a crucially significant role and is very influential on consumer purchase intentions. (Ahmad & Zhang, 2020) There are positive and significant results in previous research (Prateek Kalia et al., 2016).

H2: E-SQ has a positive and significant effect on purchase intention.

Method

In this study, sampling technique employed was random sampling by distributing questionnaires via Google Form to 185 passengers of Citilink Indonesia departing from Soekarno - Hatta airport. The questionnaire utilized a Likert scale consisting of five scales, namely, 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree. The data in this research were processed using the SmartPLS application.

The indicators used in the study are shown in table 1 below:

Table 1 Measurement Indicators

Variable	Information	
Electronic Word of Mouth (E-WOM)	EWM 1	I get information regarding Citilink Indonesia airline from social media.
	EWM 2	I often interact with the users of Citilink Indonesia airline.
	EWM 3	I often read reviews of Citilink Indonesia airlines on social media.
	EWM 4	I get many information regarding various discounts on tickets of Citilink Indonesia airlines through social media.
	EWM 5	I get many information regarding the security of Citilink Indonesia airline through social media.
	EWM 6	I frequently regarding the by services through social networking sites.
	EWM 7	I frequently gather information regarding the punctuality of Citilink Indonesia airlines.
	EWM 8	I am interested in using Citilink Indonesia airline services because of many positive comments written by social media users.
	EWM 9	I am interested in using Citilink Indonesia airline services because of recommendations from the closest people through social media.
	EWM 10	If there is no recommendation or information through social media, I hesitate to use Citilink Indonesia airline services.
	EWM 11	From the reviews submitted by other consumers, it makes me confident to select and use Citilink Indonesia airline services.
Electronic Service Quality	Efficiency: E1	The website of Citilink Indonesia provides convenience for what I need to support my trip.
	E2	The website of Citilink Indonesia makes me easier to buy tickets anywhere and anytime.
	E3	The website of Citilink Indonesia makes me easier to purchase ticket quickly.
	E4	The information on the Website of Citilink Indonesia is well organized.
	E5	The website of Citilink Indonesia is simple and easy to use.
	E6	The loading process to open the page of Website of Citilink Indonesia is very fast.

	E7	The website of Citilink Indonesia can be accessed quickly.
	E8	The website of Citilink Indonesia is well organized.
	System Availability : SA1	The website of Citilink Indonesia is constantly available to support my needs/business.
	SA2	The website of Citilink Indonesia is running properly.
	SA3	The website of Citilink Indonesia is always easy and smooth when being accessed.
	SA4	The website of Citilink Indonesia does not freeze when I gather information.
	Fulfillment: F1	The website of Citilink Indonesia produces exactly what I ordered or desired.
	F2	Information on the website of Citilink Indonesia can be accessed at any time according to the free time I have.
	F3	The website of Citilink Indonesia is exceptionally quick to respond to what I ordered.
	F4	The website of Citilink Indonesia submits an order according to what is ordered.
	F5	The availability of seats on the plane is in accordance with the information listed on the website of Citilink Indonesia.
	F6	The website of Citilink Indonesia provides information according to what is offered.
	F7	It performs accurate promises about product delivery.
	Privacy: P1	The website of Citilink Indonesia presents its products and services accurately.
	P2	The website of Citilink Indonesia secures information about my online shopping behavior.
	P3	The website of Citilink Indonesia keeps my personal data safe.
	P4	The website of Citilink Indonesia protects the payment method I use.
Purchase Intention	PI 1	After reading the reviews and comments submitted by former users of Citilink Indonesia airline, it made me interested in purchasing tickets of Citilink Indonesia airline.
	PI 2	I keep looking for more reviews and comments from former users of Citilink Indonesia airline to convince myself before making a purchase.
	PI 3	I often access social networks to read recommendations and reviews given by former users of Citilink Indonesia airline to increase my purchase intention.
	PI 4	I will do the same with former users of Citilink Indonesia airline in terms of providing information and recommendations to change the purchase intention of prospective customers of the airline.

Discussion and Result

Outer Model Testing

In the evaluation of the outer model, the validity was carried out by two criteria, namely convergent and discriminant validity, while the reliability evaluation was carried out based on two criteria, namely Cronbach alpha and composite reliability.

- Validity test

Table 2 Convergent Validity

Variable	Indicator	Mean	Outer Loading	AVE
EWM	EWM4	3.832	0.751	0.626
	EWM5	3.816	0.778	
	EWM6	3.546	0.798	
	EWM8	3.919	0.854	
	EWM9	3.87	0.773	
ESQ	ESQ1	3.941	0.768	0.685
	ESQ2	4.027	0.79	
	ESQ10	3.859	0.839	
	ESQ11	3.789	0.83	
	ESQ13	3.784	0.862	
	ESQ14	3.876	0.811	
	ESQ15	3.805	0.844	
	ESQ16	3.908	0.909	
	ESQ17	3.957	0.838	
	ESQ18	3.876	0.778	
	ESQ19	3.87	0.874	
	ESQ20	3.822	0.776	
	ESQ21	3.935	0.82	
	ESQ22	3.892	0.835	
PI	PI1	3.822	0.832	0.687
	PI2	3.762	0.774	
	PI3	3.692	0.867	
	PI4	3.741	0.836	

Source: Processed Data (SmartPLS 3.0), 2021

From the results of the calculations in table 2, the relationship between the latent variable and the indicator has met the requirements, namely outer loading > 0.7 and the Average Variance Extract (AVE) value > 0.5. For Convergent Validity, it is concluded that all indicators or variables observed are significant.

Discriminant Validity**Tabel 3 Fornell Lacker**

	EWM	ESQ	PI
EWM	0.791		
ESQ	0.774	0.828	
PI	0.64	0.702	0.829

Source: Processed Data (SmartPLS 3.0), 2021

Table 4 Cross Loading

	EWM	ESQ	PI
EWM4	0.75	0.527	0.443
EWM5	0.778	0.6	0.388
EWM6	0.798	0.649	0.477
EWM8	0.854	0.679	0.585
EWM9	0.773	0.596	0.584
ESQ1	0.63	0.768	0.546
ESQ2	0.616	0.79	0.549
ESQ10	0.701	0.839	0.569
ESQ11	0.653	0.83	0.61
ESQ13	0.668	0.862	0.575
ESQ14	0.613	0.811	0.55
ESQ15	0.667	0.844	0.623
ESQ16	0.706	0.909	0.607
ESQ17	0.661	0.838	0.531
ESQ18	0.594	0.778	0.581
ESQ19	0.669	0.874	0.619
ESQ20	0.523	0.776	0.579
ESQ21	0.6	0.82	0.601
ESQ22	0.658	0.835	0.577
PI1	0.656	0.683	0.833
PI2	0.374	0.482	0.777
PI3	0.491	0.551	0.867
PI4	0.544	0.574	0.836

Source: Processed Data (SmartPLS 3.0), 2021

In Tables 3 and 4, the numbers in bold indicate the correlation value between constructs is greater than the correlation value between constructs and other constructs. It can be concluded that the construct or latent variable already has a good Discriminant Validity.

Tabel 5 Reliability Test

	Cronbach's Alpha	Composite Reliability
Electronic Word of Mouth (E-WOM)	0.852	0.893
Electronic Service Quality (E-SQ)	0.964	0.968
Purchase Intention	0.849	0.898

Source: Processed Data (SmartPLS 3.0), 2021

From the results of table 5, all variables show Cronbach Alpha and composite values > 0.7. Thus, it can be concluded that the construct has good reliability with the minimum required limit.

Inner Model Testing

The evaluation of the inner model was carried out to assess the R-Square, Path Coefficient, T-Statistic value, Predictive Relevance, and Model fit.

Table 6 R-Square of Endogenous Latent Variables

	R Square	R Square Adjusted
Purchase Intention	0.516	0.511

Source: Processed Data (SmartPLS 3.0), 2021

In table 6, the variables of E-WOM and E-SQ have a contribution to purchase intention of 0.516

Table 7 Path Coefficient

	Hypothesis	STDEV	T-Statistic	P Values
H1	Electronic Word of Mouth (E-WOM) Purchase Intention	0.11	2.177	0.03
H2	Electronic Service Quality (E-SQ) Purchase Intention	0.104	4.979	0

Source: Processed Data (SmartPLS 3.0), 2021

Based on the calculation results in table 7, there is a relationship between the variables indicated by the two T-Statistic values > 1.96. Then, both hypotheses are significant. For P-Value values, all paths are accepted because P-Value is < 0.05. It can be concluded that H1 and H2 are accepted, and it can be stated that E-WOM and E-SQ have a positive and significant relationship with purchase intention.

The magnitude of the direct effect and the value of T-Statistic for E-WOM and E-SQ on Purchase Intention can be seen in Figure 1.

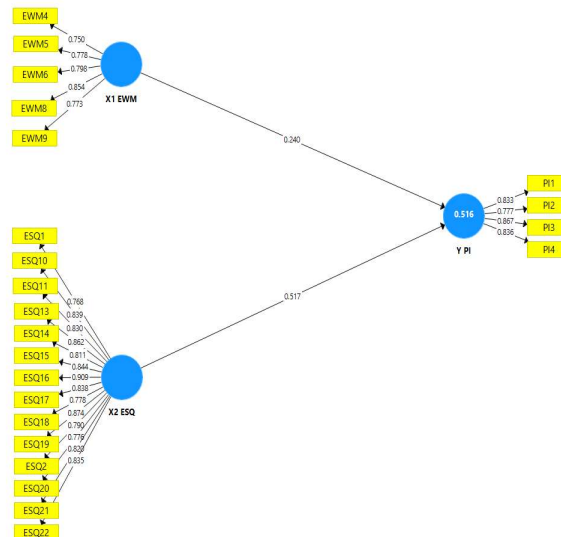


Figure 1 Path Coefficients

Source: Processed Data (SmartPLS 3.0), 2021

Table 8 Predictive Relevance

Endogenous Variable	Q ² (=1-SSE/SSO)
Purchase Intention	0.335

Source: Processed Data (SmartPLS 3.0), 2021

From the results of calculations in table 8, the two exogenous variables to endogenous variables get a value of 0.335, in which the value is > 0.00; the predictive relevance has a good value.

Table 9 Model Fit

	Saturated Model	Estimated Model
NFI	0.815	0.815

Source: Processed Data (SmartPLS 3.0), 2021

From the results of the calculations in table 9, there is a value of 0.815, meaning that the observation value in this study is 81.5%.

Conclusion

E-WOM on purchase intention; from the processed data, it shows a significant and positive impact. The most dominant indicator on E-WOM is positive comments regarding the airlines on the internet. Consumers love to use the internet to gather information, especially, information regarding the Citilink Indonesia airline. E-SQ purchase intention; from the processed data, it shows a significant and positive impact. E-SQ is the most dominant variable compared to E-WOM with the existence of E-SQ, it provides space for consumers to continue receiving services provided by Citilink Indonesia airlines through internet media. E-WOM and E-SQ on purchase intention; from the processed data, it shows that 51.6% of the variable of purchase intention is affected by the variables of E-WOM and E-SQ. Therefore, it can be concluded that E-WOM is an information dissemination system facilitated by E-SQ owned by Citilink Indonesia airline in terms of attracting consumers purchase intention.

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