



THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON CUSTOMER LOYALTY MEDIATING BY BRAND IMAGE REPURCHASE INTENTION AND CUSTOMER SATISFACTION

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By Brand Image Repurchase Intention and Customer Satisfaction



Eric Sebastian Subianto
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This monograph is conducted to find out the major causes of customer loyalty in e-commerce industry in Indonesia. Getting a satisfied customers most likely will turn them into a loyal customer. Loyal customers are needed because they tend to do repeat buying and even spread a word of mouth to the other customers whom they know. Hence, the variables being studied here are electronic word of mouth, brand image, customer satisfaction, and repurchase intention as the drivers of loyalty. E-wom is chosen because this is the first trust for customers since they cannot see the products and they don't know the company. It is a positive or negative statement made by customers toward a product or company to be seen or heard by a lot of people and institutions through the media of internet. The second variable chosen is brand image. Among all of the variety products offered, there are some similar characteristics which make consumer to have difficulties in differing one to another product. Hence, customers tend to find out the products from the company they have head of and has a positive image. By this, they can avoid unnecessary mistakes in buying the products they need. The next driver is customer satisfaction. This one is chosen because unless the e-wom and brand image show a good performance that satisfy customers, it is unlikely customers will become loyal. Last but not the least is repurchasing intention. It is believed that a satisfied customer will have the intention to return and buy products from the same company instead of trying to find a new seller. Hence, it is expected that this monograph would fill up the missing link in creating loyalty in classified ad e-commerce industry since more studies focus on other category of e-commerce.

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