

The Effect of Electronic Marketing (E-Marketing), Electronic Word of Mouth (E-Wom), Electronic Trust (E-Trust) on Electronic Satisfaction (E-Satisfaction) at Shopee Express in Ambon City

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ARTICLE INFO

Article history:

Received Des 01, 2024

Revised Des 10, 2024

Accepted Des 24, 2024

Keywords:

E-Marketing
E-Wom E-Trust
E-Satisfaction

ABSTRACT

This study aims to determine the effect of *Electronic Marketing* (Marketing), *Electronic Word of Mouth* (E-Wom), and *Electronic Trust* (Trust) on *Electronic Satisfaction* (E-Satisfaction) at Shopee Express Ambon City. This type of research is quantitative research. The population in this study were customers who had used Shopee Express services and the sample size was 154 respondents. By using questionnaire as a sample collection tool. The sampling method use non probability sampling with purposive sampling technique. The data analysis method used is Partial Least Square (PLS) and the data processed using the help of SmartPLS software version 3.2.9. The results showed that E-Marketing has a positive effect on E-Satisfaction, E-Wom has a positive effect on E-Satisfaction, E-Trust has a positive effect on E-Satisfaction.

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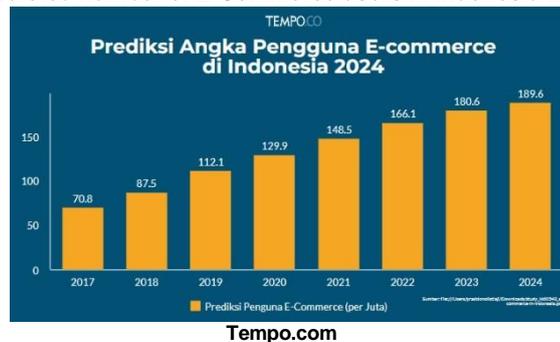
1. INTRODUCTION

The development of technology today makes all needs available and easily accessible. Technology makes the role of the internet increasingly important in global social, economic and political aspects. over time. One of them is online trading which has a impact on society, especially on customer behavior and purchasing behavior. By using social media which is increasingly popular in Indonesian society, business owners take advantage of this to market their products or services. According to Kotler and Keller (2014) stated that now the company is able to reach consumers by Two-way communication through social media, so that it can shape consumer decisions on the products and services offered.

The Indonesian Internet Service Providers Association (APJII) report states that Internet users in Indonesia in 2024 will reach 221,563,479 people, so Indonesia's penetration rate will reach 79.5%. In the field of marketing, internet media is referred to as internet marketing. The internet has developed into another marketing model called e-marketing. According to Shodiq et al., (2019) The emergence of e-marketing is a new paradigm in marketing that includes contemporary marketing concepts carried out via the internet network. According to Juniardi & So (2012), defining e-marketing is an online marketing process through electronic technology in marketing and promoting products and services that aim to reach a wider market and maintain relationships with customers and provide

satisfaction to customers. *E-marketing* is a place for many business platforms developed by sellers on social media, one of which is *e-commerce*.

Predicted number of E-Commerce users in Indonesia 2024



Prediction data made by Tempo.com about the number of *e-commerce* users in Indonesia from 2023 to 2024 shows that the number of *e-commerce* users in Indonesia will increase by 189.6 million in 2024. Many online stores in Indonesia use online applications or *e-commerce* such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak.

Top Brand Index Online Shopping



[Brand Comparison \(topbrand-award.com\)](http://www.topbrand-award.com)

Table 1. Top Brand Index *Online Shopping* 2023-2024
Source: Top Brand Index 2024

Brand Name	2023	2024
Blibli.com	6.60	14.30
Bukalapak.com	-	2.30
Lazada.co.id	22.50	25.10
Shopee.com	-	41.20
Tokopedia.com	4.10	4.10

Based on information provided by Top Brand Index, Shopee is ranked 4th in 2024. According to the Technovida website, Shopee was founded in mid-February 2015 by Forrest Li, a man born in China. In the same year, Shopee was available in seven countries, namely, Indonesia, Malaysia, Taiwan, Thailand, Vietnam, and the Philippines. Shopee also offers shipping services that can be accessed directly through the Shopee application, namely, Shopee Express, which was established in 2018 as one of Shopee's innovations to expand its own logistics and shipping network, according to Akurat.co. Shopee Express is the official expedition service of the Shopee Application, its operations and its provision directly from Shopee. First known as "*Service by Shopee*" in 2018, which provides inventory management services to procurement services. This was the beginning of the emergence of Shopee Express in 2019, a service under the name Shopee Express (SPX). There

are four types of Shopee Express, namely, Shopee Express standard, Shopee Express sameday, Shopee Express Instant, and Shopee Express Save.

Shopee Express expeditions are spread across various places in Indonesia including Ambon City. Shopee Express initially entered Ambon City in 2022 and has many locations in several places. According to the Ginee website, the Shopee Express delivery service is specially designed for selected sellers who arranged directly from the Shopee application system. In addition, customers who keep choosing the Shopee Express expedition or want to change to a different expedition with different rates can have their own choice.

Customers can easily access the Shopee Express delivery service through e-wom spread across the internet. *Electronic Word Of Mouth* is a positive or negative statement formed from the opinions of consumers, potential consumers and former consumers of a product that can be accessed by a wide audience in cyberspace (Henning-Thurau et al., 2004). By reading previous customer reviews about Shopee Express, customers can easily find out the truth, authenticity of a product and service. Based on customer reviews contained in Shopee Express reviews, there are many customer comments on Shopee Express regarding service quality and customer dissatisfaction with Shopee Express. The service provided by Shopee Express can reduce customer trust in Shopee Express. Apart from the influence of *E-marketing* and *E-wom*.

E-trust can also have an impact on *E-satisfaction*. According to Yeri et al. (2019), *e-trust* must be built from scratch and can be proven, so it cannot simply be recognized by the other party. If a company wants to build trust, they must present their products thoroughly and appeal to customers. If companies do not do this, customer trust can affect customer satisfaction. According to Ahmed et. Al. (2017) *E-satisfaction* can be defined as a holistic evaluation of the relationship between website users and e-retailers. Customers will feel satisfied if the performance results exceed expectations, and if on the contrary, they will be disappointed.

2. METODE

Electronic Marketing (E-Marketing)

E-Marketing is the use of information technology in the process of creating, communicating, and delivering *value* to customers, and can also be used to maintain customer relationships for mutual benefit (Strauss & Ansary, 2012).

Electronic Word Of Mouth (E-Wom)

Visual marketing or referred to as *electronic word of mouth* (E-wom) is marketing using the internet to create word effects to support marketing efforts and objectives (Kotler and Keller, 2016).

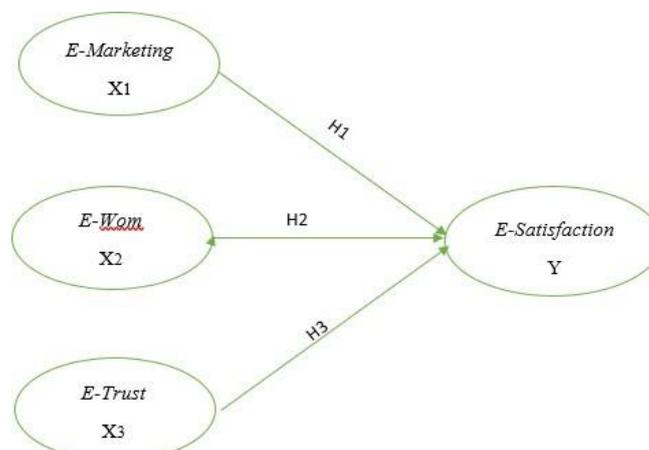
Electronic Trust (E-Trust)

ETrust is defined as the basic beginning of relationship formation and maintenance between customers and online sellers (Kim et al. in Giovanis and Athanasopoulou, 2014 in Anindea, 2016).

Electronic Satisfaction (E-Satisfaction)

E-Satisfaction refers to customer satisfaction in relation to previous purchase experiences with a particular e-commerce company (Anderson & Srinivasan 2003).

Framework of Thought



- H1: E-Marketing has a positive effect on E-Satisfaction
- H2: E- WOM has a positive effect on E-satisfaction
- H3: E-Trust has a positive effect on E-Satisfaction

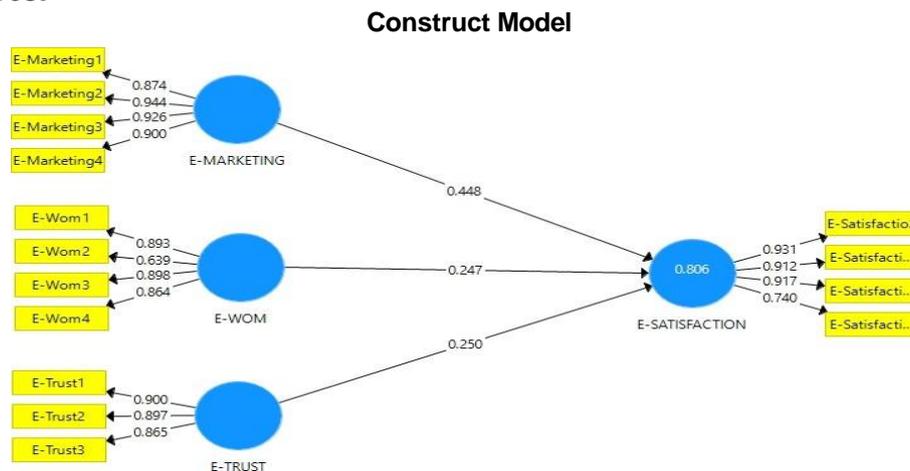
RESEARCH METHODOLOGY

Research using a quantitative approach to test hypotheses, conducted to see the extent of the influence of *E-marketing* (X1), *E-wom* (X2), and *E-trust* (X3) which are independent variables and one dependent variable, namely *E-satisfaction* (Y). The population used is Shopee customers with Shopee Exspress expeditions, with sampling in this study using *non-probability* sampling (non-random sample method) with the method used *purposive* sampling because sampling is taken with certain characteristics that must be met. Based on calculations according to Hair, J.F., R.E Anderson, R.L (1998) the sample used is the maximum sample, which is 154 samples. Data collection techniques using Likert Scale Values. The data analysis technique in this study uses the Smart PLS (*Partical Least Square*) version 3.2.9 *software* method by analyzing the model analysis. measurement (*Outer Model*) which includes testing the validity test and reliability test, measurement mode analysis (*Inner Model*) which includes testing R Square and Path Coefficients, and Hypothesis Test (*Bootstraping*).

3. RESULTS AND DISCUSSION

Measurement Model Analysis (Outer Model)

Validity Test



Source: SmartPLS Data Processing

AVE Value

Variables	Average Variance Extracted (AVE)
E-Marketing	0,831
E-Wom	0,690
E-Trust	0,787
E-Satisfaction	0,772

Source: SmartPLS Data Processing 2024

Indicators are declared valid if the Outer Loading value is at least 0.7 and the AVE value is at least 0.5. From the above statement, it can be concluded that all indicators have been declared valid because they have met the requirements, namely exceeding the minimum value that has been determined with Outer Loading worth 0.7 and also AVE which is worth at least 0.5.

Reliability Test**Composite Reliability and Cronbach's Alpha values**

Variables	Composite Reliability	Cronbach's Alpha
E-Marketing	0,952	0,932
E-Wom	0,897	0,846
E-Trust	0,917	0,865
E-Satisfaction	0,931	0,899

Source: SmartPLS Data Processing 2024

Based on the reliability test table above, it can be seen that the *Composite Reliability* and *Cronbach's Alpha* values with a minimum value of 0.7 from the explanation above, it can be concluded that all variables have been declared realibel because the *Composite Reliability* and *Cronbach's Alpha* values have met the predetermined requirements of 0.7.

Measurement Mode Analysis (Inner Model) R Square (R²)**R Square**

Variables	R Square
Electronic Satisfaction	0,806

Source: SmartPLS Data Processing

The standard for measuring coefficient of determination is 0.67 which means that the model is good, 0.33 means that the model is declared moderate, and 0.17 means that the model is weak (Chin, 1998 in Ghozali and Latan, 2015). The R Square value of the *Electronic Satisfaction* variable is 0.806, which means it is moderate because it is above 0.67. The R Square value is the effect of the independent variable on the dependent variable. The influence of the *Electronic Marketing* (E-Marketing), *Electronic Word Of Mouth* (E-Wom), and *Electronic Trust* (E-Trust) variables is 80% on the *Electronic Satisfaction* (E-Satisfaction) variable and 20% is the influence of other variables. This means that the opportunity for other variables that can affect the *Electronic Satisfaction* (E-Satisfaction) variable is 20%.

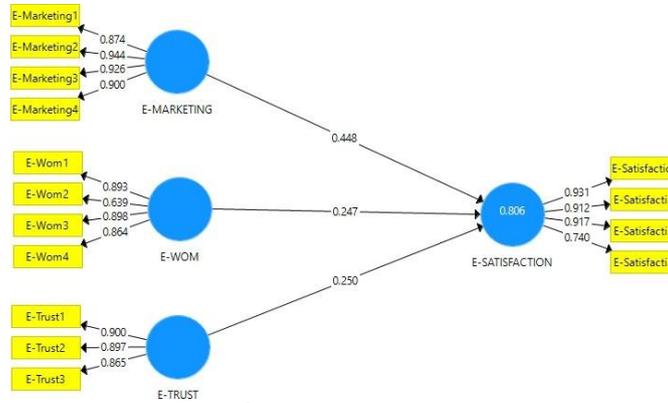
Path Coefficients**Path Coefficients**

	<i>Electronic Marketing</i>	<i>Electronic Word Of Mouth</i>	<i>Electronic Trust</i>	<i>Electronic Satisfaction</i>
<i>Electronic Marketing</i>				0,448
<i>Electronic Word Of Mouth</i>				0,247
<i>Electronic Trust</i>				0,250
<i>Electronic Satisfaction</i>				

Source: SmartPLS Data Processing

The *Path Coefficients* value is in the range -1 to 1 if, the value of the path coefficients is in the range 0 to -1, it means that the relationship is negative, otherwise if the value of the path coefficients is in the range 0 to 1, it means that the relationship is positive.

Hypothesis Test (Bootstrapping)



Construct model

Source: SmartPLS Data Processing 2024

Hypothesis Test

	T Statistic (O/STDEVI)	P Values
<i>Electronic Marketing -> Electronic Satisfaction</i>	4,201	0,000
<i>Electronic Word Of Mouth -> Electronic Satisfaction</i>	2,383	0,018
<i>Electronic Trust -> Electronic Satisfaction</i>	2,722	0,007

Source: SmartPLS Data Processing 2024

The hypothesis testing process is said to have a significant effect when the T-statistic value > 1.96 and P-values < 0.05. Meanwhile, it is said to have no significant effect when the T-statistic value < 1.96 and P-values > 0.05.

DISCUSSION

The Effect of *Electronic Marketing (E-Marketing)* on *Electronic Satisfaction (E-Satisfaction)*

Based on the research results that the *Electronic Marketing (E-Marketing)* relationship to *Electronic Satisfaction* has a T-Statistic value 4.201 and a P-value of 0.000. This shows that the T-statistic value of 4.201 > 1.96 and the P-values of 0.000 < 0.05 indicate a positive direction of relationship to *Electronic Satisfaction* because it has a path coefficients value of 0.448. From the results obtained, it is concluded that *Electronic Marketing (E-Marketing)* has a positive effect on *Electronic Satisfaction*. Based on the relevant *Grand Theory* to explain the effect of e-marketing on e-satisfaction refers to the *Technology Acceptance Model (TAM)*. According to TAM Theory, when customers feel that using an e-marketing platform is easy and useful for them, they will tend to be more satisfied with the online shopping experience. The development of e-marketing strategies that focus on improving these perceptions can increase e-satisfaction.

The Effect of *Electronic Word Of Mouth (E-Wom)* on *Electronic Satisfaction (E-Satisfaction)*

Based on the research results that the relationship between *Electronic Word Of Mouth (E-Wom)* and *Electronic Satisfaction* has a T-Statistic value 2.383 and a P-value of 0.018. This shows that the T-value of 2.383 > 1.96 and the P-values of 0.018 < 0.05 indicate a positive direction of relationship to *Electronic Satisfaction (E-Satisfaction)* because it has a path coefficients value of 0.247. From the results obtained, it is concluded that *Electronic Word Of Mouth* has a positive effect on *Electronic Satisfaction*. The results of this study are in line with previous research by Barkah Barkah, Mayang Elsa Nabila (2021) in a study entitled "The Effect of E-Service Quality, E-Trust, and E-Wom on E-Satisfaction of Shopee users in Pontianak City. Which got the results *Electronic Word Of Mouth (E-Wom)* has a positive effect on *Electronic Satisfaction (E-Satisfaction)* for Shopee application users during the Covid 19 pandemic.

The Effect of *Electronic Trust* (E-Trust) on *Electronic Satisfaction* (E-Satisfaction)

Based on the results of the study, it is known that the relationship between *Electronic Trust* (E-Trust) and *Electronic Satisfaction* has a T-Statistic value of 2.722 and a P-value of 0.007. This shows that the T-value of $2.722 > 1.96$ and the P-values of $0.007 < 0.05$ indicate a positive direction of relationship to *Electronic Satisfaction* (E-Satisfaction) because it has a *path coefficients* value of 0.250. From the results obtained, it is concluded that *Electronic Trust* (E-Trust) has a positive effect on *Electronic Satisfaction*. The results of this study are in line with previous research by Barkah Barkah, Mayang Elsa Nabila (2021) in a study entitled "The Effect of E-Service Quality, E-Trust, and E-Wom on E-Satisfaction of Shopee users in Pontianak City. Which gets the results of *Electronic Trust* (E-Trust) has a positive and significant effect on *Electronic Satisfaction* (E-Satisfaction) in Shopee application users during the Covid 19 pandemic.

4. CONCLUSION

Electronic Marketing (E-Marketing) has a positive effect on *Electronic Satisfaction* (E-Satisfaction). It can be concluded that *Electronic Marketing* can increase *Electronic Satisfaction* for Shopee Express Expeditions. This can be explained that *Electronic Marketing* (E-Marketing) can act as a tool in doing business, communicating, and introducing products or services to customers, but it can also be an effective means of increasing customer satisfaction with the shopping experience. *Electronic Word Of Mouth* (E-Wom) has a positive effect on *Electronic Satisfaction* (E-Satisfaction). It can be concluded that *Electronic Word Of Mouth* can increase *Electronic Satisfaction* for Shopee Express. *Electronic Word of Mouth* that occurs between customers can affect *Electronic Satisfaction* (E-Satisfaction) because the better the communication or the spread of communication between customer 1 and other customers can bring and affect customer satisfaction with Shopee Express. *Electronic Trust* (E-Trust) has a positive effect on *Electronic Satisfaction* (E-Satisfaction). It can be concluded that *Electronic Trust* can increase *Electronic Satisfaction* with Shopee Express. Customer trust arises because the company can provide services according to customer wants and needs.

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