

## **The Role of Perceived Value and E-Service Quality of E-Commerce Users to Build Electronic Word Of Mouth (E-WOM)**

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**Abstract.** In this digital era, especially after the pandemic, many business people choose to focus on marketing and promoting through various kinds of online media which makes consumers have high flexibility to choose the product they want.. The electronic perceived value in question is to build good values and benefits attached to the product being sold. Another factor that can build Electronic Word Of Mouth is E-Service Quality, with better quality of online service, consumers will not hesitate to promote products on marketplace platform. This study aims to determine the role of Perceived Value on Electronic Word Of Mouth by making 50 Marketplace customers as research samples with is purposive sampling technique. Instrument for this research using perceived value, e – service quality and electronic word of mouth questionnaire form and also conducted interviews with some respondents after the author first made observations regarding the variables studied. The results of this study indicate that perceived value and e-service quality have a significant effect on electronic word of mouth based on statistical calculations using linear regression analysis, correlation coefficient and partial hypothesis testing. This is due to several factors including product quality management, speed of response from sellers and overall customer satisfaction that builds positive word of mouth

### **1. Introduction**

Trading in this technological age can be done in a number of ways, including buy and sell goods with online method. This online buying and selling method , which is becoming more and more popular and has many followers, seems to offer many advantages from the perspective of both sellers and buyers. efficiency. A visible efficiency for sellers is that they do not need to provide physical stores or warehouses to store their goods. On the other hand, consumers are looking for products that are easy to purchase, such as a wide variety of products with different price ranges, full product specifications, and the convenience of a transaction method that does not require going directly to a store to make a purchase. Make online trading is more preferable. According to statistics from the Badan Pusat Statistik (BPS), the largest spread of e-commerce business is in Java, with 1,497,655 business units. [1]. In addition, due to the restrictions on personal movement due to the effects of the new coronavirus infection, online buying and selling through e-commerce has become the main option. Based on his 2021 survey from Kominfo, the findings show that Indonesian e-commerce businesses grew 5-10 times

during the COVID-19 pandemic, with new customers increasing by 51%.. [2]. This situation can lead to consumer patterns and ultimately to manufacturer promotional patterns. This could take the form of hourly price reductions, shipping discounts, etc.

High-level feedback from buyers can be in the form of electronic word-of-mouth (Ewom). Ewom can be interpreted as any positive or negative statement made by a potential, current or former customer about a product or company, made available to a large number of people and institutions via the Internet [3]. One of the factors to consider when building an eWom in the marketplace is the perceived value of your customers. Perceived value is the customer's overall judgment of the usefulness of a service or product based on the perception of benefits obtained by weighing costs against benefits. [4]. One of the factors to consider when building an eWom in the marketplace is the perceived value of your customers. Perceived value is the customer's overall judgment of the usefulness of a service or product based on the perception of benefits obtained by weighing costs against benefits. [5]. With good and positive perceptions from consumers who buy the product, it is not impossible Apart from perceived value, another thing online businesses need to consider to improve their eWom is the quality of superior e-services.. E-service quality is one of the most studied topics in marketing due to its relationship to cost, satisfaction, retention and loyalty. [6]. The quality of electronic service played an important role in influencing customers and ultimately led to positive word of mouth [7].

The purpose of this study is to examine the extent to which the role of perceived value and quality of e-services influences the eWom conducted by marketplace or online trade users. In this case, the purpose of the study is marketplace users who shop regularly and shop online at least once a month. Previously, earlier studies on eWOM mostly focused on financial services and public service, however this research focusses more on building ewom through perceived value and e-service quality of marketplace users.

## **2. Method**

In accordance with the research objectives outlined in this study, the methods used in the study are quantitative methods Quantitative research is defined as a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing the hypothesis that has been set [8]. The purpose of quantitative research is to develop mathematical models, assist in determining the relationship between variables in a population, assist in determining research design. There are several types of quantitative research methods including comparative, descriptive, and associative methods [9]. The sampling technique used in this study was a targeted sampling technique with 50 marketplace users as respondents.. Data analysis method is multiple regression analysis. The choice of linear regression as the forecasting method in this study is based on the advantages of estimating simple model parameters and data on a time series basis. Also, this method can be analyzed with multiple independent variables (X), resulting in more accurate prediction results. [10]. After using the regression model to obtain the predicted outcome and the direction of the relationship between the variables, the next step is to use t-tests to determine the significance of the hypothesis. are explained separately. Statistical tests t or t-tests are performed at a significance level of 0.05 ( $\alpha = 5\%$ ) [11].

## **3. Results and Discussion**

After collecting data through questionnaires to examine the range of perceived value and e-service quality roles, and their impact on e-women, we analyzed data from a sample of 50 marketplace users or from respondents who bought and sold online. table of answers. By conducting different types of tests, the authors hope that the research objectives of this paper will be answered and supported by the results of previous studies involving similar variables. Table 1 shows the results of normality tests from the obtained data. A normality test is one of the classical assumption tests performed before a linear regression test. An example of the Kolmogorov-Smirnov test. The rationale for considering the results of the normality test using the Kolmogorov-Smirnov test is that a significance result of less than 0.05 indicates that the data tested in the study are not normal. [11] . The results of the normality test show

that the Asymp-Sig value exceeds the critical limit of 0.05, so the data under test are normally distributed.

**Table 1.** Normal Distribution Measurement

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		50
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,63289739
Most Extreme Differences	Absolute	,108
	Positive	,108
	Negative	-,105
Test Statistic		,108
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 2 shows the calculated results of the multiple regression analysis in this study. The result of the multiple linear regression calculation gives the formula  $Y = 2.837 + 0.299 X_1 + 0.628 X_2$ . Regression model result get predicted direction between variables for this research. First, perceived value has a positive impact on eWom. And second, there is also the positive relationship and impact that the quality of e-services has on women. According to significance value of two independent variables (perceived value and e-service quality) to the dependent variable (eWom) is  $< 0.05$ , then the influence of all independent variables to dependent variable is significant. E-WOM is also called personal endorsement, informal communication, and informal advertising. e-WOM influences consumer purchasing decisions. Consumers typically require information from third parties before making a purchase. Consumers are more likely to be persuaded by recommendations from close friends and family [12]. What business owners need to pay attention to is to ensure that the products they sell are competitive and well-known through eWom, which is the most effective advertising because it is done directly by customers, and give positive responses to customers. , is a way to get product recommendations

One of the factors that builds electronic word-of-mouth is customer perceived value. This value is key to customer loyalty and influences customer willingness to buy [13]. By giving the customers perceived value, the possibility of them giving good reviews is very open. This leads to an evaluation of the results of the service received when purchasing the product. Ratings are made by consumers and lead to e-woms, so subsequent consumers affected by e-woms are affected [14]. The above explanation is therefore consistent with the findings of this study that perceived value plays a role in increasing electronic word-of-mouth. Also, good service from market owners through online sales services is an incentive for consumers to stay and stay satisfied. There is a positive correlation between service quality and customer satisfaction, and customer satisfaction and trust create customer loyalty in the form of her WOM and repeat purchase intent. [15] This statement is consistent with the findings of this study that the quality of the E-series has a positive impact on the E-Wom.

**Table 2.** Linear Regression Model

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,837	3,295		,861	,394
	Perceived_Value	,341	,114	,299	3,008	,004
	EService_Quality	,919	,145	,628	6,329	,000

a. Dependent Variable: EWom

Table 3 uses Spearman's correlation test to show the extent to which each independent variable, perceived value and e-service quality, affects e-word of mouth. From the calculation results with SPSS software, it is known that the value of the correlation coefficient of the perceived value variable is . 0.447. That means, based on Spearman's correlation table, there is a moderate relationship between . Similarly, the test results for variable electronic service quality show that the results obtained the effect of electronic service quality on e-word-of-mouth is fairly strong.

**Table 3.** Spearman Colleration

Correlations					
			Perceived_Va lue	EService_Qu ality	EWOM
Spearman's rho	Perceived_Value	Correlation Coefficient	1,000	,168	,447**
		Sig. (2-tailed)	.	,243	,001
		N	50	50	50
	EService_Quality	Correlation Coefficient	,168	1,000	,639**
		Sig. (2-tailed)	,243	.	,000
		N	50	50	50
	EWOM	Correlation Coefficient	,447**	,639**	1,000
		Sig. (2-tailed)	,001	,000	.
		N	50	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The next test performed was the t-test in Table 4. A t-test was performed to determine the significance of relationships between variables. The calculated results in show that the Tcount results for independent variable in the study, perceived value = 2.861 are higher than the T table (2.009). That result means perceived Value has a significant impact to electronic word of mouth. Perceived value have a positive impact on e-wom engagement when consumers shopping [16]. E – service quality as a second independent variables of this research show that Tcount (6.4843) is hhigher than Ttable (2.009) . According to T Test show that e-service has a partially impact on electronic word of mouth (eWom). E-service quality has a positive and significant effect on e-wom. This means that the higher the e-service quality, the higher the e-wom will be [17]



**Table 4. T Test**  
**Coefficients<sup>a</sup>**

Model		t	Sig.
1	(Constant)	1,051	,299
	Perceived_Value	2,861	,006
	eService_Quality	6,483	,000

a. Dependent Variable: eWOM

#### 4. Conclusion

From the test results of this study, and supported by the concepts and theory of previous studies, we can conclude that perceived value and e-service quality play a role in building e-word of mouth. With the growing interest in online buying and selling through e-commerce and marketplaces, electronic word of mouth has been built and has become an effective strategy for increasing the competitiveness of online stores. In order to build this, online trading entrepreneurs should maximize the added value of customers in terms of products and services, and also pay attention to the quality of e-services so that consumers do not hesitate to purchase products

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