

The Impact of E-Service Quality and E-market Orientation on E-wom through E-trust as a Mediator for Shopee Users

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ABSTRACT

This study aims to evaluate the impact of service quality (E-service quality) and E-Market Orientation (E-market orientation) on electronic word of mouth (E-WOM) through trust (E-trust) as an intermediary variable among Shopee users. This research uses a quantitative method that collects data through an online survey involving 107 respondents. Data analysis was carried out through Structural Equation Modeling (SEM) using SmartPLS 3.0. Research findings show that E-service quality and E-market orientation have a positive and significant influence on E-trust. Apart from that, E-trust has been proven to play a mediating role in the influence of E-service quality and E-market orientation on E-WOM. Validity and reliability tests show that the research instrument meets the required criteria, with a moderate R² value for the dependent variable. The findings from this research emphasize the importance of E-commerce companies such as Shopee to continue to improve service quality and E-Market Orientation in order to build consumer trust and encourage positive E-WOM.

Introduction

In the era of rapid digitalization transformation, e-commerce is one of the main pillars of commerce. Platforms like Shopee utilize technological advances to provide fast, secure, and responsive services, thus attracting millions of users throughout Southeast Asia, including Indonesia. Huang et al., (2019) state that the change in consumer behavior towards online shopping is triggered by various factors, ranging from ease of access, product variety, to personalization services offered by the platform. In this context, two key factors that play a role in driving consumer loyalty and advocacy are E-Service Quality and E-Market Orientation.

E-Service Quality refers to consumers' perceptions of E-Service Quality provided by e-commerce platforms in the form of system reliability, responsiveness, privacy, and transaction security (Zeithaml et al., 2002). E-Service Quality not only increases user satisfaction but has a long-term effect on strengthening relationships with consumers and companies. On the other hand, E-Market Orientation refers to the platform's ability to dynamically identify, respond to, and predict consumer needs through market data and analysis (Jaworski & Kohli, 1993). E-Market Orientation is an important cornerstone in ensuring that the digital marketing strategies implemented are in line with market trends and customer expectations (Liu et al., 2020).

E-Service Quality and E-Market Orientation have a positive impact on customer satisfaction, the E-Trust factor is a crucial element that mediates this relationship to E-WOM behavior. E-WOM is the process in which users share recommendations about products, reviews, customer experiences or services to other consumers through digital media (Cheung & Thadani, 2012). E-WOM is one of the most trusted

sources of information by consumers before making a purchase decision, because it is considered more authentic and free from commercial bias (Erkan & Evans, 2016).

User trust in e-commerce platforms such as Shopee is not only influenced by direct experience, but is influenced by perceptions of the quality of the system and the E-Market Orientation implemented. This trust involves the dimensions of transaction security, platform integrity, and consistency in delivering promised services (Gefen et al., 2003). When consumers' trust is firmly established, they tend to be more active in sharing positive experiences through E-WOM, which ultimately strengthens the platform's reputation in the market.

Departing from previous research by Gefen et al. (2003) which shows the relationship between these variables separately, few have integrated these three variables in one research model. A study conducted to provide a fairly comprehensive understanding of the interaction between E-Service Quality, E-Market Orientation, E-Trust and E-WOM. There has been no research that specifically investigates the impact of E-Market Orientation through E-Trust on E-WOM for Shopee users. E-Market Orientation includes strategies and E-Market Orientation implemented by electronic commerce platforms that can influence consumer trust and behavior when providing reviews and recommendations online.

Most research focuses on loyalty as the dependent variable. Research on various things that influence E-Word of Mouth, such as E-Service Quality along with E-Market Orientation and E-Trust as mediators, is still limited. Some previous studies have investigated the role of E-Trust as one of the mediators in the context of the relationship between E-Service Quality and e-loyalty. There are still few studies that investigate E-Trust as a mediator between E-Service Quality and E-Market Orientation to E-WOM. This study uses a new approach by combining key elements of modern marketing theory and consumer behavior in the context of e-commerce. By using path analysis and Partial Least Square (PLS) methods, the study was able to provide extensive information about the variables studied.

In the increasingly fierce competition, Shopee needs to understand that building a reliable ecosystem and E-Market Orientation is not just about increasing sales, but building relationships in the long term and supported by user trust. Thus, research was conducted to explore between the variables of E-Service Quality and E-Market Orientation to E-WOM through E-Trust as the only mediating variable. By analyzing these factors in depth, it is expected to provide strategic insights for e-commerce platform managers in improving customer loyalty and advocacy.

Literature Review

In this study, using the S-O-R (Stimulus-Organism-Response) model theory explains how consumer behavior is obtained from environmental influences and how they react to these environmental influences. This theory underlies an assumption that the factors that cause depend on the quality of stimuli that interact with individuals, which means that the quality of communication sources such as leadership, level of trust, and manner of speaking greatly affects the successful transformation of individual, group or community behavior. The SOR (Stimulus, Organism, Response) theory explains that the communication process can produce certain reactions, so that individuals can expect and predict the relationship between messages and audience responses. Elements in this model consist of a message (Stimulus), message receiver (Organism), and impact (Response).

S-O-R theory is a communication concept that stands for stimulus- organism- response. Based on this S-O-R theory, mass media and e-commerce platforms have a big impact in influencing audiences, this S-R theory uses a simpler communication process that only involves 2 components, such as mass media and message receivers, and audiences. However, a valid response is influenced by the organism (O) when the stimulus and receiver respond to each other, so this theory is called S-O-R theory.

In this research study, the S-O-R (Stimulus-Organism-Response) theory serves as an important foundation for analyzing buyer behavior in the e-commerce world. This theory, introduced by Mehrabian and Russell in (1974), describes how, through complex internal processes, a person's reactions can be

influenced by stimuli from the environment. In their work, *Approach to Environmental Psychology*, they provided an in-depth understanding of the interaction between environmental elements and individual psychological reactions, which became the basis for a better understanding of consumer behavior in various contexts.

Kim and Lennon (2008) contributed to the understanding of this theory through their study *The Effects of Visual Merchandising on Consumer Emotions and Purchase Intentions*. They used the S-O-R model to investigate how visual components in marketing tactics can affect consumers' emotions and their purchase intentions. This focus emphasized that on the significance of the appropriate stimulus to trigger the expected response from consumers.

Bagozzi and Dholakia (1999) in their article entitled *Intentional Social Action in Virtual Communities* examined the interactions that occur in virtual communities with an S-O-R model perspective approach. This study emphasizes how social elements and digital conditions influence user behavior, thus providing important insights to understand the dynamics in e-commerce today.

Hwang and Kim (2015) in an article entitled *The Influence of Online Reviews on Purchase Intentions: The Mediating Role of Trust and the Moderating Role of Product Type* used the S-O-R model to examine the impact of online reviews on purchase intentions. This study shows that trust serves as one of the mediations between stimuli (such as online reviews) and purchase intention responses, which emphasizes the importance of a consumer's perception of the information they receive. The results of this study show that the experiences and information that consumers gain through online reviews strongly influence their purchase decisions, and show how the elements in the S-O-R model interact with each other in the context of e-commerce.

In this research study using the S-O-R theory, Stimulus is the E-Service Quality and E-Market Orientation variables, Organism is the E-Trust variable while Response is the E-WOM variable:

1. **Stimulus (S)** The shopee platform pays sufficient attention to E-Service Quality through the provision of a fairly high quality service, fairly easy application navigation, the speed of response to the application used by the company is a customer service with security and sophistication in transactions. As well as the shopee platform implementing E-Market Orientation in several ways such as being able to understand consumer needs, developing innovative features such as shopee live and shopee paylater etc.
2. **Organism (O)** shopee improving E-Service Quality and E-Market Orientation can have an impact on E-Trust. Users feel confident in the security of personal data on the shopee platform, believe that the products offered match the descriptions and customer reviews on the platform, and believe in the refund system and goods provided by the platform.
3. **Response (R)** A high level of trust in Shopee can encourage customers to share their positive experiences through E-WOM. This can be in the form of positive reviews on the Shopee application, sharing shopping experiences on social media or online forums, to recommending Shopee to friends or family through the referral feature or directly.

In the context of e-commerce, E-Service Quality and E-Market Orientation have been identified as key factors that influence consumer satisfaction and loyalty. E-Service Quality includes dimensions such as reliability, responsiveness, privacy, and transaction security that contribute to a positive user experience (Zeithaml et al., 2002). Huang et al. (2019) assessed that E-Service Quality variables not only affect increased satisfaction but strengthen long-term relationships between customers and platforms.

E-Market Orientation, on the other hand, refers to the platform's ability to dynamically understand and fulfill consumer needs (Jaworski & Kohli, 1993). Liu et al. (2020) emphasized the importance of E-Market Orientation in ensuring a digital marketing strategy that is relevant to market trends.

E-Trust variables function as intervening significantly in influencing E-Service Quality along with E-Market Orientation on E-WOM. E-WOM is how consumers are encouraged to share information through digital media, which is considered more trustworthy than traditional commercial information

(Cheung & Thadani, 2012; Erkan & Evans, 2016). Gefen et al. (2003) highlighted that consumer trust is influenced by perceptions of E-Service Quality and E-Market Orientation, which in turn encourages positive information sharing behavior among users.

The implications of this study indicate that e-commerce companies such as Shopee must continue to improve their service quality and market orientation to build consumer confidence, this is in line with the opinion of Indra, Ihsyan, Erwinda, (2024) which states that the retail market in Indonesia is currently experiencing rapid development. creating a reliable ecosystem and responsive to customer needs, currently businesses have the potential to increase consumer loyalty and be able to encourage positive information sharing behavior among users, this is in line with the opinion of Harsono, Erwinda, (2016) which states that buying and selling transactions are increasingly facilitated by the development of increasingly sophisticated and rapid technology. This study highlights that although a lot of research has been done on customer loyalty, there is still a lack of research examining the impact of E-Market Orientation through E-Trust on E-WOM.

So it can be concluded that the research functions in providing strategic information for e-commerce platforms such as Shopee in increasing customer loyalty through effective management of E-Service Quality and E-Market Orientation from key variables. By understanding the relationship between these variables, Shopee can create a more effective, efficient, and targeted strategy to encourage positive behavior among users. Framework Model and Hypothesis.

According to Hardani, et al. (2020, p. 242) the framework is a concept in problem solving that has been previously designed. In this study, it is able to theoretically explain the influence between the variables tested in this case E-Service Quality and E-Market Orientation for independent variables, E-WOM as an influenced variable, and E-Trust as an intervening variable. there are seven hypotheses used in this study as follows:

- 1) The E-Service Quality variable is able to have a positive effect on E-Trust.
- 2) The E-Market Orientation variable is able to have a positive effect on E-Trust.
- 3) The E-Service Quality variable is able to have a positive effect on E-WOM.
- 4) The E-Market Orientation variable is able to have a positive effect on E-WOM.
- 5) The E-Trust variable is able to have a positive effect on E-WOM.
- 6) The E-Trust variable is able to mediate the effect of E-Service Quality on E-WOM.
- 7) The E-Trust variable is able to mediate the effect of E-Market Orientation on E-WOM.

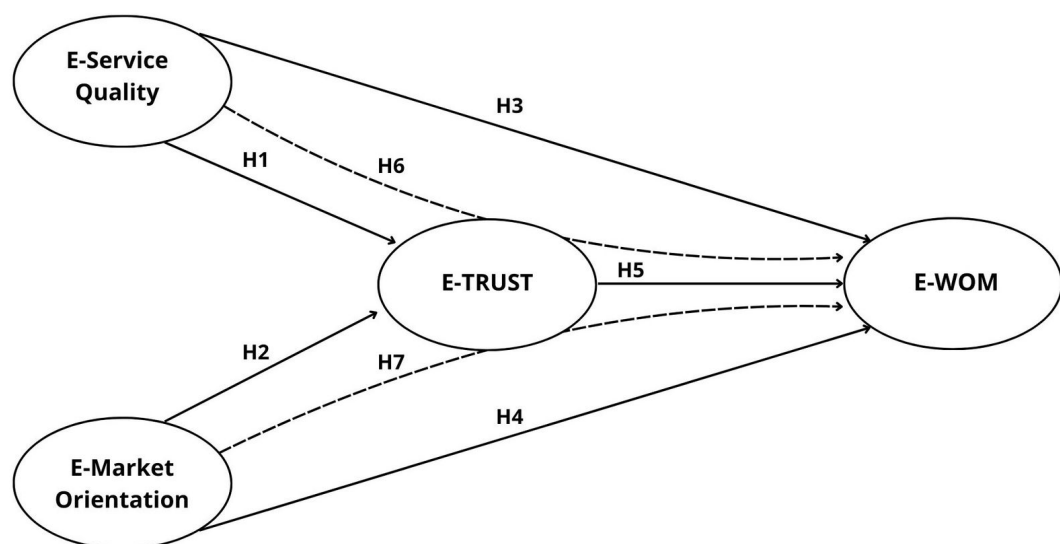


Figure 1. Research Framework Model

Research Methods

This study entitled The Impact of E-Service Quality and E-Market Orientation on E-WOM through E-Trust as a Mediator of Shopee Users in soloraya using a quantitative approach. This quantitative approach is a research approach to determine the possibility of a causal relationship between the variables used. This study uses quantitative research with one of the statistical methods as a test of the influence between several variables. The data is then obtained through a questionnaire and we process it in a statistical way through Smat PLS.

This research was conducted on shopee users in soloraya. The sample in this study used a technique called purposive sampling which was considered to have special criteria. The criteria used in this study are like soloraya people who use the shopee platform. The number of samples that we have distributed gets 107 respondents and all of them meet the criteria.

The information data used in this study includes secondary data and primary data, where secondary data is obtained through intermediaries while primary data is data obtained by the author directly from data collection, in primary data in accordance with (Kumala et al., 2023) which uses the distribution of questionnaires by dividing into 2 groups, the first basic questionnaire, the second is related to statement items tailored to existing variables, 2023) which uses the distribution of questionnaires by dividing, into 2 groups, the first basic questionnaire, the second is related to statement items tailored to existing variables. The author obtained secondary data obtained from random distribution of respondents, of course with certain criteria, one of the data for this study is that they are users of the shopee platform who are collected using random purposive sampling techniques. sampling to obtain data related to the impact of E-Service Quality and E-market Orientation on E-wom through E-trust acts as a Mediator for Shopee platform users in soloraya.

This study obtained an overall sample of 107 respondents including 62 male respondents and 45 female respondents obtained using a questionnaire with structured distribution, this agrees with Saefudin et al., (2022) which states that this online questionnaire is distributed to collect data quickly structured and efficiently. While primary data is obtained by the author through a direct interview with shopee users in soloraya and has already made a purchase to see how the response to E-Service Quality, E-market Orientation, E-trust and E-wom. This research test uses Smat PLS with several tests such as outer model test, iner model test, and hypothesis testing which is in line with (Saefudin1 *, 2024).

Table 1. Measurement of Research Variables

No	Research Variables	Indicators and Operational Definitions	Source
1	E-Service Quality	1. Reliability: Consistency in providing service delivery without error. 2. timeliness: the capacity of the platform to provide services according to the promised time. 3. transaction security: Assurance that customer data is protected during the transaction process. 4. user privacy: Protection of customers' personal information from unauthorized access.	Saodin, Suharyono, Zainul, A., & Sunarti. (2019).
2	E-market Orientation	1. Product suitability: the platform's capacity to offer goods that fulfill consumer desires. 2. Product recommendation: The provision of recommendations for goods that match consumer tastes. 3. Personal service: service tailored to each consumer's specific needs.	Hinson, R. E., Abdul-Hamid, I. K., & Osabutey, E. L. C. (2017).

		4. Customer service: The ability to provide fast, responsive, and satisfying customer service to consumers.	
3	E-trust	1. Reliability: customer confidence that the system can deliver the service as promised. 2. Information accuracy: The accuracy of information provided by the system regarding products and services. 3. Customer orientation: Focus on emphasizing the platform in fulfilling customer desires and satisfaction.	Al-Dweeri, R. M., Ruiz Moreno, A., Montes, F. J. L., Obeidat, Z. M., & Al-Dwairi, K. M. (2019).
4	E-wom	1. Personal recommendation: users' interest in recommending products to others on the internet. 2. Positive reviews: customers' views on products or services expressed through positive reviews online. 3. Persuasive: the potential of online reviews to influence other customers' purchasing decisions.	Kartika, Y., & Shihab, M. S. (2019).

Results

A. Respondent Characteristics

This research is aimed at shopee platform users in soloraya. The number of samples in this study were 107 respondents selected using the research criteria. Based on table two, the age group is 15 years to 30 years as many as 107 respondents who meet the criteria of the study Based on table two, it can be seen that the majority of respondents are wannita as many as 62 people 57.9. The average age group is 18-24 years old as many as 89 people with a percentage of 83.18%. Meanwhile, in terms of education, the majority of respondents have a bachelor's degree as many as 59 people with 55.1% followed by SMA Seder as many as 40 people with a percentage of 37.4%.

Table 2. Respondent Characteristics

No	Description	Total	%
Gender	Men	45	42.1
	Women	62	57.9
Age	17	9	8.41
	18-24	89	83.18
	25-30	7	6.54
	> 30	2	1.87
Last Education	SD	1	0.9
	Junior High School	2	1.9
	High School Equivalent	40	37.4
	S1	59	55.1
	S2	5	4.7
Total		107	100%

B. Outer Model Test Results

The results of the outer model test to evaluate the feasibility of the instrument in this study with three testing methods, namely convergent validity, composite reliability, and discriminant validity. The results of evaluating the outer model with a convergent validity approach can be seen in Table 3, which shows the factor loading value in the form of E-Service Quality, E-Market, E-Trust Orientation, and E-WOM variables > 0.60 so that the data meets the criteria, convergent validity criteria. Composite reliability evaluation has an Alpha Cronbach value higher than 0.70 so that this

data meets the composite reliability criteria. Saefudin et al., (2022) Discriminant The validity evaluation has an AVE value higher than 0.50, which means that the data in this study meet the criteria for discriminant validity. Referring to an outer model evaluation result shows that the research data meets the instrument criteria, so it is feasible to evaluate the inner model.

Table 3. Outer Model Test Results

Variables	Item	Loading factor	Cronbach ALpha	PC	AVE	Conclusion
E-Service Quality	KP1	0.752	0.761	0.847	0.584	Valid & Reliabel
	KP2	0.884				
	KP3	0.757				
	KP 4	0.645				
E-Market Orientation	OP1	0.723	0.824	0.882	0.653	Valid & Reliabel
	OP2	0.843				
	OP3	0.821				
	OP4	0.840				
E -Trust	TRUST 1	0.881	0.862	0.907	0.709	Valid & Reliabel
	TRUST 2	0.879				
	TRUST 3	0.804				
	TRUST 4	0.800				
E-WOM	WOM 1	0.867	0.791	0.866	0.621	Valid & Reliabel
	WOM 2	0.827				
	WOM 3	0.815				
	WOM 4	0.618				

C. Inner Model Test Results

The results of the Inner Model Test are carried out when evaluating the feasibility of a structural model in the Shopee company with three methods: R2, Q2, and Goodness of Fit (GoF). The results of the R2 test on the E-Trust variable have an R2 value of 0.640 (moderate), which means that trust can be explained by the E-Service Quality variable by 64% and the remaining 36% can be explained by an unknown other variable. In accordance with Hair et al. (2014), the context of R² with a value of 0.640 is included in the moderate category and identifies that an E-Service Quality variable has a significant influence. However, there are other variables that have not been studied that can affect trust..

The R2 test results on the E-WOM variable have an R2 value of 0.620 (moderate) that trust can be explained by the E-Service Quality variable as high as 62% and the remaining 38.8% can be explained by an unknown variable. In accordance with Blut et al. (2015) concluded that there is a significant influence between the E-Service Quality and E-WOM variables, especially in the digital environment, consumer satisfaction with E-Service Quality encourages consumers to leave reviews online.

The Q2 test contained in the E-Trust variable has a Q2 value of 0.439 (moderate) which means that trust can be predicted by the Service Quality and E-Market Orientation variables by 43.9% and the remaining 36.1% can be explained in other variables that cannot be known. It can be concluded that a model is able to explain customer trust significantly (Ghozali & Latan, 2015).

The Q2 test results on the E-WOM variable have a Q2 value of 0.366 (moderate) which means that trust can be predicted by the Service Quality and E-Market Orientation variables by 36.6% and 63.4% can be explained by other variables not examined. it can be concluded that this form is able to explain customer trust significantly (Ghozali & Latan, 2015).

D. Hypothesis Test Results

This study tested seven hypotheses that could be used. The research results in the table are as follows:

1. Direct Influence

The results showed that the effect of E-Service Quality on E-TRUST shows that it has an O value of 0.437 and a p-value of 0.000 <0.05, which means that E-Service Quality has a significant and positive effect on E-TRUST at the 1% confidence level, so this supports H1.

The results of research on the effect between E-Market Orientation on E-TRUST show that it has an O value of 0.415 and a p-value of 0.000 <0.05, which means that E-Market Orientation has a significant positive effect on E-TRUST at the 1% confidence level, thus supporting H2.

The results of the research on the effect between E-Service Quality on E-WOM show that it has an O value of 0.299 and a p-value of 0.015 <0.05, which means that E-Service Quality has a significant positive effect on E-WOM at the 1% confidence level, thus supporting H3.

The results of research on the effect between E-Market Orientation on E-WOM show that it has an O value of 0.036 and a P-Value of 0.761, which means that E-Market Orientation has no significant positive effect (rejects) on E-WOM because > 0.761 so it does not support H4.

The results of the research on the effect between E-TRUST on E-WOM show that it has an O value of 0.507 and a p-value of 0.000 <0.05, which means that E-TRUST can have a significant positive effect on E-WOM at the 1% confidence level, thus supporting H5.

2. Indirect Effect

The results of E-TRUST mediation testing determine the effect between E-Service Quality on E-WOM has an O value of 0.222 and a P-Value of 0.002 <0.05 which means that E-TRUST can mediate the effect of E-Service Quality on E-WOM at the 5% customer confidence level, thus supporting H6. In line with the opinion of Narsa et al. (2021) state that service quality and word of mouth have a fairly good and significant effect on consumer trust.

The results of the E-TRUST mediation test research show that the influence between E-Market Orientation on E-WOM shows that it has an O value of 0.211 and a P-Value of 0.001 <0.05, which means that E-TRUST is able to mediate the influence between E-Market Orientation on E-WOM at the 5% customer trust level, thus supporting H7. this is in accordance with the research of Rahmawati et al. (2021) said that E-Market Orientation has a significant effect on E-WOM with trust as a mediator, thus indicating that a customer-based approach is able to create higher trust in strengthening information sharing behavior.

Table 4. Hypothesis Test Results

Influence between variables	β	Tstat	PValue	Conclusion
<i>E-TRUST -> E-WOM</i>	0.507	4.685	0.000**	H1 accepted
<i>E-Service Quality -> E-TRUST</i>	0.437	5.005	0.000**	H2 accepted
<i>E-Service Quality -> E-WOM</i>	0.299	2.447	0.015*	H3 accepted
<i>E-Market Orientation -> E-TRUST</i>	0.415	4.600	0.000**	H4 accepted
<i>E-Market Orientation -> E-WOM</i>	0.036	0.305	0.761	H5 is rejected
<i>E-Service Quality -> E-TRUST -> E-WOM</i>	0.222	3.172	0.002**	H6 accepted
<i>E-Market Orientation -> E-TRUST -> E-WOM</i>	0.211	3480	0.001**	H7 accepted

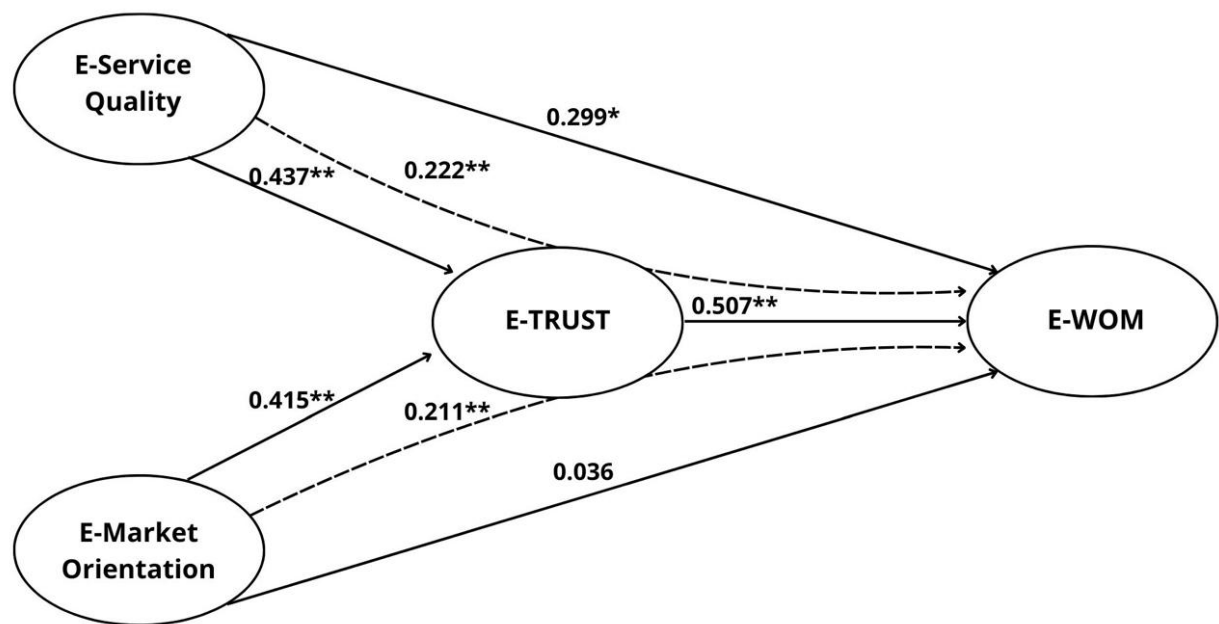


Figure 2. Summary of Research Results

Discussion

This study tests the E-Service Quality variable has a positive and significant impact on E-Trust (coefficient 0.437; P-Value 0.000). This is in accordance with Saodin et al. (2019) which shows that this service quality has a positive influence on trust, which in turn increases online repurchase intentions. This finding determines that sufficient quality services, such as fast response, ease of browsing, and transaction security, are able to produce a good experience to increase customer confidence in Shopee. This finding reinforces the view that quality is an important cornerstone in building among customers.

E-Market Orientation has a moderately positive and significant effect on E-Trust (coefficient 0.415; P-Value 0.000). This is supported by Ahmad et al (2021) which states that a marketing orientation has a positive and significant impact on trust. QR which shows that a deep understanding of customer needs and wants through the right market orientation can strengthen their trust in the services offered. Shopee's approach that focuses on understanding consumer needs, such as personalization and innovation in features, creates the impression that Shopee cares about fulfilling the wishes of its customers, thereby increasing customer trust.

In addition, E-Service Quality has a positive and significant impact on E-WOM (coefficient 0.299; P-Value 0.015). Customers who are satisfied with service quality tend to build on their positive experiences online and through reviews or recommendations. Darmo (2018), (e-service quality) has a moderately positive influence on (E-WOM). This means that the better the quality of service provided by a platform or company online, the more likely a consumer is to share their positive experience through E-WOM. However, in contrast to the effect of E-Market Orientation on E-WOM which is not significant (coefficient 0.036; P-Value 0.761) This result is like research (Saefudin & Gunarsih, 2020) The results of a study that not all independent variables have a statistically significant effect. The results of the test show that just having a focus on the market is not enough to motivate customers to share experiences without elements of personalization or more emotional interaction. This is supported by the opinion of Bansal and Voyer (2000): Which states that E-WOM is more influenced by consumers' emotional experiences, such as satisfaction or unique experiences, rather than data and information-based interactions.

Meanwhile, E-Trust has a positive and significant influence on E-WOM (coefficient 0.507; P-Value 0.000), this certainly confirms that customer trust is a key element in encouraging positive experience sharing behavior. In accordance with Mukherjee and Nath (2007), there is a positive relationship between

trust and E-WOM. which means that the greater the level of customer trust in a particular information or source, the more likely this individual is to share experiences online. In addition, E-Trust is able to mediate the relationship between E-Service Quality and E-WOM ($O = 0.222$; $P\text{-Value} = 0.002$) and between E-Market Orientation and E-WOM ($O = 0.211$; $p\text{-Value} = 0.001$). This trust strengthens the impact of both variables on WOM, this is because it creates a deeper emotional connection and customer loyalty.

These results confirm that a combination of service quality, effective market orientation, and customer trust is important enough to encourage customers to share their experiences positively. A strategy that prioritizes these elements can help the Shopee platform maintain customer loyalty while strengthening a positive image through WOM.

Limitations and Suggestions

This research is limited and focused on the Shopee platform only, so the resultant findings may not be relevant on other e-commerce platforms. Since the survey data was collected over a period of time, future trends or changes in consumer behavior are not reflected in the analysis. The variables used in this study are limited to E-Service Quality, E-Market Orientation, E-Trust, and E-WOM, this does not take into account other factors that may affect E-WOM, such as price, user experience, and technological innovation. This study uses a quantitative approach. therefore, this analysis does not discuss qualitative aspects such as more in-depth consumer perceptions of the factors studied.

Future research is recommended to apply this model to other e-commerce platforms such as TikTok, Tokopedia, Lazada, and Bukalapak to test the generalizability of the results. Further research is needed to gain further insights, focusing on other variables such as loyalty, customer satisfaction, and user experience. More comprehensive. Longitudinal studies can be conducted to see how the influence of these variables change over time and how the dynamics of the e-commerce market change. If necessary, adding qualitative methods such as in-depth interviews and focus group discussions (FGDs) provides a more comprehensive understanding of consumers' perceptions and experiences regarding E-Service Quality, E-Market Orientation, and E-Trust. This study can be extended by investigating elements of personalization and technological innovation to enhance user experience on e-commerce platforms.

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