The Effect of Electronic Word of Mouth in Influencing e-Commerce Customer's Purchase Intentions on Collectivist Culture

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Abstract: The digital era which is increasingly becoming massive in people's lives, it also has an impact on the change of traditional sales methods to digital. e-Commerce companies compete in winning the competition to create superior customer value. An effective and efficient marketing strategy is needed that can influence customer buying intentions. One that can be used in marketing communication is an electronic word of mouth. This research focuses on the effect of customer satisfaction that can create electronic word of mouth that has an impact on increasing brand equity and adding collectivist culture moderator variables. Distribution of questionnaires Likert scale to 280 respondents who have used e-Commerce in purchases and analyzed using the SmartPls 3.0. The results state that there is a significant relationship between the independent and dependent variables and the moderator variable entered gets insignificant results so the results state that the moderator variable is more appropriate to be an independent variable. This research contributes to the testing of cultural moderator variables that make the independent variables able to generalize the findings.

INTRODUCTION

Historically the efforts made by the company have focused on customer satisfaction. But lately, the company has also focused on customer satisfaction which will have an impact on customer involvement (engagement). The higher the satisfaction, the customer will voluntarily help spread information about the online shopping experience commonly called electronic Word of Mouth (eWOM)[1]. eWOM is known as an effective interpersonal communication tool, starting with the introduction of traditional word of mouth communication that is more trusted than traditional advertising media such as television, radio and print advertising[2, 3]. eWOM takes place through different channels such as through e-mail, discussion forums, instant messages, short message services, newsgroups and social networking sites[4]. Online marketing communication through electronic Word of Mouth (eWOM), online communities, and online advertising are very effective in promoting brands to gain customer loyalty and product purchase intentions through company websites and social media platforms[5]. eWOM

has been recognized as one of the most influential resources in the information. eWOM impacts consumers because easily accessible information can greatly influence consumption decisions[6]. eWOM can also influence brand image and purchase intention in a company that sells products. Through mobile internet, which is becoming increasingly popular, customers can read online recommendations for products and have a strong effect on purchasing decisions[7].

Purchasing products through the internet in the form of information and services available on the internet is called e-Commerce[8]. Indonesian people are very familiar with the existence of e-Commerce in online shopping. Some of the largest e-Commerce companies in Indonesia include Tokopedia, Shopee, Bukalapak, Lazada, Blibli and Jd.Id. The high competition between e-Commerce companies, demanding companies must be able to create customer value better than competitors. But what must be remembered by e-Commerce companies is the culture that exists in an area can affect the way marketing communications. For example, customers from cultures with higher uncertainty or lower individualism tend to have higher intentions of praise when they receive superior service from a brand[9]. Other research shows that when managers will formulate online advertising and brand strategies, they must consider the different cultural dimensions of each country. The failure rate of an online strategy will be smaller if more and more e-Commerce companies know a country's cultural values[10].

This study proposes a model to examine the involvement of eWOM in e-Commerce by looking at cultural factors that moderate, so that, it can influence customer purchase intentions through a theory of reason action and involve brand equity variables. This model shows that eWOM communication marketing does not only look at it from the perspective of forming its eWOM, but looks at it comprehensively with variables so that it can explain eWOM phenomena that occur in e-Commerce.

Satisfaction is a match between the actual purchase of a brand and the expectations held by the buyer. Other opinions assume that the product received and expected will be great when the objective performance of a product fails to meet customer expectations, so that, there are customer satisfaction and customer dissatisfaction. Customer satisfaction is defined as a customer's assessment of a product or service that is appropriate for their needs and expectations. Being a task for marketers to be able to realize between customer perceptions with marketing methods that are interpreted in various ways, so that, they are truly by customer expectations. Success in a company's long-term competitiveness is closely related to customer satisfaction. there is a relationship between customer satisfaction with customer relations. In the traditional understanding of the product or customer quality perceptions related to service must be broadened to three aspects namely the perspective related to the competition must be added, the level of customer involvement must be considered and the quality of construction must be differentiated based on changes in customer internal expectations standards[11]. In measuring the performance of electronic Word of Mouth (eWOM) can be used by looking at several indicators such as information quality, trustworthiness, loyalty, satisfaction, social relations, source quality, a quantity of information and subjective norms[12]. Research that has been done shows that the characteristics of information, consumer behavior and technological factors have a positive influence on consumer purchase intentions. The involvement of eWOM has a significant effect. eWOM involvement has a significant positive effect on consumer purchase intentions. However, not all indicators measured have positive impacts such as information quality and social support[13].

When the customer is satisfied, the customer will consciously have the intention to eWOM the product[14]. The existence of eWOM communication conducted by customers based on experience at the company has an impact that can shape the brand image in the point of view of the customer itself and other customers[12]. But in practice eWOM communication does not always go according to what is desired by the company, namely the occurrence of positive eWOM, negative eWOM can also occur when customer expectations do not match the reality obtained, whether in the form of goods or services received. The frustrated customer behavior leads to negative electronic word of mouth associated with reduced purchases and decreased trust in the brand[15]. Companies must be able to anticipate the spread when negative eWOMen occur by quickly responding to these customers[16].

Then the researchers propose the following hypothesis:

- H_1: satisfaction has a significant effect on eWom
- H_2: eWom has a significant effect on brand equity

Companies must be able to provide relevant information and content as well as website design that can attract attention to be able to help in building positive eWOM. When a positive eWOM occurs which means that the customer is satisfied with his experience, it will lead to the purchase intention of the repurchase or someone else who sees eWOM distribution[17]. eWOM has a positive effect on repurchase intentions and perceived

value while eWOM negatively affects perceived risk, customers tend to look for information directly from experiences that match what they want to buy[18]. When the proportion of negative online reviews increases, it will affect the attitude of the customer in choosing a product but not all products such as popular product samples have little influence on negative reviews, otherwise an unpopular product in the company's product catalog will result in a decrease in customer purchase intentions[19]. So, companies must be able to encourage customers to be able to spread eWOM positively through good products and services[20].

- H_3: satisfaction has a significant effect on customer purchase intentions
- H_4: eWOM has a significant effect on customer purchase intentions

The increasingly competitive corporate competition requires a special feature that must be displayed differently to be a special attraction for companies called brand equity. Brand equity is considered as the added value given to a product in the thoughts, words and actions of consumers. Aaker[21] defines brand equity as a set of brand assets and liabilities linked to brand names and symbols and can reduce and add value to a product or service that will provide value to customers that impact on the company. Five brand equity assets are brand loyalty, brand name awareness, brand quality perception, brand associations and other exclusive brand assets. Customer trust in the good brand in the form of good service, customer satisfaction and the reputation of the e-Commerce company will influence purchase intentions[22]. In studying consumer behavior, some researchers use the theory of planned behavior in predicting someone's purchase intention, because it is assumed that intention can influence behavior and the stronger the intention, the more likely a person is to do[23-25]. Attitudes, subjective norms and behavior control are used in measuring intentions in the theory of planned behavior[26] which is an extension of theory of reasoned action. Trust in the brand is believed to have a positive effect on online purchase intentions, ultimately positively impacting buying behavior. Confidence held by customers towards e-Commerce brands will influence them to buy products online[27].

- H_5: brand equity has a significant effect on customer purchase intentions

Although, the results of previous studies have shown the results of eWom and brand equity affect purchase intentions[28], they cannot be generalized when applying the method in a cross-cultural manner. Many previous
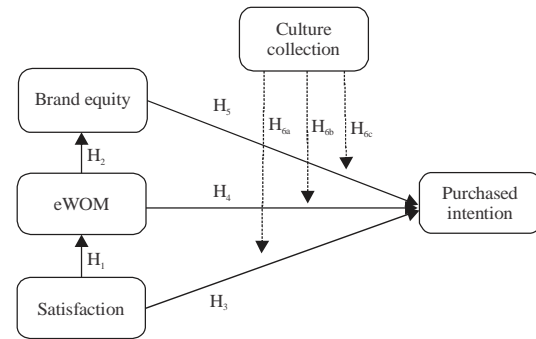

Fig. 1: Research model

studies have examined the direct effect of eWom on purchase intentions and must see the effects of moderation to be seen comprehensively[29]. There is a need for cultural moderation variables in generating results[28-30]. Cultural characteristics are divided into Power distance, Individualism/Collectivist , Masculinity, Uncertainty Avoidance and Long Term Orientation. However, researchers focus on the culture of collectivist because previous studies indicate that Indonesian culture tends to be directed towards these two cultural characteristics[31-33]. As an example of a region that has a culture of collectivist will interact a lot compared to individualism. Other people's opinions become very influential in the collectivist culture. Conversely, people who tend to be individualistic will pay less attention to the opinions of others[34]. Within the scope of a business, participation and user interaction are used as tools to establish good company relationships and the cultural dimension of individualism/collectivist will significantly influence user behavior[35]. The difference between Indonesian culture and other countries may be different. So, based on the limitations of previous research it is necessary to add culture as a moderator by looking at positive experiences (Fig. 1).

- H_{6a}: culture moderates the relationship between satisfaction and intention
- H_{6b}: culture moderates the relationship between eWom and intention
- H_{6c}: culture moderates the relationship between brand equity and intention

Simple summary: Researchers are interested in seeing the phenomenon of online shopping in e-Commerce that is the current trend but the increasing number of competitors in e-Commerce, it takes the right marketing strategy to win the competition, one of which is the electronic word of mouth communication strategy that arises from customer satisfaction that will affect purchase

intentions. The interesting thing is that different cultural factors also influence the marketing strategy. the results show that collectivist culture tends to be easily influenced by others, making an electronic word of mouth strategies play a very good role in e-Commerce marketing plus there is a need for public figures to engage in electronic word of mouth communication.

MATERIALS AND METHODS

Quantitative study approaches are used in analyzing statistical data obtained from 280 respondents selected by non-probability sampling. Respondents are customers who have already bought products through e-Commerce in Indonesia. Retrieval of data through questionnaires used with Likert scale measurement 1 strongly disagrees with 5 strongly agree. The questionnaire instrument was adopted based on theories in previous studies such as satisfaction[36, 37], eWom[12], brand equity[38], culture[39, 40] and purchase intentions[41, 42] Table 1.

The structural approach of the Partial Least Square (PLS) modeling equation is used to validate the research model. This method was chosen because of the ability to test the relationship between the most comprehensive constructs with many measurement items. The first part of evaluating a model is to check the reliability and validity of the model to be used in seeing the value of each construct. The reliability and validity of the scale were tested to see Cronbach's Alpha, Average Variance Extracted (AVE) and instrument reliability. Convergent validity shows the various variables observed from one latent construct related to each other. It can be seen in Table 2. All constructs have good values that have an Average Variance Extracted (AVE) >0.50 and Composite Reliability (CR)>0.70 according to the required value. Cronbach's alpha values ranging from 0.775-1.000 indicate that all constructs have good results because they are greater than the recommended Cronbach's alpha value of a minimum 0.7.

After the model standards, the research hypothesis testing is done through a structural linear model on each variable.

Evaluation models are examined and have good results in reliability and validity, then regression analysis is used to estimate the relationship between constructs. the researcher examines the direct effects of independent, dependent and moderator variables. Testing structural models and hypotheses are done using SmartPLS Version 3.0 statistical tools. In Table 3 the results of the relationship between variables are explained.

H_1 predicts the effect of customer satisfaction on the formation of electronic word of mouth. The results found that there is consistency with previous research models

Table 1: Demographics of respondent profiles

Variables	Total
Gender	
Male	90
Female	190
Age	
17-25 years	226
26-35 years	35
36-45 years	14
>46 years	5
Level of study	
Senior High School	206
Bachelor	37
Master	38
e-Commerce	
Lazada	10
Bukalapak	9
Shopee	137
Tokopedia	124

Table 2: Constructs reliability and validity

Construct	Cronbach's alpha	rho_A	Composite reliability	Average Variance Extracted (AVE)
Brand equity	0.940	0.940	0.947	0.563
Cultural	0.771	0.772	0.845	0.523
Intention	0.856	0.867	0.891	0.541
Moderator effect 1	1.000	1.000	1.000	1.000
Moderator effect 2	1.000	1.000	1.000	1.000
Moderator effect 3	1.000	1.000	1.000	1.000
Satisfaction	0.755	0.849	0.843	0.554
wWOM	0.963	0.964	0.966	0.539

based on satisfaction[12-13]. Companies must be able to encourage customers to be able to talk about their satisfaction experiences. Satisfaction was found to significantly influence eWOM with a statistical t-value of 24,501 of (p = 0.000). Then the results stated have a significant direct effect because of the t-statistic value >1.96 and p<0.05.

H_2 predicts the effect of electronic word of mouth on increasing brand equity. EWOM was found to significantly influence the increase in brand equity with a t-statistic value of 39,848 (p = 0.000). These results support previous research which states that there is a significant relationship between the two when there is a positive eWOM there will be an increase in a brand image[17, 12].

H_3 predicts the effect of customer satisfaction on purchase intentions. The results found that customer satisfaction has a significant effect on customer purchase intentions with a t value of 2.259 (p = 0.024). The results of the study support previous research. When customers are satisfied with the e-Commerce website provided in making a purchase, the customer's purchase intention will also increase. Customers are satisfied when e-Commerce can be trusted, responding to messages and complaints quickly. This is done to give a good impression and

Table 3: Path coefficients

Coefficients	Hypothesis	Original sample (O)	T-statistics (|O/STDEV|)	p-values	Results
Satisfaction→eWOM	H_1	0.739	24.305	0.000	Significant
eWOM→Brand Equity	H_2	0.851	39.848	0.000	Significant
Satisfaction→Intention	H_3	0.132	2.259	0.024	Significant
Moderator Effect 1→Intention	H_{3a}	-0.032	0.443	0.658	
eWOM→Intention	H_4	0.170	2.245	0.025	Significant
Moderator Effect 2→Intention	H_{4a}	0.126	1.423	0.155	
Brand Equity→Intention	H_5	0.430	5.237	0.000	Significant
Moderator Effect 3→Intention	H_{5a}	-0.120	1.171	0.242	
Cultural→Intention		0.213	4.017	0.000	Significant

Table 4: Typology of specification of moderator variables

Related criterion and/or predictor	Not related to criterion and predictor
No interaction with predictor	
1	2
Exogenus, predictor, intervening, antecedent, suppresor moderator	Homologizer moderator
Interaction with predictor variable	
3	4
Quasi moderator	Pure moderator

satisfy the customer. Whereas in H_{3a} which predicts that the relationship of satisfaction and purchase intention is moderated by culture, the results are not significant with path coefficients of -0.032. As shown in Table 3 illustrates the insignificant relationship (p = 0.658, >0.05), thus the H3a hypothesis is not supported.

It can be seen in Table 4, there is a grouping of results from moderator variables[4]. In category one, there are no interactions with the independent variable but there is an interaction with the dependent, this first category of variables is referred to as an additional predictor variable, intervention, exogenous, antecedent or suppressor. Category two explains that there is no interaction with the independent and dependent variables called homologizes. The third category explains that there is a relationship between the two variables called quasi moderator and the fourth category explains there is no relationship to the dependent but there is a relationship to the independent so-called pure mediator. It can be concluded related to the results of moderator values, although, there are insignificant values of culture moderator satisfaction and intention, cultural values as a variable have a significant value of p = 0.000, then culture can be an intervention, exogenous, antecedent, suppressor or predictor variable in the relationship between satisfaction and purchase intention.

H_4 predicts the effect of electronic word of mouth on purchase intentions. The results show that eWOM has a significant effect on customer purchase intentions with a t-value of 2,245 (p = 0.025). The results support previous research which shows that consumers who have a strong affinity involved in positive eWom will have a tendency to have a greater repurchase intention[17, 13]. Whereas the

H_{4a} which predicts that eWOM relationship and intention are moderated by culture gets insignificant results with a t-value of 1.423 (p = 0.155, >0.05).

H_5 predicts the effect of brand equity on purchase intentions. The results show that brand equity has a significant effect on customer purchase intentions with a t value of 1.171 (p = 0.242). The results support previous research[42, 16]. The higher the value of a brand, the easier it will be to influence customers in their attitude towards the brand. On H_{5a} which predicts that eWOM relationship and intention are moderated by culture, the results are not significant with a statistical t-value of 1.171 of (p = 0.242, >0.05).

This section may be divided by subheadings. It should provide a concise and precise description of the experimental results, their interpretation as well as the experimental conclusions that can be drawn.

RESULTS AND DISCUSSION

The results of this study found that all independent variables have a significant influence on the dependent but cultural moderator variables can not get significant results in moderator the relationship between all the independent variables satisfaction, eWOM and brand equity to the dependent variable intention.

Theoretical implications: From a theoretical perspective, this research has produced some progress. First, it relates through a holistic approach to online shopping in e-Commerce by integrating several theoretical models that can be used to study online customer behavior. The theory of planned behavior can be used to measure the extent of

online buying behavior, so that, it is not limited to offline or traditional spending. Furthermore, this study shows the complexity of several theories that are integrated into effective communication by adding relevant constructs, so that, eWOM becomes an important predictor of online shopping attitudes in e-Commerce. Each dimension in forming a variable contributes well to what is discussed in the literature.

Second, in general, the variable that functions as a moderator can be seen from the extent to which it can explain the relationship between independent and dependent. Relating to the relationship of cultural moderator variables get insignificant results to connect between independent and dependent variables but has a significant value when viewed in the relationship of culture to intention. Then culture does not act as a moderator in the context of online purchases and culture can be an exogenous variable that directly influences intention. This study seeks to meet the limitations of previous research which states that cultural variables are needed in looking at marketing strategies comprehensively[28, 20, 30]. The results of the study state that cultural variables can be used as independent or exogenous variables, not as moderators in online purchase studies.

Practical implication: In the digital era, online shopping is massive which makes e-Commerce companies demanded to be superior to competitors of similar companies. Customer satisfaction is the company's main goal because it will have an impact on the repurchase intention of e-Commerce customers. Not only that but satisfaction can also influence customers to be able to recommend company products to others through social media and features provided by e-Commerce.

This is beneficial for increasing the company's brand equity in the minds of customers. eWOM communication strategy is proven to affect customer purchase intentions because customers trust the experience stories of other customers who have shopping experience in e-Commerce compared to information provided by the company itself and before making a purchase, the tendency of customers to see the results of reviews experience of other customers before buying the same product in e-Commerce. In the end, this research looks at the process when customers get reliable information, they will be involved in the formation of ewom in the form of sharing information and finding information through ewom. Companies must be more able to encourage customers to be able to do eWom to build corporate brand credibility.

Another interesting research result is the need for the addition of cultural factors in seeing an effective marketing strategy. This research focuses on the culture of collectivist in Indonesia. e-Commerce companies must consider cultural factors in influencing customer purchase intentions because each country has different cultural differences and will also differ in how to approach it. However, culture is not only used as a moderator variable that can indirectly affect intentions but can directly affect customer purchase intentions. This study has the same results from previous research which states that collectivist culture variables cannot be used as moderator variables.

The cultural dimension of collectivist can be the company's new focus in considering establishing communication between buyers and sellers. In a collectivist culture, customers are more easily influenced by others who become figures or figure in the community. An appropriate strategy for companies to use these figures to be used as an eWOM communication tool.

CONCLUSION

Although, this research finds in-depth results on marketing theory, it is not without limitations. First, in sampling, this study does not look at age differences, considering that not only young customers are shopping online but from some age groups, because age will affect one's attitude in online shopping, then the age factor or the, so-called cohort generation can be used as a reference in selecting respondents for further research. Secondly, this research only looks at collectivist culture factors in Indonesia which might have different results if applied in collectivist culture in other countries, to be able to generalize the findings, then for further research, it is recommended to compare with other countries that have similarities with Indonesia, especially collectivist culture. The results of this study which state that cultural variables can be used as independent variables in influencing purchase intentions can be used for further research. Third, because of Indonesia's cultural trends in collectivity, public figures or public figures greatly influence customer purchase intentions, so for further research, celebrity endorsement variables can be used to support the marketing of electronic word of mouth communication.

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APPENDIX
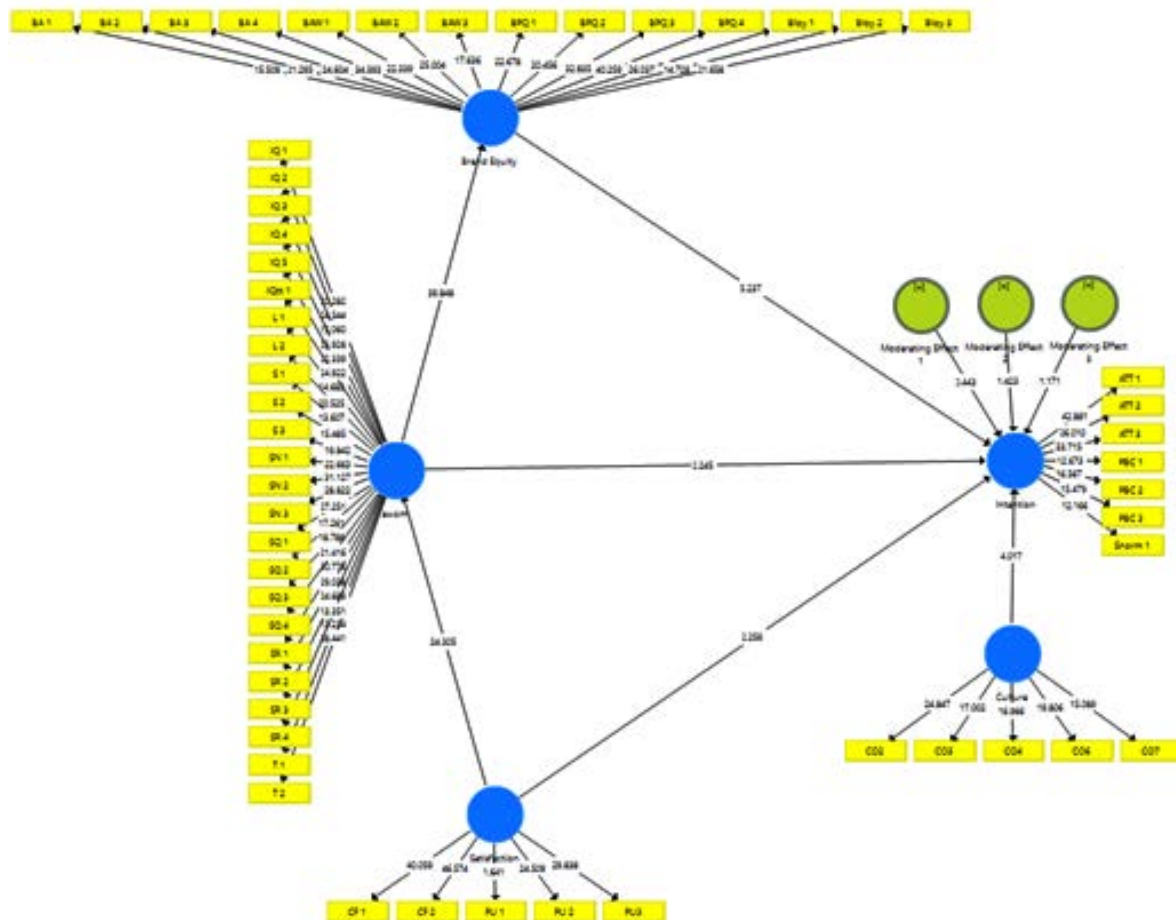
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