Jurnal Komunikasi ISKI, Vol. 10 (1), 2025

J U R N A L
KOMUNIKASI
IKATAN SARJANA KOMUNIKASI INDONESIA

E-ISSN: 2503-0795
P-ISSN: 2548-8740

Electronic Customer Relationship Management and Browsing: Driving Electronic Word of Mouth in Indonesia's Online Marketplace

http://dx.doi.org/10.25008/jkiski

Diana Anggraeni
Faculty of Communication Science, Universitas Pancasila
Jl. Lenteng Agung Raya No. 56, Jakarta 12630 - Indonesia
Corresponding author: dianaanggraeni@univpancasila.ac.id

Submitted: May 24, 2024; **Revised**: May 7, 2025; **Accepted**: June 1, 2025
Accredited by Kemdikbudristek: No. 152/E/KPT/2023

Abstract - This study delves into the effects of Electronic Customer Relationship Management (e-CRM), hedonic and utilitarian browsing on e-satisfaction, and their influence on electronic Word of Mouth (eWOM) in Indonesia's online marketplace. The digital commerce landscape emphasizes e-CRM's importance in managing customer interactions. Surveying 962 active users, this quantitative study reveals significant links between browsing behaviors and e-satisfaction, underlining diverse user preferences. Positive associations with eWOM suggest satisfied users advocate for brands. However, e-CRM shows non-significant ties with user satisfaction or eWOM, indicating the need for refined strategies aligned with user expectations. Theoretical implications support established models, offering insights into consumer behavior. This research enriches understanding of Indonesian online shopping, guiding tailored marketing communication strategies to boost satisfaction and eWOM endorsements. Future research could explore additional factors and strategies to optimize online retail experiences.

Keywords: E-CRM; Marketing Communication; Electronic Word-of-Mouth (Ewom); E-Satisfaction, Online Marketplaces.

Introduction

The contemporary era of digital commerce has ushered in the prominence of electronic customer relationship management (e-CRM) as a vital strategy for businesses seeking to effectively manage and enhance interactions with their customer base. Explored extensively in existing literature, this evolution has been propelled by the integration of digital tools and the widespread adoption of social media platforms. Scholars have underscored the transformative role of technological advancements, particularly within the realm of social media, in reshaping CRM strategies and bolstering customer engagement. This then forces marketing communications practitioners to also change the communication strategies to digital marketing communication in global (Shankar et al., 2022).

Additionally, studies on utilitarian and hedonic browsing behaviors provide valuable insights into online consumer behavior, emphasizing the pragmatic and pleasurable motivations driving shopping behaviors. Researchers have highlighted the influence of these behaviors on factors such as

e-loyalty and purchase intentions, stressing the importance of catering to diverse user preferences within the online shopping experience.

In the contemporary era of digital communication, Electronic Customer Relationship Management (e-CRM) emerged as a pivotal strategy for companies aiming to efficiently manage and enhance interactions with their customer base. The evolution of CRM, particularly with the advent of digital tools and the widespread adoption of social media platforms, has been extensively explored in existing literature. Perez-Vega et al., (2022) conducted a study titled "From CRM to social CRM: A bibliometric review and research agenda for consumer research," tracing CRM's progression from traditional database-centric methods to electronic CRM (eCRM), mobile CRM (mCRM), and social CRM (SCRM). Their research emphasizes the transformative role of technological advancements, especially within the realm of social media, in reshaping CRM strategies. Identifying three primary themes in e-CRM research: the impact of e-CRM on performance, the integration of communication in social media capabilities with e-CRM, and the strategic use of CRM processes, this study underscores how e-CRM utilizes technology to facilitate communication between customer engagement and fortify relationships.

Fitriani et al., (2023) explored the influence of social media on performance in micro-scale e-commerce enterprises in Indonesia. While their study predominantly focuses on the impact of social media, it indirectly underscores the significance of e-CRM in leveraging digital platforms to build relationships with consumers effectively. Their findings indicate a positive correlation between social media usage and performance, underscoring the importance of utilizing digital channels for customer interaction and relationship cultivation. Additionally, Mahmud et al., (2023) investigated Customer Fintech Readiness (CFR) concerning fintech adoption in Bangladesh. Although their research pertains to the fintech sector specifically, it highlights the broader trend of technological innovation influencing customer behavior and readiness. This resonates with the fundamental principles of e-CRM, which involve leveraging digital tools to enhance customer satisfaction and foster loyalty.

These studies collectively underscore the indispensable role of e-CRM in today's business landscape. With the proliferation of digital technologies and the growing integration of social media into business operations, e-CRM has become essential for companies seeking to nurture and sustain robust customer relationships in the digital realm. Marketing communications that are carried out carefully will make e-CRM function as a strong driver of consumer satisfaction to form loyalty and overall business success.

Consumer behavior unveils a wealth of nuanced insights. Kolesova & Singh (2019) highlight the significance of utilitarian values as essential mediators affected by visual complexity, influencing the behavioral intentions of online grocery shoppers. Lamis et al., (2022) analyze the utilitarian aspect, revealing its role in driving impulse buying induced by flash sales, particularly under conditions of limited quantity and time scarcity. Making significant contributions to our comprehension, Giao et al., (2020) investigate the mediation of e-loyalty through utilitarian dimensions such as website quality, e-trust, and e-satisfaction. Roos & Kazemi (2022) challenge traditional perspectives by establishing positive connections between frequency of online shopping with messages through e-WOM such as openness and extraversion, thereby challenging the stereotypical image of online shoppers as purely utilitarian and goal-oriented people. Research by Roy et al., (2019) states that e-WOM affects online purchase behavior.

Expanding beyond specific regions, Johnston & Taylor (2018) examination, focused on South Korea's mobile grocery app market, identifies utilitarian motives as crucial influencers of attitudes and purchase behavior. Nguyen et al., (2020) delve into Vietnam, exploring the impact of utilitarian motivations alongside hedonic and pandemic-related factors on online book purchase intentions. Chen & Chi (2021) underscore the utilitarian perspective in the U.S., investigating the effects of channel integration on consumers' intentions to utilize omni-channel shopping methods, particularly relevant in the context of perceived vulnerability during the COVID-19 pandemic. Nayak et al., (2022) study in India, integrating Virtual Try-On technology, highlights the significance of utilitarian value and confidence in apparel fit in strengthening online apparel purchase intentions. The literature on utilitarian browsing offers a comprehensive view, elucidating its influence on various aspects of online consumer behavior across diverse contexts and dimensions.

Research exploring hedonic browsing illuminates its significant impacts on online consumer behavior. Kolesova & Singh (2019) elaborate on the adverse effects of visually complex product

displays, revealing a decline in affective and cognitive states that ultimately diminish behavioral intentions. Lamis et al., (2022) stress the importance of arousal and pleasure, particularly in the context of flash sales, highlighting their influence on impulsive purchasing behaviors. Giao et al., (2020) enhance our understanding by investigating the mediation of e-loyalty through dimensions such as website quality, e-trust, and e-satisfaction. Roos & Kazemi (2022) challenge conventional perspectives by establishing positive correlations between interaction of messages that occur online shopping behaviors and personality traits.

Studies by (Pasaribu et al., 2022; Quan et al., 2020; Sachdev & Sauber, 2023; Suthianto & Syah, 2023) explore diverse contexts where hedonic values play a role, elucidating their impacts on trust, satisfaction, and e-brand experiences. The collective insights from these investigations offer a comprehensive perspective on the multiple influences of hedonic browsing delivered through e-WOM on online consumer behavior. Through their examination of various dimensions and contexts, these contributions deepen our understanding of the intricate interplay between hedonic elements and consumers' online interactions, providing valuable insights for both researchers and practitioners.

Theoretical Framework

Today's marketing communications are expected to define an experiential framework that reflects the sensitivities of companies and consumers. This step is needed so that companies and consumers create interactions and establish relationships with each other (Gambetti & Schultz, 2015). Marketing communication through electronic word of mouth is a form of marketing communication facilitated by electronic means such as email, instant messaging, blogs, and social media. Companies take advantage of promoting products or services by utilizing electronic word of mouth to provide information to customers (Gultom & Irwansyah, 2022). In the era of digital media, consumers can spread information about products very quickly to thousands of consumers. This encourages companies or organizations to strongly try to use eWOM and as a major component of marketing communication in reaching consumers (Yeh & Choi, 2011).

Marketing communication has an increasingly important role in introducing, informing, influencing and maintaining consumer attitudes. Marketing communication is a product or service information exchange activity aimed at satisfying consumer desires. Consumers who are satisfied with a product or service will recommend it to other consumers. In other words, satisfaction is a driving factor for word of mouth marketing based on their experience (Anggraeni et al., 2023).

E-Satisfaction, a crucial component of the online consumer journey, has been a focal point in numerous studies investigating its intricate association with antecedents and subsequent implications for consumer behavior and loyalty. In Vietnamese e-commerce, Giao et al., (2020) highlight the mediating role of e-satisfaction between website quality and e-loyalty, emphasizing how a well-designed website positively contributes to e-satisfaction and influences consumer loyalty. The incorporation of e-trust as a mediating factor enhances our understanding of the mechanisms shaping online consumer experiences.

Suthianto & Syah (2023) focus on the Indonesian marketplace, analyzing the determinants of e-satisfaction. They reveal that perceived quality, brand association, e-brand experience, and web entertainment collectively influence e-satisfaction, subsequently impacting e-loyalty. This underscores the complex interplay of factors contributing to user satisfaction in the online domain. Candra et al., (2022) investigation of e-service quality, customer satisfaction, and e-satisfaction in Indonesian online marketplaces further enriches our understanding by demonstrating that satisfied customers are more likely to exhibit positive e-satisfaction, thereby influencing repurchase intention, word of mouth, and site revisits. Quan et al., (2020) explore the Vietnamese online landscape, examining the mediating role of e-satisfaction between website brand equity, e-brand experience, and e-loyalty, emphasizing the significant impact of e-satisfaction on consumer loyalty.

Hu et al., (2022) contribute insights into the impact of customized logistics services on e-satisfaction and e-loyalty in online retailing, highlighting the importance of logistical considerations in the overall online shopping experience. The literature on e-satisfaction offers a comprehensive perspective on its pivotal role in shaping online consumer behavior and loyalty, underscoring factors such as website quality, brand experience, service quality, and logistics.

Electronic Word of Mouth (eWOM) plays a pivotal role in online consumer behavior, offering various perspectives on its complex influence. Technology is changing the way companies

communicate electronically, expanding eWOM from traditional marketing communications and direct marketing communications, thus reaching a wide audience (Weisfeld-Spolter et al., 2014). Giao et al., (2020) demonstrate how eWOM acts as a mediator between website quality and e-loyalty, revealing a positive correlation mediated through e-trust and e-satisfaction. This highlights the significant impact of positive eWOM on brand perception. In the context of eWOM product communication, it describes individual attitudes towards products and purchase intentions as they are influenced by consumer perceptions (Nekmat & Gower, 2012). In another study, Quan et al., (2020) investigate the mediation of e-satisfaction in the relationship between website brand equity, e-brand experience, and e-loyalty in Vietnam. The intricate relationship among these factors suggests that fostering positive e-satisfaction contributes to favorable eWOM, thereby influencing brand awareness and loyalty.

Morey et al., (2023) explore the antecedents of e-loyalty and eWOM, emphasizing the foundational role of service quality in shaping these aspects. This study enhances our understanding of how service quality acts as a precursor to positive eWOM, linking customer loyalty with the propagation of favorable electronic word of mouth. Additionally, studies like Fernandes & Barfknecht (2020) indirectly highlight elements crucial for eWOM generation by emphasizing user-friendly and entertaining experiences in mobile shopping applications. Together, these findings illuminate the intricate dynamics among website quality, brand equity, service quality, and e-satisfaction, collectively shaping the eWOM landscape and its significant implications for online consumer behavior.

E-Satisfaction emerges as a critical component of the online consumer journey, mediating between various factors such as website quality, brand experience, and service quality. Studies have underscored its significance in shaping consumer behavior and loyalty, highlighting its pivotal role in the online marketplace. Furthermore, electronic Word of Mouth (eWOM) plays a pivotal role in shaping brand perception and awareness in the digital age, acting as a mediator between key factors such as website quality, e-satisfaction, and e-loyalty.

This study employs a quantitative research approach to systematically explore the intricate connections among e-CRM, hedonic browsing, utilitarian browsing, e-satisfaction, and eWOM within the context of online marketplaces in Indonesia. The findings hold significant managerial implications, emphasizing the importance of both hedonic and utilitarian aspects of the online shopping experience in driving user satisfaction and positive word-of-mouth recommendations. Theoretical implications contribute to a deeper understanding of consumer behavior in the context of online shopping platforms, offering empirical support for established theories while providing fresh insights into the dynamics driving user behaviors in the Indonesian online marketplace.

Hypotheses on this study are: (1) There is an influence of e-CRM on e-satisfaction; (2) There is an influence of utilitarian browsing on e-satisfaction; (3) There is an influence of hedonic browsing on e-satisfaction; (4) There is an influence of e-CRM on e-WOM; (5) There is an influence of utilitarian browsing on e-WOM; (6) There is an influence of hedonic browsing on e-WOM; (7)There is an influence of e-satisfaction on e-WOM.

Material and Methodology

This study utilizes a quantitative research approach to systematically explore the intricate connections among e-CRM, utilitarian browsing, hedonic browsing, electronic word-of-mouth (eWOM), and e-satisfaction within the context of online marketplaces in Indonesia. Targeting active users of online marketplaces, the study employs a purposive sampling technique. A structured online survey is distributed to 962 respondents, encompassing sections related to demographics, e-CRM, online browsing behavior, eWOM engagement, and e-satisfaction. Prior to full-scale distribution, the survey undergoes pre-testing to ensure clarity and relevance.

The research focuses on three exogenous variables (e-CRM, utilitarian browsing, hedonic browsing) and two endogenous variables (e-satisfaction, eWOM). Data analysis employs rigorous statistical examination using SPSS 29 and Smart PLS software. Descriptive statistics provide insights into sample demographics and key variables, while Structural Equation Modeling (SEM) is utilized to explore complex relationships.

Mediation analyses offer a deeper understanding of nuanced relationships. Ethical considerations prioritize informed consent, anonymity, and confidentiality for all participants, adhering to ethical guidelines for research involving human subjects. The significance of this research

lies in its potential to provide valuable insights for businesses operating in the Indonesian online marketplace, facilitating the development of targeted marketing communications strategies, enhancing customer experiences, and fostering e-satisfaction and e-WOM.

Results and Discussion

Table 1 presents a comprehensive overview of the demographic characteristics of the surveyed participants, offering insights into factors such as gender, age, education level, residency, monthly income, and online shopping habits. The gender distribution indicates that 42.2% of respondents are male, while 57.8% are female. Regarding age, the majority belong to the Millennials category, comprising 50.5%, followed by 31.2% for Generation X and 16.2% for Baby Boomers.

Table 1. Responden Demographic

Demographics		Frequency	%
Gender	Male	206	42.2
	Female	556	57.8
Age	< 20 years	20	2.1
	20 – 39 years (Millennials)	486	50.5
	40 – 54 years (Gen X)	300	31.2
	55 – 74 years (Baby Boomer)	156	16.2
Highest Education Attained	High School or Equivalent	144	15.0
	Diploma	40	4.2
	Bachelor's Degree (S1)	356	37.0
	Postgraduate (S2/S3)	422	43.9
Residence	< 2.5 million IDR	154	16.0
	≥ 2.5 million - 5 million IDR	208	21.6
	> 5 million - 7.5 million IDR	168	17.5
	> 7.5 million - 10 million IDR	128	13.3
	> 10 million IDR	304	31.6
Most Visited Websites	Shopee	403	41.9
	Tokopedia	258	26.6
	BukaLapak	75	7.8
	Lazada	100	10.4
	Blibli	16	1.7
	Others	110	11.4
Average monthly online shopping spending	< 500 thousand IDR	522	54.3
	≥ 500 thousand - 1 million IDR	289	30.0
	> 1 million - 2.5 million IDR	95	9.9
	> 2.5 million - 5 million IDR	38	4.0
	> 5 million IDR	18	1.9
Frequency of online shopping per month	1 time	329	34.2
	2 times	244	25.4
	3 times	196	20.4
	4 times	57	5.9
	5 times	47	4.9
	more than 5 times	89	9.3

Source: Data Processing Results

Educational backgrounds vary, with 37.0% holding a Bachelor's degree (S1) and 43.9% having pursued postgraduate studies (S2/S3). Geographically, most participants reside in the Greater Jakarta Area (79.7%). Income diversity is observed, with 31.6% earning more than 10 million IDR monthly. In terms of online shopping frequency, 34.2% of respondents shop online once a month, 25.4% twice, and 20.4% thrice, with varying frequencies for higher numbers of transactions per month. Overall, the table offers a comprehensive snapshot of the demographic profile and online shopping behavior of the surveyed individuals.

Table 2 presents the results of validity and reliability testing conducted on variables within a questionnaire aimed at assessing various aspects of online shopping platforms. The questionnaire comprises items designed to measure constructs such as Hedonic Browsing (HDB), electronic

Customer Relationship Management (e-CRM), e-Satisfaction, Utilitarian Browsing (UTB), and electronic Word-of-Mouth (e-WOM).

Table 2. Validity and Reliability Testing Results

Questionnaire	Variables	Composite Reliability	Outer Loadings
HDB1: Online shopping platforms facilitate online chatting.	Hedonic Browsing	0.905	0.667
HDB2: Protecting the provided personal information.			0.783
HDB3: Online shopping platforms ensure secure transactions.			0.846
HDB4: Online shopping platforms guarantee confidentiality and privacy.			0.837
HDB5: Online shopping platforms simplify product searches.			0.782
HDB6: Overall, transactions on this e-commerce platform are very easy.			0.774
CRM1: The online shopping platform provides a space for engaging in online dialogue with customer service.	e-CRM	0.826	0.845
CRM2: The online shopping platform provides a medium for customers to express their opinions freely.			0.812
CRM3: The online shopping platform offers various online activities such as (raffles/games, and others).			0.687
SAT1: I am very satisfied with the e-commerce platform where I last shopped.	e-Satisfaction		0.839
SAT2: I aim to maintain a long-term relationship with this online shopping platform.			0.918
SAT3: I am highly committed to my relationship with this online shopping platform.			0.896
UTB1: Online shopping platforms are highly enjoyable.	Utilitarian Browsing		0.818
UTB2: Online shopping platforms are extremely comfortable.			0.828
UTB3: Online shopping platforms have a professional design (color, font size, graphics, animations).			0.856
UTB4: Online shopping platforms feature a creative design.			0.846
UTB5: Overall, online shopping platforms have visually appealing designs.			0.817
WOM1: I share consumer experiences on social media after transactions on this online shopping platform.	e-WOM		0.871
WOM2: When I receive valuable information on social media about products or services, I share it.			0.906
WOM3: When I receive information on social media about this online shopping platform, I express my opinions.			0.915

Source: Data Processing Results

Each construct is evaluated for its composite reliability, which measures the internal consistency of the items measuring that construct. Composite reliability scores, ranging from 0.687 to 0.929, indicate a high level of reliability across all constructs, ensuring consistency in measurement. Additionally, the table displays the outer loadings associated with each item, indicating the strength of the relationship between the item and its underlying construct. These outer loadings, ranging from 0.667 to 0.871, demonstrate the extent to which each item effectively represents its corresponding construct within the questionnaire. Overall, the findings presented in Table 2 underscore the validity and reliability of the questionnaire items, providing a robust foundation for evaluating and understanding user perceptions and experiences with online shopping platforms.

Table 3 outlines the outcomes of hypothesis testing concerning regression coefficients, focusing on the interplay between various constructs pertinent to online shopping platforms. The examination delves into the effects of Hedonic Browsing (HDB), Utilitarian Browsing (UTB), electronic Customer Relationship Management (e-CRM), e-Satisfaction, and electronic Word-of-Mouth (e-WOM) on one another. The analysis underscores notable relationships: notably, both Hedonic Browsing and Utilitarian Browsing exhibit significant positive associations with e-Satisfaction, supported by robust T statistics of 9.437 and 7.986, and p-values of 0.000.

Moreover, Hedonic Browsing and Utilitarian Browsing also demonstrate significant positive links with e-WOM, albeit with slightly diminished effect sizes compared to their impacts on e-Satisfaction, with T statistics of 2.197 and 2.261, and corresponding p-values of 0.028 and 0.024, respectively. However, the findings suggest that the relationship between e-CRM and both e-Satisfaction and e-WOM lacks statistical significance, indicated by p-values exceeding the conventional threshold of 0.05. Overall, these results provide valuable insights into the complex dynamics of user experiences within online shopping environments, highlighting the multifaceted influences of hedonic and utilitarian factors on user satisfaction and subsequent word-of-mouth behavior.

The findings from Table 3 underscore the intricate relationships between different constructs in the context of online shopping platforms, shedding light on key drivers of user satisfaction and word-of-mouth behavior. The significant positive associations between Hedonic Browsing, Utilitarian Browsing, and e-Satisfaction suggest that both the enjoyment-driven and task-oriented aspects of the online shopping experience play pivotal roles in shaping user satisfaction levels.

Additionally, while the impact of e-CRM on e-Satisfaction and e-WOM appears to be non-significant, the strong positive relationship between e-Satisfaction and e-WOM emphasizes the importance of satisfied customers in driving positive word-of-mouth endorsements. These insights can inform online retailers and marketers in tailoring their strategies to enhance user experiences and foster positive interactions within the online shopping ecosystem, ultimately leading to increased customer satisfaction.

Table 3. Regression Coefficients: T-Values and P-Values

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Hedonic Browsing -> e-Satisfaction	0.405	0.401	0.043	9.437	0.000
Hedonic Browsing -> e-WOM	0.107	0.104	0.049	2.197	0.028
Utilitarian Browsing -> e-Satisfaction	0.349	0.350	0.044	7.986	0.000
Utilitarian Browsing -> e-WOM	0.125	0.128	0.055	2.261	0.024
e-CRM -> e-Satisfaction	0.032	0.036	0.038	0.841	0.401
e-CRM -> e-WOM	-0.053	-0.054	0.037	1.447	0.148
e-Satisfaction -> e-WOM	0.317	0.317	0.048	6.656	0.000

Source: Data Processing Results

For a comprehensive grasp of the relationships between variables, Figure 1 is provided, offering a visual representation of the nine hypotheses explored in this research. The diagram portrays regression coefficients, clarifying the extent of influence that each variable has on another.

The findings from the analysis of regression coefficients in this study hold several significant managerial implications for online shopping platform operators and marketers. Firstly, the strong positive associations observed between both Hedonic Browsing and Utilitarian Browsing with e-Satisfaction highlight the importance of catering to diverse user preferences and needs within the online shopping experience. To enhance user satisfaction levels, platform operators should focus on optimizing both the pleasurable aspects of browsing, such as personalized recommendations and interactive features, as well as the utilitarian aspects, such as ease of navigation and efficient search functionalities.

Moreover, the significant positive relationships between Hedonic Browsing, Utilitarian Browsing, and e-WOM underscore the potential for satisfied users to become brand advocates and amplify positive word-of-mouth endorsements. Ahmad & Febrina (2018) explain the importance of electronic word of mouth (eWOM) because it is related to consumer satisfaction or dissatisfaction. Consumers who are satisfied or dissatisfied will provide various reviews in good or bad categories. This is done as a form of consumer expression towards the products they use.

To capitalize on this, marketers should prioritize creating memorable and enjoyable shopping experiences while also ensuring that the platform meets users' functional needs effectively.

Additionally, efforts should be directed towards encouraging and incentivizing satisfied users to share their positive experiences with others through social media and other online channels.

Furthermore, while the analysis suggests that the relationship between e-CRM and both e-Satisfaction and e-WOM is not statistically significant, this does not necessarily indicate its insignificance in influencing user perceptions and behaviors. Rather, it suggests the need for a more nuanced approach to implementing and optimizing e-CRM strategies. Marketers should focus on leveraging e-CRM tools and tactics to enhance customer engagement and satisfaction in ways that resonate with their target audience's preferences and expectations. By addressing these key insights, online shopping platform operators and marketers can effectively tailor their strategies to foster positive user experiences, drive satisfaction, and stimulate positive word-of-mouth, ultimately leading to increased customer loyalty and business success.

The findings regarding the relationships between variables in the context of online shopping platforms are supported by several established theories in marketing communications and consumer behavior. These theories provide theoretical backing for the managerial implications derived from the analysis.

Expectancy Disconfirmation Theory suggests that satisfaction is determined by the discrepancy between consumers' expectations and their perceptions of actual performance. The significant positive associations observed between Hedonic Browsing, Utilitarian Browsing, and e-Satisfaction align with this theory, indicating that users' satisfaction is influenced by the extent to which their expectations regarding both enjoyable and functional aspects of the online shopping experience are met or exceeded.

The Technology Acceptance Model (TAM) posits that users' perceptions of a technology's usefulness and ease of use influence their attitudes and intentions to use it. The positive relationships between Hedonic Browsing, Utilitarian Browsing, and e-Satisfaction suggest that users perceive these aspects of online shopping platforms as valuable and easy to use, supporting TAM's emphasis on perceived usefulness and perceived ease of use as determinants of user satisfaction.

Social Exchange Theory emphasizes the role of social relationships and interactions in shaping individuals' behaviors and attitudes. The significant positive relationship between e-Satisfaction and e-WOM reflects the reciprocity aspect of social exchange theory, where satisfied users are more likely to engage in positive word-of-mouth communication as a form of social exchange. This theory supports the notion that fostering satisfaction among users can lead to increased advocacy and positive word-of-mouth, which are beneficial for online shopping platforms.

Service-Dominant Logic (SDL) proposes that value is co-created through interactions between service providers and customers. The significant positive associations between Hedonic Browsing, Utilitarian Browsing, and e-Satisfaction underscore the importance of providing a value-laden experience to users. By focusing on enhancing both hedonic and utilitarian aspects of the online shopping experience, platforms can co-create value with customers, leading to higher satisfaction levels. By grounding the managerial implications in these theoretical frameworks, online shopping platform operators and marketers can better understand the underlying mechanisms driving user behavior and satisfaction, thus informing more effective strategic decision-making and implementation.

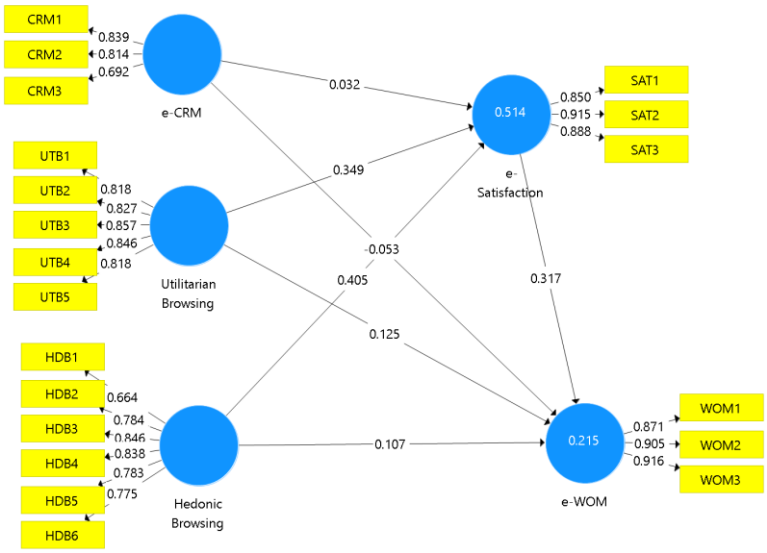


Figure 1. The interrelationships between variables
Source: Data Processing Results

The practical implications of the research findings are significant for online shopping platform operators and marketers. By understanding the relationships between variables such as Hedonic Browsing, Utilitarian Browsing, e-CRM, e-Satisfaction, and e-WOM, practitioners can tailor their strategies to enhance user experiences and drive positive outcomes. For instance, emphasizing both the pleasurable and functional aspects of the online shopping experience can lead to higher levels of user satisfaction and increased likelihood of positive word-of-mouth recommendations. Additionally, the non-significant relationship between e-CRM and user satisfaction or e-WOM suggests a need for refinement in CRM strategies to better align with user preferences and expectations. Marketers may need to reconsider their CRM approaches to foster more meaningful and impactful interactions with users, ultimately leading to improved satisfaction and advocacy.

Theoretical implications of the research findings contribute to the understanding of consumer behavior in the context of online shopping platforms. The significant positive associations observed between certain variables, such as Hedonic Browsing and Utilitarian Browsing with e-Satisfaction, align with established theories like Expectancy Disconfirmation Theory and Technology Acceptance Model, providing empirical support for these theoretical frameworks. Furthermore, the findings highlight the importance of considering multiple dimensions of user experiences, such as hedonic and utilitarian factors, in explaining user satisfaction and word-of-mouth behavior. This underscores the complexity of consumer behavior in online settings and emphasizes the need for a holistic approach to understanding and predicting user outcomes. Overall, the research enriches existing theoretical perspectives by offering empirical evidence on the relationships between key variables in the context of online shopping platforms.

The novelty of this research lies in its holistic approach to examining the relationships between key variables in online shopping platforms. By integrating multiple dimensions such as Hedonic Browsing, Utilitarian Browsing, e-CRM, e-Satisfaction, and e-WOM into a single framework, the study provides a nuanced understanding of user experiences. Furthermore, the exploration of both hedonic and utilitarian aspects of browsing behavior, alongside their impacts on satisfaction and word-of-mouth, adds novel insights to the existing literature. Additionally, the inclusion of e-CRM as a variable addresses a gap in previous studies, contributing to a more comprehensive understanding of consumer behavior in digital environments. Overall, this research offers fresh perspectives on the dynamics driving user behaviors in online shopping, advancing knowledge in this field.

The study's limitations include potential sample bias, as the sample may not fully represent the diversity of online shoppers, limiting the generalizability of findings. Additionally, reliance on self-reported data introduces the risk of bias due to social desirability or inaccurate recollection. Furthermore, not all relevant factors influencing user satisfaction and word-of-mouth behavior may

have been considered, potentially omitting important variables. Lastly, the cross-sectional design hinders establishing causality between variables, challenging the determination of directional relationships. These limitations underscore the need for caution in interpretation and suggest avenues for future research to enhance understanding of online shopping behaviors.

Conclusions

This research has provided valuable insights into the relationships between key variables in the context of online shopping platforms. The analysis revealed significant positive associations between Hedonic Browsing, Utilitarian Browsing, and e-Satisfaction, highlighting the importance of both enjoyable and functional aspects of the online shopping experience in shaping user satisfaction. Additionally, significant positive relationships were observed between Hedonic Browsing, Utilitarian Browsing, and e-WOM, underscoring the potential for satisfied users to engage in positive word-of-mouth communication. However, this study contributes to communication interactions in understanding user behavior in the online shopping environment by integrating various marketing dimensions of communication and exploring its impact on word of satisfaction and behavior by word of mouth.

The findings emphasize the importance of creating value-laden experiences that cater to diverse user preferences and needs. Moving forward, it is crucial for online shopping platform operators and marketers to leverage these insights to optimize marketing communications strategies aimed at enhancing user satisfaction and fostering positive word-of-mouth endorsements.

References

Anggraeni, D., Tasha, V. G., & Ahmad, R. (2023). Implementasi komunikasi pemasaran PT. DSP dalam mempertahankan konsumen. *Warta ISKI*, *6*(1), 48–57. https://doi.org/10.25008/wartaiski.v6i1.212

Candra, S., Tulangow, C. E., & Winalda, F. T. (2022). A preliminary study of consumer behavior from the online marketplace in indonesia. *International Journal of Asian Business and Information Management*, *13*(1), 1–17. https://doi.org/10.4018/IJABIM.297846

Chen, Y., & Chi, T. (2021). How does channel integration affect consumers' selection of omni-channel shopping methods? An empirical study of u.s. consumers. *Sustainability*, *13*(16). https://doi.org/10.3390/su13168983

Fernandes, N., & Barfknecht, C. (2020). Keep customers coming back: enhancing value and satisfaction in a mobile shopping application context. *Cogent Business & Management*, *7*(1). https://doi.org/10.1080/23311975.2020.1788874

Fitriani, N., Setiawan, D., Aryani, Y. A., & Arifin, T. (2023). Does social media affect performance in e-commerce business? The role of customer management. *Journal of Open Innovation: Technology, Market, and Complexity*, *9*(4), 100171. https://doi.org/10.1016/j.joitmc.2023.100171

Gambetti, R. C., & Schultz, D. E. (2015). Reshaping the boundaries of marketing communication to bond with consumers. *Journal of Marketing Communications*, *21*(1), 1–4. https://doi.org/10.1080/13527266.2014.970821

Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, *8*(3), 351–370. https://doi.org/10.5267/j.uscm.2019.11.004

Gultom, A. P. A., & Irwansyah, I. (2022). Kekuatan Instagram dengan electronic-word-of-mouth (eWOM) dan influencer dalam komunikasi pemasaran. *Jurnal InterAct*, *10*(2), 35–46. https://doi.org/10.25170/interact.v10i2.3150

Hu, M., Chaudhry, P. E., & Chaudhry, S. S. (2022). Linking customized logistics service in online retailing with E-satisfaction and E-loyalty. *International Journal of Engineering Business Management*, *14*, 184797902210975. https://doi.org/10.1177/18479790221097528

Johnston, K. A., & Taylor, M. (2018). *The handbook of Communication Engagement*. Wiley Blackwell.

Kolesova, S., & Singh, R. (2019). One Vs. Many: who wins? An empirical investigation of online product display. *The International Review of Retail, Distribution and Consumer Research*,

29(3), 285–305. https://doi.org/10.1080/09593969.2019.1598465
Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business & Management*, *9*(1). https://doi.org/10.1080/23311975.2022.2068402
Mahmud, K., Joarder, M. M. A., & Sakib, K. (2023). Customer fintech readiness (CFR): Assessing customer readiness for fintech in Bangladesh. *Journal of Open Innovation: Technology, Market, and Complexity*, *9*(2), 100032. https://doi.org/10.1016/j.joitmc.2023.100032
Morey, K. A., Aguilar, A. C., & Andía, M. M. (2023). Beyond online sales: From service quality to e-loyalty and word of mouth. *Contaduría y Administración*, *68*(4), 317–344. https://doi.org/10.22201/fca.24488410e.2023.4712
Nayak, S., Suhan, M., Nayak, R., Spulbar, C., Birau, R., & Gull, S. M. (2022). Antecedents to purchase intention in virtual market space in India: an empirical investigation. *Cogent Business & Management*, *9*(1). https://doi.org/10.1080/23311975.2021.2003502
Nekmat, E., & Gower, K. K. (2012). Effects of disclosure and message valence in online word-of-mouth (eWOM) communication: implications for integrated marketing communication. *International Journal of Integrated Marketing Communications*, *4*(1), 85–98.
Nguyen, H. V., Tran, H. X., Van Huy, L., Nguyen, X. N., Do, M. T., & Nguyen, N. (2020). Online Book Shopping in Vietnam: The Impact of the COVID-19 Pandemic Situation. *Publishing Research Quarterly*, *36*(3), 437–445. https://doi.org/10.1007/s12109-020-09732-2
Pasaribu, F., Sari, W. P., Bulan, T. R. N., & Astuty, W. (2022). The effect of e-commerce service quality on customer satisfaction, trust and loyalty. *International Journal of Data and Network Science*, *6*(4), 1077–1084. https://doi.org/10.5267/j.ijdns.2022.8.001
Perez-Vega, R., Hopkinson, P., Singhal, A., & Mariani, M. M. (2022). From CRM to social CRM: A bibliometric review and research agenda for consumer research. *Journal of Business Research*, *151*, 1–16. https://doi.org/10.1016/j.jbusres.2022.06.028
Quan, N. H., Chi, N. T. K., Nhung, D. T. H., Ngan, N. T. K., & Phong, L. T. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, *10*(1), 63–76. https://doi.org/10.5267/j.msl.2019.8.015
Roos, J. M., & Kazemi, A. (2022). The five factor model of personality as predictor of online shopping: Analyzing data from a large representative sample of Swedish internet users. *Cogent Psychology*, *9*(1). https://doi.org/10.1080/23311908.2021.2024640
Roy, G., Datta, B., & Mukherjee, S. (2019). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communications*, *25*(6), 661–684. https://doi.org/10.1080/13527266.2018.1497681
Sachdev, H., & Sauber, M. H. (2023). Employee–customer identification: Effect on Chinese online shopping experience, trust, and loyalty. *Cogent Business & Management*, *10*(3). https://doi.org/10.1080/23311975.2023.2275369
Shankar, V., Grewal, D., Sunder, S., Fossen, B., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing*, *39*(2), 541–565. https://doi.org/10.1016/j.ijresmar.2021.09.005
Suthianto, C. F. Y., & Syah, T. Y. R. (2023). The impact of brand equity, e-brand experience, and web entertainment toward e-satisfaction and e-loyalty on marketplace. *International Journal of Electronic Commerce Studies*, *14*(1), 95–118. https://doi.org/10.7903/ijecs.2158
Weisfeld-Spolter, S., Sussan, F., & Gould, S. (2014). An integrative approach to eWOM and marketing communications. *Corporate Communications: An International Journal*, *19*(3), 260–274. https://doi.org/10.1108/CCIJ-03-2013-0015
Yeh, Y.-H., & Choi, S. M. (2011). MINI-lovers, maxi-mouths: An investigation of antecedents to eWOM intention among brand community members. *Journal of Marketing Communications*, *17*(3), 145–162. https://doi.org/10.1080/13527260903351119