

Customer Satisfaction Role in Mediating the Influence of Service Quality and Promotional Appeal on Electronic Word of Mouth

Putu Dio Artha Pratama^{1*}, Ni Wayan Sri Suprapti² 

^{1,2} Faculty of Economics dan Business, Universitas Udayana, Denpasar, Indonesia

ARTICLE INFO

Article history:

Received July 20, 2023

Revised July 4, 2023

Accepted October 26, 2023

Available online November 25, 2023

Kata Kunci:

Kualitas Layanan, Kepuasan Pelanggan, Daya Tarik Promorional, E-WOM

Keywords:

Service Quality, Customer Satisfaction, Promorional Attractiveness, E-WOM



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.
Copyright © 2023 by Author. Published by Universitas Pendidikan Ganesha.

ABSTRAK

Pesatnya perkembangan teknologi mempunyai peranan dalam hubungan antara pemilik usaha dan pelanggan. Hal ini ditunjukkan dengan banyaknya pesan berupa review atau rekomendasi yang disampaikan pelanggan melalui internet atau disebut juga Electronic Word of Mouth (E-WOM). Penelitian ini bertujuan untuk menganalisis peran kepuasan pelanggan dalam memediasi pengaruh kualitas layanan dan daya tarik promosi terhadap electronic word of Mouth. Populasi dalam penelitian ini terdiri dari pengguna layanan GoFood pada aplikasi Gojek di Bali yang diwakili oleh tiga kabupaten dan satu kota, dan jumlah pastinya tidak dapat disebutkan atau dihitung (tidak terbatas). Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Dalam penelitian ini statistik inferensial menggunakan Structural Equation Modeling (SEM) berdasarkan analisis Partial Least Square (PLS). Pengumpulan data dilakukan dengan menggunakan kuesioner berupa Google Form yang disebar melalui media sosial. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan daya tarik promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap electronic word of Mouth, sedangkan daya tarik promosi tidak berpengaruh signifikan terhadap Electronic Word of Mouth. Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Electronic Word of Mouth. Kepuasan pelanggan secara parsial memediasi pengaruh kualitas pelayanan terhadap electronic word of Mouth dan memediasi secara penuh pengaruh daya tarik promosi terhadap electronic word of Mouth. Implikasi dari hasil penelitian ini adalah pentingnya perhatian terhadap kualitas layanan dan daya tarik promosi dalam upaya meningkatkan kepuasan pelanggan dan E-WOM.

ABSTRACT

The rapid development of technology has a role in the relationship between business owners and customers. This is shown by the many messages in the form of reviews or recommendations submitted by customers via the internet or also called Electronic Word of Mouth (E-WOM). This study aims to analyze the role of customer satisfaction in mediating the effect of service quality and promotional attractiveness on electronic word of mouth. The population in this study consists of GoFood service users on the Gojek application in Bali represented by three regencies and one city, and the exact number cannot be mentioned or calculated (unlimited). The sampling method used in this study was purposive sampling. In this study, inferential statistics used Structural Equation Modeling (SEM) based on Partial Least Square (PLS) analysis. Data collection was carried out using questionnaires in the form of Google Forms distributed through social media. The results showed that the quality of service and the attractiveness of promotions had a positive and significant effect on customer satisfaction. The quality of service has a positive and significant effect on electronic word of mouth, while the attractiveness of promotion does not have a significant effect on electronic word of mouth. Customer Satisfaction has a positive and significant effect on Electronic Word of Mouth. Customer satisfaction partially mediates the effect of service quality on electronic word of mouth and fully mediates the effect of promotional attractiveness on electronic word of mouth. The implication of the results of this study is the importance of attention to service quality and promotional attractiveness in an effort to increase customer satisfaction and E-WOM.

*Corresponding author.

E-mail: dioarthap@gmail.com (Putu Dio Artha Pratama)

1. INTRODUCTION

Gojek is a technology-based company that started on 2010 and resulted in big positive impact for people to fulfill their needs. Gojek created various of service in fulfilling customers' needs, one of them is Go-Food where it can meet people's needs in online food and beverages delivery. Go-Food service on Gojek application becomes the biggest food delivery service in Indonesia. The success of Go-Food is indicated by research conducted by Nielsen Media Research Singapore in 2019 with title of "Understanding Indonesia's Online Food Delivery Market". The research is conducted by independent online survey with 1000 respondents. The survey found out that 84% of people who are using more than one application to order food delivery think that Go-Food is the best in offering online food delivery service.

Tenggara Strategic survey that was conducted on January 2022 and it shows that online food delivery service by Go-Food is rated as the best by Indonesian customers. The survey asked for respondents' opinion on service quality. Go-Food has the highest percentage in terms of convenience with 5.09% followed by GrabFood and Shopee Food with 4.97% respectively. Then, in terms of menu variability, Go-Food also has the highest percentage in 5.23%, followed by ShopeeFood with 5.19% and GrabFood with 5.15%. This survey also found out that Go-Food is the first food delivery service remembered by 50% of respondent. ShopeeFood and GrabFood are following behind with 28% and 22% respectively. Not only has the largest transactional value, GoFood is also the top of mind in food delivery service in Indonesia. The survey data on food delivery service won by GoFood is not consistent with survey result on comparison of the number and reviews rating on app distribution platform in 2022. Two e-commerce apps in Indonesia, however there is fundamental difference between Grab and Gojek. The number and rating of reviews on Grab is higher compared to Gojek on App Store (IOS) and Play Store (Android) in 2022. It indicates that the electronic word of mouth (E-WOM) of Grab is higher than Gojek. This performance is aggregative on national level on all provinces of Indonesia, therefore the information collected from this data might be differ than the situation on Bali.

The rapid development of technology has role in relationship between business owners and customers. It is shown by the huge amount of message in form of reviews or recommendation by customers via internet or it is also known as Electronic Word of Mouth (E-WOM). E-WOM is a marketing strategy utilizing internet to create news effect from mouth to mouth to support business and marketing purposes (Dash et al., 2021; de Fatima Carvalho et al., 2020). Viral marketing is contagious like virus and it is another form of mouth-to-mouth news or one mouse click away that encourages customers to talk about goods and services developed by a certain company in form of audio, video, and writings addressing to other people online. Previous research stated that E-WOM is a form of statement that is created by potential, actual customers or previous customers on products or company where this information is available to people or institutions through the internet (Gharib et al., 2020; Rossmann et al., 2016).

The positive statements in E-WOM from customers on the internet can play a role in company development, however to gain product review or recommendation from customers, there must be an encouragement or factor that is known as service quality. Service quality is very important to increase profitability and success of a company. Service business-oriented company always strives to give good service to the customers. Service company must maintain its service quality to be better than the competitors in gaining and maintaining customers' satisfaction (Alwashdeh et al., 2019; Nuseir, 2019). Previous research state that quality of service has significantly positive influence on E-WOM (Al Karim, 2019; Sayani, 2015). Similar research resulted in a statement that service quality cannot be ruled out because it can increase competitive advantage in gaining customers and it will generate good review which can influence other customers (Jain et al., 2023; Leclercq-Machado et al., 2022). However, there is a different result from previous research on insignificant influence of service quality againsts E-WOM (Larastanio & Lahindah, 2020; Taryadi & Miftahuddin, 2021). Service quality does not have significant influence on E-WOM under context of hotel online reviews (Roh & Yang, 2021; Roy et al., 2021).

According to previous research, there are five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy (Idayati et al., 2020; Pakurár et al., 2019). A company that is able to give good service to customer will create positive image. Customers are the one involved in a service process; therefore, they are the one who will decide the quality of service they have used. E-WOM is not only determined by good service quality but it is also dertermined by promotional appeal (Ali et al., 2022; Ginting et al., 2023). Promotion is one of the strategies to introduce and remind prospective customers on product presence. Through promotion, it can push customers' interest in deciding the use of Go-Food feature on Gojek app in delivering food and beverages online. One of the promotions that Go-Food relies on is selling promotion. This promotion consists of various coupons, price package, and subscription that can encourage customers to use Go-Food service on Gojek app.

According to previous research, promotional appeal is a marketing strategy designed in a strategic marketing to increase value on product or service (Abdallah & Jaleel, 2015; Shaddiq et al., 2021). It is also

supported by by research discovery on promotional appeal's positive influence on electronic word of mouth (Halim et al., 2022; Hidayanto et al., 2017; Yusuf et al., 2018). Different reseach discovery is found where promotional appeal has negative effect on E-WOM (Cheng et al., 2021; Duarte et al., 2018).

Based on previous research, there is a research gap on relationship between service quality and promotional appeal on E-WOM, therefore it is important to add variable on customers' satisfaction to mediate the relationship. In general, customers' satisfaction refers to a comparison between service or result received by customers and customers' expectation. The service or result received at least must be the same with expectation, or even more. Previous research states that customers' satisfaction has positive effect on E-WOM significantly (Duarte et al., 2018; Setyaning & Nugroho, 2020). Literature study on similar reseach shows that customers' satisfaction can mediate relationship between service quality and E-WOM (Jain et al., 2023; Kaur, 2020). The research conducted by Walid, et. al. (2019) shows that customers' satisfaction plays an important role as mediator in relationship between promotional appeal and E-WOM (Setyaning & Nugroho, 2020; Yoo et al., 2013). Customers' satisfaction with different level of satisfaction will give different effect on E-WOM behavior.

To understand the importance of customers' satisfaction in mediating service quality and promotional appeal against E-WOM for GoFood users in Bali, a preliminary survey was conducted to 30 respondents. It shows that 93% of respondent share their E-WOM experience through Go-Food service. 96% of respondent speak about Go-Food service quality. Then, 93% of respondents feel satisfied towards Go-Food service. The data is collected based on a limited survey shows that in small scale of 30 respondents, it shows that majority of the respondents fele satisfied on service and promotion given by Go-Food, therefore customers are willing to give positive review. The result obtained is still limited, thus there is a need to confirm it throught research targeting bigger sample. Therefore, this research aims to examine the effect of service quality and promotional appeal on E-WOM mediated by customers' satisfaction.

2. METHODS

This research is conducted in Bali represented by 3 regencies and 1 city which are Buleleng regency, Denpasar City, Badung Regency, and Gianyar Regency. This research is conducted for 3 months and it started from May to July 2023. The targeted population is Go-Food users in Bali represented by the areas mentioned above. Research samples are determined purposively which is 220 Go-Food users. The data is collected through social media (WAG) by questionnaire that is converted into Google Form. The questionnaire has been examined prior to the data collection and the result has reached validity test coefficient minimum 0.3 and reliability coefficient minimum 0.6. There were 196 questionnaires collected. Then, the data is analysed through descriptive statistic method and inferential statistical analysis (PLS). The distribution of respondents is 35.2% of man, 64.8% of woman with majority educational background in senior high school (48%). 37.2% of respondents age between 28-38 and 52.6% work in private sector.

3. RESULTS AND DISCUSSIONS

Results

Respondents' evaluation on each variable show result: (1) variable of service quality in category good; (2) variable of promotional appeal in category enough; (3) variable of Electronic Word of Mouth in category good; and (4) variable of customers' satisfaction in category good.

Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach is used to analyse the data via software application Smart PLS 3.2.8. There are two basic model evaluations which are outer model and inner model. Outer measurement model uses three criterias which are convergent validity, discriminant validity and composite reliability.

Table 1. Research Indicator Outer Loading

Variable	Indicator	Outer Loading	Description
Electronic Word of Mouth (Y)	Y1.1	0.619	Valid
	Y1.2	0.612	Valid
	Y1.3	0.845	Valid
	Y1.4	0.864	Valid
Customers' satisfaction (M)	M1	0.897	Valid
	M2	0.894	Valid
	M3	0.844	Valid
	M4	0.764	Valid

Variable	Indicator	Outer Loading	Description
Service Quality (X ₁)	M5	0.897	Valid
	M6	0.856	Valid
	X1.1	0.890	Valid
	X1.2	0.816	Valid
	X1.3	0.845	Valid
	X1.4	0.830	Valid
	X1.5	0.726	Valid
Promotional appeal (X ₂)	X1.6	0.681	Valid
	X1.7	0.607	Valid
	X2.1	0.630	Valid
	X2.2	0.788	Valid
	X2.3	0.850	Valid
	X2.4	0.811	Valid
	X2.5	0.673	Valid

Source: analysed primary data, 2023

Table 1 shows that all indicators of service quality, promotional appeal, E-WOM, and customers' satisfaction have outer loading value above 0.50 which can be concluded that all indicators are valid. It means that reflective indicators with latent variable scores have a good correlation.

Discriminant Validity

Table 2. Cross Loading Value

	Y	M	X1	X2
Y1	0.619	0.428	0.323	0.353
Y2	0.612	0.375	0.252	0.336
Y3	0.845	0.603	0.544	0.509
Y4	0.864	0.595	0.470	0.490
M1	0.492	0.838	0.447	0.587
M2	0.439	0.770	0.477	0.617
M3	0.469	0.784	0.386	0.691
M4	0.597	0.729	0.432	0.469
M5	0.596	0.741	0.505	0.495
M6	0.521	0.659	0.378	0.422
X1.1	0.439	0.460	0.890	0.562
X1.2	0.466	0.460	0.816	0.505
X1.3	0.469	0.434	0.845	0.513
X1.4	0.401	0.473	0.830	0.533
X1.5	0.433	0.452	0.726	0.565
X1.6	0.360	0.430	0.681	0.524
X1.7	0.428	0.431	0.607	0.442
X2.1	0.433	0.508	0.687	0.630
X2.2	0.414	0.472	0.447	0.788
X2.3	0.439	0.464	0.466	0.850
X2.4	0.444	0.459	0.480	0.811
X2.5	0.402	0.726	0.413	0.637

Source: primary data analysed, 2023

Table 2 shows that cross loading value obtained from each latent variable has higher score than other latent variable. Therefore, it can be concluded that the latent variable has reached discriminant validity. Discriminant validity in this research can be seen by root square of average variance extracted (RSAVE) value of each construct with correlation between one construct to the other. It can be seen by square root value of AVE which is printed in bold has higher value than correlation between constructs. The result of validity test of discriminant validity by RSAVE can be observed on Table 3.

Table 3. Discriminant Validity by RSAVE Test Result

	X2	Y	M	X1
X2	0.749			
Y	0.577	0.745		
M	0.728	0.687	0.756	
X1	0.673	0.555	0.580	0.777

Source: primary data analysed, 2023

Table 3 shows that RSAVE value of each variable has greater score compared to correlation between variables. It indicates that all variables in this research have met discriminant validity.
Composite Reliability

Table 4. Construct Reliability Test Result

	Cronbach's Alpha	Composite Reliability
Promotional appeal_(X2)	0.799	0.863
Electronic Word of Mouth_(Y)	0.727	0.829
Customers' satisfaction_(M)	0.848	0.888
Service Quality_(X1)	0.886	0.913

Source: primary data analysed, 2023

Table 4 shows that composite reliability value and Cronbach's alpha on every construct have value higher than 0.70. Therefore, in this research model, each research construct has good reliability.

Inner model or structural modes testing is conducted to check the correlation between constructs, significant value, and R-square of this research model. The result of inner model testing can be observed on Figure 1.

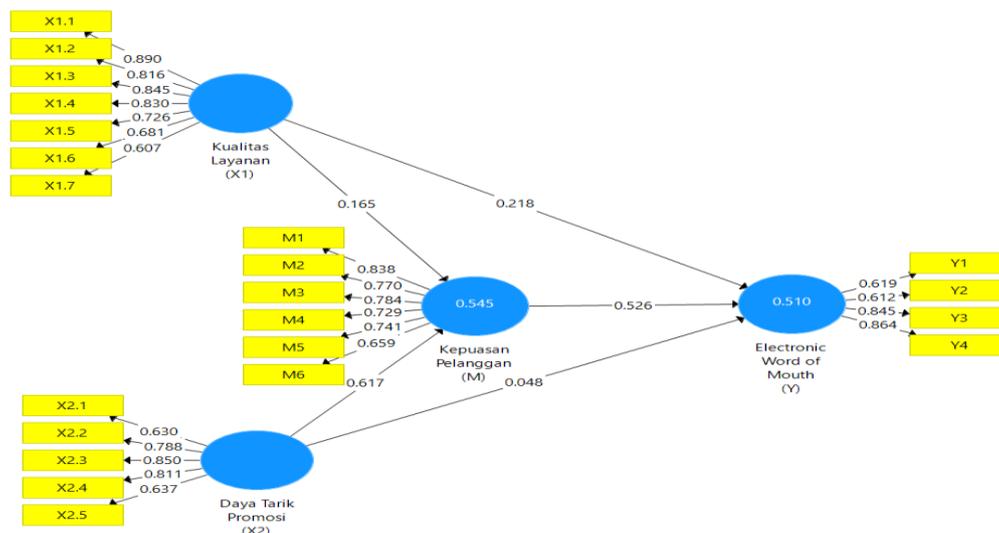


Figure 1. Structural Equation Model

Structural model is evaluated by Q-square predictive relevance to evaluate the observation value generated by the model and its estimated parameters. R-Square value of customers' satisfaction and electronic word of mouth are needed to calculate Q-square predictive relevance which can be observed on Table 5.

Table 5. R-Square

Construct	R Square
Customers' Satisfaction (M)	0.510
Electronic Word of Mouth (Y)	0.545

Source: primary data analysed, 2023

It can be seen on [Table 5](#) that the R-Square variable on customers' satisfaction is above 0.510. That value elaborated that 51% of customer's satisfaction construct variability is influenced by variable of customers' satisfaction, promotional appeal variable, and E-WOM variable. On the other hand, 49% of customers' satisfaction variable is affected by factors outside of the model. R-square value of E-WOM variable is 0.545 which indicated that 54.5% of E-WOM construct variability is influenced by customers' satisfaction variable, promotional appeal variable, and customers' satisfaction variable. On the other hand, 45.5% of E-WOM variable is affected by factors outside of the model.

A model is considered to have relevant predictive value is Q-square value is greater than 0. The Q-square value is 0.479 which is greater than 0. It indicated that 47.9% of Electronic Word of Mouth variety can be elaborated by variable of customers' satisfaction, variable of service quality and variable of promotional appeal. On the other hand, 52.1% is influenced by other variables outside of the model. The result of significant calculation of each correlation between variables is stated on [Table 6](#).

Table 6. Variable Direct Correlation Test

Direct correlation	Path Coefficient	T Statistics	P Values	Description
Service quality_(X1) -> Customers' satisfaction_(M)	0.165	3.072	0.002	Significant
Service quality_(X1) -> Electronic Word of Mouth_(Y)	0.218	3.132	0.002	Significant
Promotional appeal_(X2) -> Customers' satisfaction_(M)	0.617	13.089	0.000	Significant
Promotional appeal_(X2) -> Electronic Word of Mouth_(Y)	0.048	0.551	0.582	Not Significant
Customers' satisfaction_(M) -> Electronic Word of Mouth_(Y)	0.526	5.856	0.000	Significant

Source: primary data analysed, 2023

Based on [Table 6](#), there are four hypotheses where three of them show significant result whereas the other is not significant. Significant hypothesis indicates that the higher the promotional appeal is, the higher customers' satisfaction, the higher the service quality is, the higher the E-WOM is, and the higher customers' satisfaction is, the higher the E-WOM is. The insignificant result highlight on insignificant correlation between promotional appeal and E-WOM.

The evaluation of customers' satisfaction role in mediating correlation between service quality and promotional appeal on electronic word of mouth is also conducted. The evaluation of indirect variable correlation can be seen below.

Table 7. Indirect Variable Test

Indirect correlation	Path Coefficient	T Statistics	P Values	Description
Service quality_(X1) -> Customers' satisfaction_(M)->Electronic Word of Mouth_(Y)	0.087	2.862	0.002	Significant
Promotional appeal_(X2) -> Customers' satisfaction_(M)->Electronic Word of Mouth_(Y)	0.325	5.024	0.000	Significant

Source: primary data analysed, 2023

[Table 7](#) shows that customers' satisfaction plays a role in partial mediation for service quality and E-WOM, and customers' satisfaction also plays a role in full mediation for promotional appeal and E-WOM.

Discussion

The Influence of Quality Service on Customers' Satisfaction

The data shows that service quality has positive and significant influence on customers' satisfaction. The service quality indicators can increase customers' satisfaction of Go-Food users in Bali. Go-Food users in Bali has formed perception that the system is suitable with the expectation which resulted in high customers' satisfaction. Thus, the more satisfied the customers are with the service provided by Go-Food, the higher the customers' satisfaction is. This result is also supported by similar research showing that service quality has influence on customers' satisfaction ([Muhammad et al., 2018](#); [Omar et al., 2016](#)).

The Influence of Promotional Appeal on Customers' Satisfaction

The data shows that promotional appeal has positive and significant influence on customers' satisfaction. The service quality indicators can increase customers' satisfaction of Go-Food users in Bali. Go-Food users in Bali feel that promotional message is delivered by Go-Food according to their interest therefore there is a suitability between promotional message and customers' interest. The stronger the promotional appeal is the more satisfied customers are. This result is also supported by similar research showing that there is correlation between promotional appeal and customers' satisfaction (Alfin & Nurdin, 2017; Dahlan, 2023).

The Influence of Service Quality on Electronic Word of Mouth

The data shows that service quality has positive and significant influence on E-WOM. The service quality indicators can increase E-WOM of Go-Food users in Bali. Thus, it is important to provide good quality service. Better service quality will generate higher amount of E-WOM. Go-Food users in Bali has perception that physical facility, accurate service, the availability to help, the speed of service, the availability of service, trusted score, and communication skill of Go-Food driver can increase quality service. This result is supported by previous research showing that service quality has influence on E-WOM (Kaur, 2020; Yusuf et al., 2018).

Influence of Promotional Appeal on Electronic Word of Mouth

The data shows that promotional appeal does not have significant influence on E-WOM. The indicators of promotional appeal are not enough to increase E-WOM of Go-Food users in Bali. There are several arguments supporting the insignificant influence of promotional appeal on E-WOM. The promotion might differ for each individual, thus make it not relevant to increase E-WOM. The suitability between promotional message and consumers' interest has the highest average value and it contributes to promotional appeal. It also indicates that Go-Food users in Bali perceive that promotional message by Go-Food is not suitable to their interest which can increase promotional appeal, but not the E-WOM. Customers do not make promotional appeal as a guide to create E-WOM. This result is also supported by other research showing that promotional appeal does not influence E-WOM (Donthu et al., 2021; Ismagilova et al., 2020).

The Influence of Customers' Satisfaction on Electronic Word of Mouth

The data shows that customers' satisfaction has positive and significant influence on E-WOM. The indicators of customers' satisfaction can increase E-WOM of Go-Food users in Bali. The perception is sharing the review is awarded by financial incentive offered by Go-Food which means the higher customers' satisfaction is, the higher the E-WOM. This result is also supported by similar research showing that customers' satisfaction has influence on E-WOM (Duarte et al., 2018; Setyaning & Nugroho, 2020).

The role of Customers' Satisfaction in Mediating the Influence of Service Quality on Electronic Word of Mouth

The data analysed shows that customers' satisfaction plays a role in partial mediation on service quality against E-WOM. The importance of service quality affects company's success, thus the company must satisfy customers through products or services provided. Satisfied customers will keep using the product or service, and telling good review on the company. In this study, Go-Food must satisfy its customers. The customers' satisfaction can partially mediate service quality on E-WOM. Thus, customer's satisfaction partially influences the correlation between service quality and E-WOM. In this context, service quality has direct correlation with E-WOM, however customers' satisfaction plays a role as mediator in partially elaborate the correlation. This result is also supported by similar research showing that customers' satisfaction plays an important role in mediating the influence of service quality on E-WOM (Jain et al., 2023; Kaur, 2020).

The Role of Customers' Satisfaction in Mediating the Influence of Promotional Appeal on Electronic Word of Mouth

The data analysed shows that customers' satisfaction plays a role in full mediation on promotional appeal against E-WOM. The importance of promotional appeal can influence in buying decision which would increase E-WOM. Customers' satisfaction can fully mediate the influence of promotional appeal on E-WOM. It indicates that promotional appeal does not have direct influence on E-WOM, however it fully affects E-WOM through customers' decision. Promotional appeal becomes variable that influences customers' satisfaction and does not have direct effect on E-WOM. This result is also supported by previous research showing customers' satisfaction plays an important role in fully mediating the influence of promotional appeal on E-WOM (Setyaning & Nugroho, 2020; Yoo et al., 2013).

Implikasi dari hasil temuan ini adalah pentingnya perhatian terhadap kualitas layanan dan daya tarik promosi dalam upaya meningkatkan kepuasan pelanggan. Kontribusi penelitian ini terhadap perkembangan bidang keilmuan yang diteliti adalah memberikan pemahaman yang lebih baik tentang faktor-faktor yang mempengaruhi E-WOM dan peran kepuasan pelanggan dalam memediasi hubungan tersebut. Namun, penelitian ini juga memiliki beberapa keterbatasan, yaitu penelitian ini hanya dilakukan pada satu konteks atau industri tertentu, sehingga generalisasi hasil penelitian ini perlu dilakukan dengan hati-hati. Rekomendasi untuk penelitian selanjutnya adalah melibatkan lebih banyak variabel dan sampel yang lebih besar untuk mendapatkan pemahaman yang lebih komprehensif tentang faktor-faktor yang mempengaruhi E-WOM di berbagai konteks atau industri.

4. CONCLUSION

Based on analysis and discussion above, it can be concluded that: (a) The service quality has positive and significant influence on customers' satisfaction. This means that the better the quality service provided by Go-Food, the higher the customers' satisfaction will be; (b) Promotional appeal has positive and significant influence on customers' satisfaction. It also means that the better the promotional appeal, the higher the customers' satisfaction will be; (c) Service quality has positive and significant influence on E-WOM. This means that the better the quality service provided by Go-Food, the higher the E-WOM by GoFood customers will be; (d) Promotional appeal does not have significant influence on E-WOM. It also means that GoFood customers are not influenced by promotional appeal to create E-WOM; (e) Customers' satisfaction has positive and significant influence on E-WOM. This means that the higher the customers' satisfaction provided by Go-Food, the higher E-WOM by GoFood customers will be; (f) Customers' satisfaction can partially mediate the influence of service quality against E-WOM. This also means the better the quality service is; the higher customers' satisfaction will be which would cause the E-WOM of GoFood customers to increase; (g) Customer satisfaction can fully mediate the influence of promotional attractiveness on E-WOM. This means that the better the attractiveness of the promotion, the higher the customer satisfaction which results in increased E-WOM for Gofood customers.

5. REFERENCES

- Abdallah, S., & Jaleel, B. (2015). Website appeal: development of an assessment tool and evaluation framework of e-marketing. *Journal of Theoretical and Applied Electronic Commerce Research*, 10(3), 45–62. <https://doi.org/10.4067/S0718-18762015000300005>.
- Al Karim, R. (2019). Influence of Service Quality on Customer Satisfaction and Customer Loyalty in the Private Banking Sector of Bangladesh: A PLS Approach. *Journal of Marketing and Information Systems*, 2(2), 8–17. <https://doi.org/10.31580/jmis.v1i3.1049>.
- Alfin, M. R., & Nurdin, S. (2017). Pengaruh Store Atmosphere Pada Kepuasan Pelanggan Yang Berimplikasi Pada Loyalitas Pelanggan. *Jurnal Ecodemica: Jurnal Ekonomi Manajemen Dan Bisnis*, 1(2), 249–258. <https://doi.org/10.31294/jeco.v1i2.2277>.
- Ali, R., Wahyu, F. R. M., Darmawan, D., Retnowati, E., & Lestari, U. P. (2022). Effect of Electronic Word of Mouth, Perceived Service Quality and Perceived Usefulness on Alibaba's Customer Commitment. *Journal of Business and Economics Research (JBE)*, 3(2), 232–237. <https://doi.org/10.47065/jbe.v3i2.1763>.
- Alrwashdeh, M., Emeagwali, O., & Aljuhmani, H. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in North Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>.
- Cheng, G., Cherian, J., Sial, M. S., Mentel, G., Wan, P., Álvarez-Otero, S., & Saleem, U. (2021). The relationship between csr communication on social media, purchase intention, and e-wom in the banking sector of an emerging economy. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1025–1041. <https://doi.org/10.3390/jtaer16040058>.
- Dahlan, K. S. S. (2023). The Influence Of Price, Location And Promotion On Customer Loyalty Mediated By Customer Satisfaction. *International Journal of Social Service and Research*, 3(10), 2681–2691. <https://doi.org/10.46799/ijssr.v3i10.568>.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>.
- de Fatima Carvalho, H., de Sousa Saldanha, E., & Amaral, A. M. (2020). The Mediation Effects of Customer Satisfaction on the Relations Between Product Price, Service Quality and Purchasing Decision. *Timor Leste Journal of Business and Management*, 2(1), 14–26.

- <https://doi.org/10.51703/bm.v2i2.18>.
- Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, 135, 758–773. <https://doi.org/10.1016/j.jbusres.2021.07.015>.
- Duarte, P., Silva, S. C., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44, 161–169. <https://doi.org/10.1016/j.jretconser.2018.06.007>.
- Gharib, R. K., Garcia-Perez, A., Dibb, S., & Iskoujina, Z. (2020). Trust and reciprocity effect on electronic word-of-mouth in online review communities. *Journal of Enterprise Information Management*, 33(1), 120–138. <https://doi.org/10.1108/JEIM-03-2019-0079>.
- Ginting, Y., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>.
- Halim, R. E., Rahmani, S., Gayatri, G., Furinto, A., & Sutarso, Y. (2022). The effectiveness of product sustainability claims to mitigate negative electronic word of mouth (N-eWOM). *Sustainability*, 14(5). <https://doi.org/10.3390/su14052554>.
- Hidayanto, A. N., Ovirza, M., Anggia, P., Budi, N. F. A., & Phusavat, K. (2017). The roles of electronic word of mouth and information searching in the promotion of a new e-commerce strategy: A case of online group buying in Indonesia. *Journal of Theoretical and Applied Electronic Commerce Research*, 12(3), 69–85. <https://doi.org/10.4067/S0718-18762017000300006>.
- Idayati, I., Kesuma, I. M., Aprianto, R., & Suwarno, S. (2020). The Effect of Service Quality on Citizen's Expectation through Dimension of Tangible, Emphaty, Reliability, Responsiveness and Assurance (TERRA). *SRIWIJAYA International Journal of Dynamic Economics and Business*, 4(3), 241–252. <https://doi.org/10.29259/sijdeb.v4i3.241-252>.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth communications on intention to buy: A meta-analysis. *Information Systems Frontiers*, 22, 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>.
- Jain, M., Dixit, S., & Shukla, A. (2023). Role of e-service quality, brand commitment and e-WOM trust on e-WOM intentions of millennials. *The International Review of Retail, Distribution and Consumer Research*, 33(1), 23–43. <https://doi.org/10.1080/09593969.2022.2070860>.
- Kaur, B. (2020). Role of e-service quality in articulating e-WOM: a serial mediation approach. *International Journal of Electronic Customer Relationship Management*, 12(4), 309–325. <https://doi.org/10.1504/IJECRM.2020.113428>.
- Larastanio, R. A., & Lahindah, L. (2020). Analisis Peningkatan Minat Beli Pada Restoran Se'i Sapi Lamalera Melalui Variabel Electronic Word Of Mouth Dan Citra Merek Pada Mahasiswa Institut Teknologi Harapan Bangsa. *Bina Ekonomi*, 24(2), 52–63. <https://doi.org/10.26593/be.v24i2.5218.52-63>.
- Leclercq-Machado, L., Alvarez-Risco, A., Esquerre-Botton, S., Almanza-Cruz, C., Mercedes, de las, Anderson-Seminario, M., Del-Aguila-Arcentales, S., & Yáñez, J. A. (2022). Effect of Corporate social responsibility on consumer satisfaction and consumer loyalty of private banking companies in Peru. *Sustainability*, 14(15). <https://doi.org/10.3390/su14159078>.
- Muhammad, N., Kakakhel, S. J., & Shah, F. A. (2018). Effect of service quality on customers satisfaction: an application of HEDPERF model. *Review of Economics and Development Studies*, 4(2), 165–177. <https://doi.org/10.26710/reads.v4i2.387>.
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries—a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>.
- Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016). Service Quality, Customers' Satisfaction and the Moderating Effects of Gender: A Study of Arabic Restaurants. *Procedia-Social and Behavioral Sciences*, 224, 384–392. <https://doi.org/10.1016/j.sbspro.2016.05.393>.
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability*, 11(4), 1–24. <https://doi.org/10.3390/su11041113>.
- Roh, M., & Yang, S. B. (2021). Exploring extremity and negativity biases in online reviews: Evidence from Yelp. com. *Social Behavior and Personality: An International Journal*, 49(11), 1–15. <https://doi.org/10.2224/sbp.10825>.
- Rossmann, A., Ranjan, K. R., & Sugathan, P. (2016). Drivers of user engagement in eWoM communication. *Journal of Services Marketing*, 30(5), 541–553. <https://doi.org/10.1108/JSM-01-2015-0013>.
- Roy, G., Datta, B., Mukherjee, S., & Basu, R. (2021). Effect of eWOM stimuli and eWOM response on perceived

- service quality and online recommendation. *Tourism Recreation Research*, 46(4), 457–472. <https://doi.org/10.1080/02508281.2020.1809822>.
- Sayani, H. (2015). Customer satisfaction and loyalty in the United Arab Emirates banking industry. *International Journal of Bank Marketing*, 33(3), 351–375. <https://doi.org/10.1108/IJBM-12-2013-0148>.
- Setyaning, A. N. A., & Nugroho, S. S. (2020). The influence of website characteristics on customer satisfaction and E-WOM in Indonesia. *Jurnal Siasat Bisnis*, 24(2), 148–167. <https://doi.org/10.20885/jsb.vol24.iss2.art5>.
- Shaddiq, S., Iyansyah, M. I., Sari, S., & Zainul, H. M. (2021). The effect of marketing promotion management on public service advertising in strengthening digital communication. *Strategic Management Business Journal*, 1(2), 1–16. <https://doi.org/10.55751/smbj.v1i02.16>.
- Taryadi, A. R., & Miftahuddin, M. A. (2021). The Role of Mediation Electronic Word of Mouth (E-WoM) in Relationship Quality of Services and Tourism Products Against Visiting Decisions. *Journal of Economics Research and Social Sciences*, 5(1), 64–76. <https://doi.org/10.18196/jerss.v5i1.10948>.
- Yoo, C. W., Sanders, G. L., & Moon, J. (2013). Exploring the effect of e-WOM participation on e-Loyalty in e-commerce. *Decision Support Systems*, 55(3), 669–678. <https://doi.org/10.1016/j.dss.2013.02.001>.
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>.