


The Influence Of E-Service Quality & E-Wom On Purchase Intention Of Ladyfame Shop Products

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Article Info	ABSTRACT
<p>Keywords: E-Service Quality, E-WOM, Purchase Intention.</p>	<p>In this fast-growing modern world, more and more people are switching from offline shopping to online shopping. Indonesia is one of the countries with the largest e-commerce users. To sell its products online, fashion brand LadyFame Shop from Lampung uses e-commerce platforms such as Shopee. However, LadyFame Shop faces several challenges in running its business in e-commerce, such as keeping e-service quality high and managing e-WOM (electronic word of mouth) that affects consumer purchase intentions. These challenges are important to overcome for the business to thrive in the highly competitive online platform. In this context, this study investigates the influence of E-Service Quality and E-WOM on the purchase intention of Ladyfame Shop products through Shopee. The effect of E-Service Quality and E-WOM on customer purchase intention at LadyFame Shop was tested partially and simultaneously in this study. The method used is quantitative, data collected through surveys to 120 respondents who are LadyFame Shop consumers, and analyzed using statistical tests with SPSS software to measure the validity, reliability, significance and influence of each variable. The results showed that E-Service Quality has a positive and significant effect on purchase intention (t-count 2.943 > t table 0.179 or sig 0.004 < 0.005). while E-WOM has a positive and significant effect (t-count 8.410 > t table 0.179 or sig 0.000 < 0.005.). Simultaneously, both variables have a significant influence on consumer purchase intentions.</p>
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INTRODUCTION

In today's era of globalization and rapid world growth, many consumers who originally bought offline have moved online. Based on data from the Indonesian E-Commerce Association (2023), e-commerce users in Indonesia reached 178.94 million people in 2022. This number continues to increase and is projected to reach 196.47 million users by the end of 2023. According to Cindy Mutia Annur, (2024) explained that Indonesia entered the ranks of the 10 countries most frequently shopping online. Indonesia ranks 9th on this list, with a proportion of internet users who shop online every week of 59.3%, equivalent to India. This is due to the ease of access, variety of product choices, and convenience offered by online shopping. According to Handoyo, (2024) The e-commerce industry is a complex network of

interrelated factors that determine its success. User experience (UX) and user interface (UI) are key components of an e-commerce platform's success, as they directly influence consumer satisfaction and loyalty. Based on this increase, various local brands have started using e-commerce to run their business.

LadyFame Shop is one of the local fashion brands from Lampung Province that sells various models of women's clothing. The beginning of the establishment of Ladyfame Shop began with an online buying and selling business using e-commerce, then due to the rapid development of technology and the increasing demand for goods sold at Ladyfame shop, the idea was born to build an offline store to facilitate consumers in Bandar Lampung itself from the owner, Yulia Purba. The location of LadyFame Shop is very strategic, located on Jalan Z.A Pagar Alam, No.54 Bandar Lampung. Although LadyFame Shop has an offline store, LadyFame Shop still uses e-commerce as an online shopping platform and in order to keep up with consumer behavior that continues to move towards digital. One of the e-commerce used by LadyFame Shop is Shopee under the name Ladyfame Official Shop. (Shopee.co.id, 2024).

The online-based app Shopee allows people to shop and get cheap products without being limited by distance or time. Many e-commerce-based applications can be installed on smartphones and used by people around the world. Shopee is the e-commerce marketplace category that gets the most site visits in Indonesia throughout 2023 (Depari et al., 2023) During January - December 2023, shopee sites cumulatively received around 2.3 billion visits, far exceeding its competitors such as Tokopedia sites received around 1.2 billion visits, Lazada 762.4 million visits, Blibli 337.4 million visits, and Bukalapak sites 168.2 million visits. (Ahdiat Adi, 2024).

LadyFame Shop, in selling products online at Shopee, certainly applies good E-service quality for its customers. Overall consumer evaluations and opinions related to service quality in virtual markets are defined as e-service quality. (Ashiq & Hussain, 2024). In addition, e-service quality in interaction with applications is one of the important indicators in assessing the effectiveness and efficiency of an application. This includes the application's ability to facilitate users to perform electronic services such as online shopping, search and find the desired information, and provide a satisfying shopping experience. (Tirtayasa et al., 2024). Several indicators of E-service quality, namely Efficiency, reported from (Shopee.co.id, 2024) The efficiency in question is that Ladyfame Official Shop has a chat performance of 98% which shows that Ladyfame Official Shop responds to its customers very well. Furthermore, the fulfillment indicator, to meet the needs of the latest styles, Ladyfame Official Shop offers a wide variety of models and types of clothing with more than 2.6k product choices that always follow the latest trends.

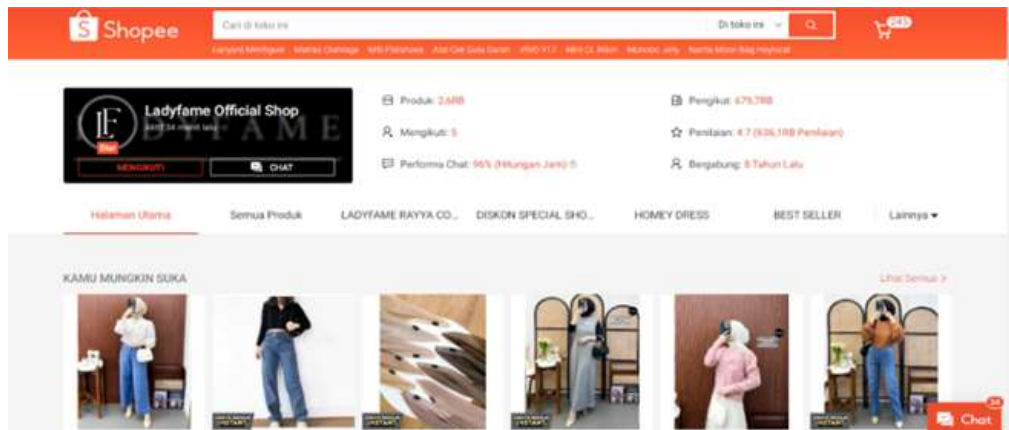


Figure 1. Shopee Ladyfame Official Shop

When buying fashion products online, consumers are faced with a wide selection of clothes in different sizes, styles and colors. However, sometimes they feel hesitant due to lack of information. To avoid such risks, consumers look for various ways to convince themselves before buying the desired item, one of which is to look for reviews from previous consumers who have purchased to get a lot of information. Electronic Word of mouth (E-WOM) refers to reviews about a product, both positive and negative, which can be accessed by anyone through e-commerce platforms, both from consumers and sellers using the internet. (Febriyanti & Dwijayanti, 2022). E-WOM refers to information related to goods, services, brands, or companies that spread over the internet (Bae & Kim, 2020). (Bae & Kim, 2020). Electronic Word of mouth (E-WOM) can influence consumer behavior, this can make consumers obtain information first before making a purchase decision.(Febriyanti & Dwijayanti, 2022).

Purchase intention is the likelihood that someone will buy a particular product based on their desires, attitudes and opinions about the product. Consumer behavior is often anticipated by their intentions, which is why it is so important to understand their purchase intentions. In the digital age, online reviews have an impact on consumers' perception of brand equity, which in turn affects their propensity to buy (Amankona et al., 2024). Behavioral intention as the buyer's desire to behave in a certain way related to the purchase, nature, and use of goods. According to the Theory of Reason Action developed by Fishbein and Ajzen, a person's behavior is determined by their intention to behave. (Mudzakkir Mohammad Fakhruddin & Nurfarida Iva Nurdiana, 2014). Therefore, consumers are looking for various kinds of sources to make sure they buy the product they want, so that consumers do not feel sorry after buying the product. With that, to make it easier for consumers to buy products online, namely the existence of E-Service Quality and E-WOM through features that exist in various kinds of online marketing, consumers get an overview of the desired clothing products and services of the clothing store. With the existence of E-Service Quality, it provides online services or information about clothing products so that consumers get products in accordance with expectations in making purchase intentions. In addition, E-WOM on clothing products in various applications provides information about positive or negative statements in the form

of an opinion from consumers that can be widely reached which can later be used as a reference before making a purchase.

E-Service Quality

According to Valentine Sura Kusuma et al., (2024) Consumers use the electronic service quality process to evaluate whether the service matches and meets expectations or not. This process is known as service quality. This is in line with recent research Ashiq & Hussain, (2024) which confirms that improved e-service quality leads to increased consumer satisfaction and retention, and ultimately, consumer loyalty to a brand. According to Valentine Sura Kusuma et al., (2024) E-service quality indicators are as follows:

1. Efficiency, the ease and speed with which users can access and use the application site.
2. Fulfilment, the availability of the application site in delivering services.
3. System availability, provides the technical functions of the application site.
4. Privacy, security and protection of user information.

Electronic Word of Mouth (E-WOM)

Word of mouth (WOM) according to Bae & Kim, (2020) is defined as an informal conversation between customers about having a particular product or service, using it, or its features. E-WOM refers to information spread over the internet about goods, services, brands, or companies. According to Bae & Kim, (2020) E-WOM is also large-scale, in contrast to "offline" WOM, because various third parties can obtain positive and variable information simultaneously. From the description above, it can be concluded that E-WOM is communication through online applications that allow people to share information, reviews, and recommendations to promote goods or services. As for the indicators of electronic word of mouth (E-WOM) Valentine Sura Kusuma et al., (2024) are

1. Intensity, the frequency with which consumers access information on the application site.
2. Valence of Opinion, positive or negative comments about the app site.
3. Content, information about the features and quality of service provided by the app site.

Purchase Intention

According to Tj et al., (2022) Purchase intention is a psychological activity that involves consumer feelings and thoughts about a particular product or service, where they have certain expectations of what they will buy. According to Amankona et al., (2024) A person may decide to buy a particular item based on their desires, attitudes, and opinions about that item. According to Abdul et al., n.d. (2022) Purchase intentions arise after a person goes through an alternative evaluation process, where they ariable various product options based on brand and personal preference. During this evaluation, consumers consider various ariabs to determine the choice that best suits their needs and desires. The indicators of purchase intention according to Uviyanti et al., (2022) are

1. Confidence when buying
2. Products that match the desire
3. A desire to repurchase
4. Consideration of product quality
5. Recommend to others

Hypothesis Formulation

The effect of E-Service Quality on purchase intention

According to Damayanti, (2019) e-service quality refers to the ability of a site to facilitate the purchase, distribution, and shopping experience efficiently. According to Steven & Ramli, (2023) online shopping will be increasingly popular and become the main choice of many people because it can save time without the need to visit the store directly. According to Abdul et al., n.d. (2022) Purchase interest arises after a person goes through an alternative evaluation process, where they compile a variety of product choices based on brand and personal preference. With services through electronic media, it can be easy to buy products that will be needed. Like research Steven & Ramli, (2023) shows that E-service quality has a positive and significant effect on purchase intention. In addition, research Damayanti, (2019) shows that the quality of e-commerce services has a positive effect on the buying interest of Muhammadiyah Magelang University students in the Shopee online market. Conversely, research Krisrtiani Paulina, (2022) found that the effect of e-commerce service quality on purchase intention was not significant. Therefore, this study aims to determine whether the e-service quality factor has a significant influence on purchase intention. Thus, the following hypothesis is formulated:

H1 : E-Service Quality has a positive and significant effect on the purchase intention of LadyFame Shop clothing products.

The influence of Electronic word of mouth (E-WOM) on purchase intention

LadyFame Shop uses various applications to sell its products, such as Instagram and shopee. Consumers will seek information from various social media before buying clothes in their online store. With information and reviews from various consumers, Electronic Word of Mouth will occur. Therefore, many consumers leave comments about good or bad products through such posts and sales, which triggers subsequent online discussions. With Electronic word of mouth, consumers can more easily find information that will convince them to make a purchase. If the service and information provided is in accordance with the wishes of consumers they will feel trust, which in turn will encourage them to buy the product. Based on previous research Desi Lestari & Gunawan, (2021) shows that Electronic word of mouth (E-WOM) has a positive effect on consumer purchase intentions. However, research by Tj et al., (2022) shows different results, where E-WOM has a negative value and has no significant effect on purchase intentions. This study tries to identify whether the E-WOM variable has a significant effect or not on purchase intentions. So that the following hypothesis is formed:

H2 : Electronic word of mouth (E-WOM) has a positive and significant effect on the purchase intention of LadyFame Shop clothing products.

The influence of E-Service Quality and Electronic word of mouth (E-WOM) on purchase intention

According to Urnika & Khasanah, (2023) E-service quality is an internet-based service that provides effective and efficient facilities for shopping, purchasing, and shipping products to consumers. E-service quality is considered one of the most basic variables to see E-commerce service quality is very important, as stated by (Urnika & Khasanah, 2023). Steven & Ramli, (2023) added that the higher the reliability of online applications, the better the

quality of electronic services that users feel. Previous research on the effect of E-Service quality and Electronic word of mouth (E-WOM) on purchase intentions. Research conducted by Sihombing Lusi, (2022) shows that E-service quality and Electronic word of mouth (E-WOM) have a positive and significant effect on customer desire to buy goods through the Tokopedia application owned by the Kutacane Student Association Organization in Medan city. However, research Lestari & Farida, (2020) found that the quality of E-website and E-service did not affect E-repurchase intention through E-word of mouth. This study aims to determine whether E-service quality and E-WOM significantly influence E-repurchase intentions. Based on this, the hypothesis proposed is: H3 : E-Service Quality and Electronic word of mouth (E-WOM) have a positive and significant effect on the purchase intention of LadyFame Shop clothing products.

Framework of Thought

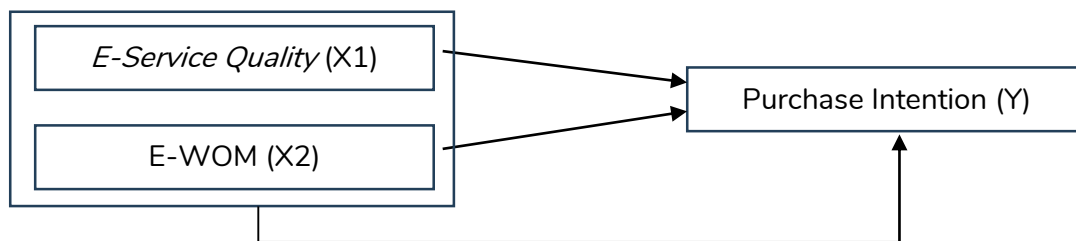


Figure 2. Thinking framework

METHODS

This research uses quantitative methods, with the aim of measuring and analyzing phenomena objectively. (Sugiyono, 2019). This method was chosen because it is in accordance with the research objectives, namely to empirically examine the effect of E-Service Quality and E-WOM on Ladyfame Shop consumers' purchase intentions at Shopee. With a quantitative approach, researchers can obtain measurable data and can be analyzed statistically to obtain accurate and relevant conclusions. The research population consists of Ladyfame Shop consumers at Shopee in Lampung Province. Sampling was carried out using purposive sampling method, where the criteria for respondents were domiciled in Lampung, aged 17 years and over, and had access to the Shopee application. The number of samples was determined based on 10 times the number of indicators, so 120 respondents were needed. The selection of purposive sampling was carried out because the selected respondents were expected to have shopping experience at Ladyfame Shop, so it was relevant to answer the research questions. Data was collected through an online questionnaire using Google Form, which allowed researchers to reach respondents quickly and efficiently. Data analysis used descriptive analysis techniques with the help of SPSS, which involved data grouping, tabulation, and calculations to test the research hypothesis. The analyzed data is then presented in the form of tables and graphs, providing a clear picture of the variables studied. This method allows researchers to systematically test the relationship between variables and draw conclusions that can be generalized to a wider population.

RESULTS AND DISCUSSION

Table 1. Results of Respondent Characteristics

Characteristics	Number of Respondents	Percentage (%)
Gender		
Female	98	81,5%
Male	22	18,5%
Age		
17-25 Years	95	78,7%
26-35 Years	18	15,2%
36-45 Years	5	4,5%
>45 Years	2	1,7%
Education		
SMP	7	6,2%
HIGH SCHOOL	77	64%
S1	35	29,2%
S2	1	0,6%
Jobs		
Civil Servant / State-Owned Enterprise / Police / TNI		
Private Employee	9	7,3%
Self-employment/self-employed	19	15,7%
Housewife	26	21,9%
Student	20	16,9%
More	20	16,9%
	26	21,3%
Revenue		
<1.000.000	55	45,5%
1.000.000-3.000.000	43	35,4%
3.000.001-5.000.000	14	12,4%
>5.000.000	8	6,7%

The majority of respondents who use the Shopee app in Lampung are female (81.5%) and aged between 17 and 25 years old (78.7%). This shows that Shopee is most widely used by young people, especially women. In terms of education, the majority of respondents have a high school degree (64%), followed by a bachelor's degree (29.2%). A small portion of the respondents have junior high school degrees (6.2%) and master's degrees (0.6%). In terms of occupation, 21.9% of respondents are entrepreneurs/self-employed, followed by housewives and students at 16.9%, and civil servants, state-owned enterprises, police, or military only account for 7.3%, and private employees only account for 15.7%. In terms of income, 45.5% of respondents had an income of less than 1 million rupiah per month, while 35.4% had an income between 1 million rupiah and 3 million rupiah per month.

Statistical Analysis

Validity Test

According to Sugiyono, (2019) In quantitative research, the quality of research instruments concerns the validity and reliability of instruments and the quality of data

collection concerns the accuracy of the methods used to collect data. The validity test is used to ensure that the question items can measure the object to be studied.

Here are the conditions:

If the value of $r_{count} > r_{tabel}$, then the question is valid.

If the value of $r_{count} < r_{tabel}$, then the question is invalid.

Table 2. Validity Test Results

Item	Counter	R_{tabel}	Description
E-Service Quality			
X1.1	0,651	0,179	Valid
X1.2	0,655	0,179	Valid
X1.3	0,670	0,179	Valid
X1.4	0,664	0,179	Valid
X1.5	0,706	0,179	Valid
X1.6	0,722	0,179	Valid
X1.7	0,714	0,179	Valid
X1.8	0,784	0,179	Valid
X1.9	0,746	0,179	Valid
X1.10	0,677	0,179	Valid
X1.11	0,780	0,179	Valid
X1.12	0,702	0,179	Valid
E-WOM			
X2.1	0,696	0,179	Valid
X2.2	0,757	0,179	Valid
X2.3	0,590	0,179	Valid
X2.4	0,704	0,179	Valid
X2.5	0,763	0,179	Valid
X2.6	0,653	0,179	Valid
X2.7	0,742	0,179	Valid
X2.8	0,715	0,179	Valid
X2.9	0,740	0,179	Valid
PURCHASE INTENT			
Y.1	0,757	0,179	Valid
Y.2	0,721	0,179	Valid
Y.3	0,656	0,179	Valid
Y.4	0,693	0,179	Valid
Y.5	0,733	0,179	Valid
Y.6	0,728	0,179	Valid
Y.7	0,690	0,179	Valid
Y.8	0,713	0,179	Valid
Y.9	0,645	0,179	Valid
Y.10	0,568	0,179	Valid
Y.11	0,664	0,179	Valid
Y.12	0,692	0,179	Valid

Source: SPSS V20 data, 2024

It can be seen in table 2 that the results of all indicator items have $r_{count} > r_{table}$, which is significant at 0.05 using a sample of 120 respondents, the value of r_{table} with degree of freedom (df) = $120 - 2 = 118$, and produces a value of $r_{table} = 0.179$ so it can be concluded that each statement item of each variable in the study is valid.

Reliability Test

Reliability is a tool to measure the extent to which a questionnaire can be trusted as an indicator of a construct or variable. A questionnaire is considered reliable if the respondent's answer to the statement in it remains consistent over time. In this study, the Cronbach Alpha technique was used to measure the reliability of the instrument. Cronbach's alpha helps determine whether the instrument used is consistent or not, especially if the respondent's answer uses a scale or is related to attitude research. According to Anggraini et al., (2023) The instrument is said to be reliable if the reliability coefficient is > 0.7

Table 3. Reliability Test Results

Variables	Limit Cronbach's Alpha	Cronbach's Alpha	Description
E-Service Quality	0,7	0,910	Reliable
E-WOM	0,7	0,876	Reliable
Purchase Intention	0,7	0,899	Reliable

Source: SPSS V20 data, 2024

Based on the reliability test results presented in table 2, it shows that each variable has a Cronbach Alpha value > 0.7 , meaning that all respondents' answers have been consistent in answering each statement item that measures each variable. So all statements from the variables in this study consisting of E-Service Quality (X1), E-WOM (X2) and Purchase Intention (Y) have been declared reliable.

Classical Assumption Test

Normality Test

The normality test is used to determine whether the residuals have a normal distribution. In this study, data normality was tested using the Kolmogorov-Smirnov method by observing the significance of the resulting residuals.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.27725981
	Absolute	.084
Most Extreme Differences	Positive	.058
	Negative	-.084
Kolmogorov-Smirnov Z		.923
Asymp. Sig. (2-tailed)		.362

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS V20 data, 2024

Based on the results of the One Sample Kolmogorov-Smirnov statistical test carried out using the help of SPSS Statistic Version 20 (Statistical Packages For Social Science) above, it shows that the significance value is 0.362, the value of $0.362 > 0.05$, meaning that it can be concluded that the data is normally distributed and the E-Service Quality (X1) and E-WOM (X2) variables meet the normality test requirements.

Multicollinearity Test

The multicollinearity test aims to evaluate whether there is a high or perfect correlation between the independent variables in the regression model. The results of the regression test show the tolerance value or Variance Factor (VIF) values for each variable.

Table 5. Multicollinearity Test Results

		Coefficients ^a	
Model		Collinearity Statistics	
		Tolerance	VIF
1	E-Service Quality (X) ₁	0,453	2,208
	E-WOM (X) ₂	0,453	2,208

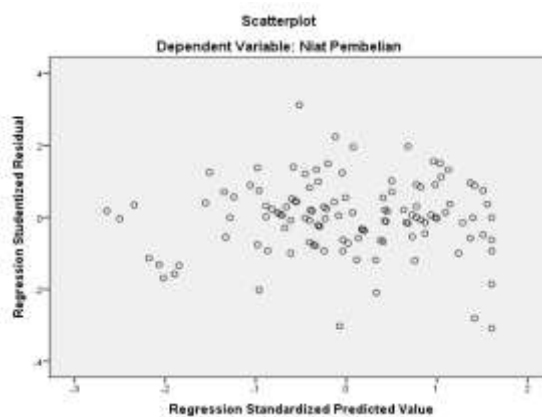
Source: SPSS V20 data, 2024

Based on table 3, it can be seen that the calculation results of the Tolerance value of the E-Service Quality (X1), E-WOM (X2) variable are 0.453, which means it is still above 0.1 and the VIF value of the E-Service Quality (X1), E-WOM (X2) variable is 2.208 which is still below 10. Thus this regression model does not occur independent multicollinearity.

Heteroskedasticity Test

Heteroscedasticity can be tested through scatterplot. If the Scatterplot shows a random distribution without a certain pattern, then the regression model does not experience symptoms of heteroscedasticity.

Heteroscedasticity Test Results



Source: SPSS V20 data, 2024

From the scatterplot graph in the graph above, it can be seen that the points spread randomly, and are spread both above and below zero on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Test

According to Anggraini et al., (2023) Multiple linear regression is used to test whether the relationship between more than two tested variables is significant or not. This technique is used for dependent variables and several independent variables. In this study, it is used to determine whether there is an influence between E-service quality, and Electronic Word of Mouth (E-WOM) on purchase intentions at shopee in Bandar Lampung City Community. The formula for multiple linear regression is as follows: $Y = a + b_1x_1 + b_2x_2$.

In the simple linear regression test, decision making can refer to two things: comparing the significance value with the probability value of 0.05. A significance value < 0.05 indicates that variable X affects variable Y, while a significance value > 0.05 indicates that variable X does not affect variable Y.

Table 6. Multiple Linear Regression Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.252	2.780		3.328	.001		
1 E-Service Quality (X1)	.230	.078	.226	2.943	.004	.453	2.208
E-WOM (X2)	.777	.092	.647	8.410	.000	.453	2.208

a. Dependent Variable: Purchase Intention

Source: SPSS V20 data, 2024

The multiple linear regression equation is obtained as follows: $Y = 9.252 + 0.230 X_1 + 0.777 X_2$

1. The constant (α) is known to be 9.252, this indicates that the E-Service Quality (X1) and E-WOM (X2) variables are 0, then the Purchase Intention (Y) value is 9.252.
2. The regression coefficient value of the E-Service Quality variable (X1) is positive (+) of 0.230, indicating that the positive influence between E-Service Quality on the intention to purchase Ladyfame Shop products at Shopee will increase by 0.230 times.
3. The regression coefficient value of the E-WOM variable (X2) is positive (+) of 0.777, indicating that the positive influence between E-WOM on the purchase intention of Ladyfame Shop products at Shopee will increase by 0.777 times.

Hypothesis Test

Test t (Partial)

The T test or partial test is used to see the effect of each variable in the study. A significant t test is indicated by looking at the t-count value and the significance value which is the output of the data processing results. The t-test results are said to be influential or significant if the t-count $>$ t-table value and the significance value < 0.05 .

Table 7. Partial t results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.252	2.780		3.328	.001		
1 E-Service Quality (X1)	.230	.078	.226	2.943	.004	.453	2.208
E-WOM (X2)	.777	.092	.647	8.410	.000	.453	2.208

a. Dependent Variable: Purchase Intention

Source: SPSS V20 data, 2024

Based on the table above, the significance value of E-Service Quality on Purchase Intention is $0.004 < 0.005$ and $t \text{ count } 2.943 > t \text{ table } 1.98045$, then the E-Service Quality variable has a significant influence on Purchase Intention. The significance value of the E-WOM variable on Purchase Intention is $0.000 < 0.005$ and $t \text{ count } 8.410 > t \text{ table } 1.98045$, then the E-WOM variable has an influence on Purchase Intention.

F test

According to Anggraini et al., (2023) In this simultaneous test, we can determine whether all independent variables in the regression model simultaneously affect the dependent variable. Decision making about acceptance or rejection of the hypothesis is done by comparing the significance value at the 0.05 level. The following is the explanation:

1. If the significant value < 0.05 and $F_{\text{count}} > F_{\text{table}}$ so, the independent variable affects the dependent variable.
2. If the significant value > 0.05 and $F_{\text{hitung}} < F_{\text{tabel}}$ so, all independent variables have no influence on the dependent variable.

Table 8. F Test Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	2797.880	2	1398.940	128.061	.000 ^b	
1 Residuals	1278.111	117	10.924			
Total	4075.992	119				

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), E-WOM, E-Service Quality

Source: SPSS V20 data, 2024

Based on the data above, it can be seen that the significance value of E-Service Quality and E-WOM on Purchase Intention is $0.000 < 0.05$ with a value of $f \text{ count } 128.061 > f \text{ table } 3.07$, then H3 is accepted. These results indicate that E-Service Quality (X1) and E-WOM (X2) simultaneously have a significant influence on Purchase Intention (Y).

Coefficient of Determination

The coefficient of determination (R^2) is essentially useful for measuring how much the percentage change or variation in the dependent variable can be explained by changes or variations in the independent variable.

Table 9. Test Results of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.686	.681	3.305

a. Predictors: (Constant), E-WOM, E-Service Quality

b. Dependent Variable: Purchase Intention

Source: SPSS V20 data, 2024

Based on the table above, it is obtained that the Adjusted R-square is 0.681 or 68.1%. This shows that 68.1% or 0.681 Purchase intention is influenced by the E-Service Quality (X1) and E-WOM (X2) variables. Meanwhile, 31.9% or 0.319 Purchase Intention is influenced by other variables not examined in this study.

Discussion

The effect of E-Service Quality on purchase intention

Partial test results show that E-Service Quality has a positive and significant effect on the purchase intention of Ladyfame Shop products at Shopee, with a calculated t value of $2.943 > t_{table} 0.179$ or $sig\ 0.004 < 0.005$. This confirms that E-Service Quality plays an important role in increasing consumer purchase intentions, in accordance with the findings of Damayanti, (2019) who also found that E-Service Quality influences purchase intentions. The majority of respondents in this study were aged 17-25 years (78.7%), according to Valentine Sura Kusuma et al., (2024) is strongly influenced by the ease and speed of access in using the application. The younger generation prioritizes a fast and efficient shopping experience, making ease of access a major factor in E-Service Quality. Most respondents agreed that "ease and speed of access" is an important element that drives the purchase intention of Ladyfame Shop products. In addition, respondents with incomes below Rp 1 million (45.5%) value service efficiency more, as explained by Valentine Sura Kusuma et al., (2024) that this group prioritizes convenience in online shopping due to limited time and resources.

The influence of Electronic word of mouth (E-WOM) on purchase intention

Partial test results show that Electronic Word of Mouth (E-WOM) has a positive and significant influence on the purchase intention of Ladyfame Shop products at Shopee, with a calculated t value of $8.410 > t_{table} 0.179$ or $sig\ 0.000 < 0.005$. This indicates that E-WOM plays an important role in increasing consumer purchasing intentions, as found by Desi Lestari & Gunawan, (2021) which states that E-WOM has a significant impact on purchase intention. In this context, E-WOM, which includes reviews, recommendations, and information shared online, can shape consumer perceptions about products and brands. The majority of respondents in this study stated that they were more encouraged to buy after reading positive reviews on the Shopee app. This is consistent with research Sihombing Lusi, (2022) which shows that E-WOM can increase consumer trust and interest in products. With information disseminated online, consumers more easily gain confidence in deciding on a purchase. Ladyfame Shop, which uses platforms such as Instagram and Shopee, benefits from online discussions that arise through E-WOM. If the service and product information meet consumers' expectations, they are more likely to trust and be encouraged to purchase the product.

The influence of E-Service Quality and Electronic word of mouth (E-WOM) on purchase intention.

The results showed that E-Service Quality and Electronic Word of Mouth (E-WOM) simultaneously have a significant influence on product purchase intentions at Ladyfame Shop. With an F-count value of 128,061 which is greater than the F-table of 3.07 and a significance level of 0.000, these results confirm that both variables contribute significantly to consumer purchase intentions. The coefficient of determination (Adjusted R Square) of 68.1% indicates that 68.1% of the variation in purchase intention is explained by E-Service Quality and E-WOM, while 31.9% is influenced by other factors. This finding is in line with research Urnika & Khasanah, (2023) which states that E-Service Quality plays an important role in determining the quality of e-commerce services, as well as the quality of E-WOM. Steven & Ramli, (2023) who found a relationship between application reliability and electronic service quality. In addition, research Sihombing Lusi, (2022)) also shows that E-Service Quality and E-WOM significantly influence purchase intention, especially among young consumers who are more active in seeking information from other users' reviews. Based on these results, the third hypothesis which states that E-Service Quality and E-WOM have a positive and significant effect on purchase intentions at Ladyfame Shop is proven.

CONCLUSION

The results and analysis of this study can be concluded that based on the results of the partial analysis, the independent variable E-Service Quality (X1) has a positive and significant effect on the dependent variable Purchase Intention (Y) on Ladyfame Shop products in shopee. This shows that good service quality, especially in terms of efficiency and speed, can increase consumer purchasing intentions. Furthermore, based on the results of the partial analysis, the independent variable E-WOM (X2) has a positive and significant effect on the dependent variable Purchase Intention (Y) on Ladyfame Shop products at shopee. This shows that recommendations, reviews, and information shared by other users greatly influence purchasing decisions, especially among the younger generation who tend to seek social validation through the experiences of others. Based on the results of simultaneous analysis, both E-Service Quality (X1) and E-WOM (X2) together contribute to purchase intentions positively and significantly. Although both variables play an important role, E-WOM shows the most influence on consumer purchase intentions. This study also shows that about 68.1% of the variability in purchase intention is explained by these two variables, but the other 31.9% is influenced by other factors not studied. Therefore, it is recommended that Ladyfame Shop improve and re-evaluate the quality of its E-Service, especially regarding efficiency and response to consumers. In addition, future research is recommended to increase the number of samples and consider other variables that may affect purchase intention, such as price, product quality, or other external factors, to increase the accuracy and relevance of the research.

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