THE ROLE OF ELECTRONIC WORD OF MOUTH AND DIGITAL CUSTOMER SERVICE IN ENHANCING SME PURCHASE RETENTION: THE MODERATING EFFECT OF GOOGLE VISIBILITY

Achmad Wijaya Gunawan[1], Angga Kurniawan[2]

[1,2]Universitas PGRI Yogyakarta

Email: wijayaachmad@gmail.com

Abstract: The rapid expansion of the digital ecosystem has driven small and medium-sized enterprises (SMEs) to intensify their presence on search engines and digital platforms; However, high levels of online exposure do not necessarily ensure the sustainability of customer relationships. Consumers who are confronted with numerous digital alternatives increasingly rely on social validation and prior service experiences when making repeat purchase decisions. This study aims to analyze the role of electronic word of mouth (eWOM) and digital customer service in building SME purchase retention, while examining Google visibility as a moderating variable in the relationship between eWOM and purchase retention. Employing a quantitative explanatory approach, the study uses a survey design targeting SME consumers who have experience searching for information via Google, reading online reviews, and interacting with digital customer service. Primary data were collected through a structured questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings indicate that both eWOM and digital customer service have a positive and significant effect on purchase retention, whereas Google visibility does not significantly moderate the influence of eWOM on purchase retention. These results suggest that SME customer retention is shaped more by the quality of social validation and post-purchase service experiences than by search engine visibility alone. The study contributes to the digital relationship marketing literature by emphasizing the importance of integrating eWOM management and digital customer service as key strategic elements for strengthening SME customer retention in the era of digital transformation.

Keywords: Electronic Word of Mouth (eWOM), Google Visibility, Digital Customer Service, Purchase Retention, Small And Medium-Sized Enterprises (SMEs).

Abstrak: Perkembangan pesat ekosistem digital telah mendorong usaha kecil dan menengah (UKM) untuk meningkatkan kehadiran mereka di mesin pencari dan platform digital; Namun, tingkat paparan online yang tinggi tidak selalu menjamin keberlanjutan hubungan pelanggan. Konsumen yang dihadapkan dengan banyak alternatif digital semakin bergantung pada validasi sosial dan pengalaman layanan sebelumnya ketika membuat keputusan pembelian berulang. Studi ini bertujuan untuk menganalisis peran electronic word of mouth (eWOM) dan layanan pelanggan digital dalam membangun retensi pembelian UKM, sekaligus meneliti visibilitas Google sebagai variabel moderasi dalam hubungan antara eWOM dan retensi pembelian. Dengan menggunakan pendekatan penjelasan kuantitatif, studi ini menggunakan desain survei yang menargetkan konsumen UKM yang memiliki

pengalaman mencari informasi melalui Google, membaca ulasan online, dan berinteraksi dengan layanan pelanggan digital. Data primer dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Temuan menunjukkan bahwa baik eWOM maupun layanan pelanggan digital memiliki pengaruh positif dan signifikan terhadap retensi pembelian, sedangkan visibilitas Google tidak secara signifikan memoderasi pengaruh eWOM terhadap retensi pembelian. Hasil ini menunjukkan bahwa retensi pelanggan UKM lebih dipengaruhi oleh kualitas validasi sosial dan pengalaman layanan purna jual daripada hanya visibilitas mesin pencari saja. Studi ini berkontribusi pada literatur pemasaran hubungan digital dengan menekankan pentingnya mengintegrasikan manajemen eWOM dan layanan pelanggan digital sebagai elemen strategis utama untuk memperkuat retensi pelanggan UKM di era transformasi digital.

Kata Kunci: Electronic Word of Mouth (eWOM), Visibilitas Google, Layanan Pelanggan Digital, Retensi Pembelian, Usaha Kecil Dan Menengah (UKM).

INTRODUCTION

The global expansion of the digital ecosystem has fundamentally transformed the way consumers search for information, evaluate alternatives, and build long-term relationships with brands, including within the context of small and medium-sized enterprises (SMEs). The digitalization of marketing has encouraged SMEs to increasingly rely on search engines, social media, and online review platforms as primary channels to reach and retain consumers amid intensifying competition (Hasani et al., 2023). In this context, *electronic word of mouth* (eWOM) has emerged as one of the most influential sources of information, as consumers tend to place greater trust in the experiences of other users than in formal marketing messages (Lăzăroiu et al., 2020). In Indonesia, particularly in the Special Region of Yogyakarta, which is recognized for its high concentration of SMEs and relatively advanced digital adoption, SMEs increasingly leverage Google visibility and online platforms to enhance brand exposure; however, this increase in digital traffic is not always accompanied by a corresponding rise in repeat purchases or purchase retention (Nurjaya et al., 2025). This condition suggests that the sustainability of customer relationships is not determined solely by digital discoverability, but also by the quality of experiences and social validation perceived by consumers.

A growing body of prior research has largely focused on the role of eWOM and digital marketing in shaping initial purchase intention, while studies that explicitly link these factors to purchase retention remain relatively limited, particularly in the SME context (Reza et

al., 2025). Several studies indicate that eWOM can enhance trust and perceived value, yet does not always result in consistent repeat purchasing when post-purchase experiences are not effectively managed (Ernantyo & Sutrisno, 2024). Moreover, high digital visibility through search engines is often treated as an end goal of marketing strategy, despite empirical evidence suggesting that visibility alone is insufficient to sustain long-term customer retention (Mussalam et al., 2025). This gap between high digital exposure and low customer retention underscores the academic and practical urgency of examining SME customer retention mechanisms more comprehensively.

This study is grounded in the perspective of digital *relationship marketing*, which emphasizes the importance of building long-term relationships through trust, positive experiences, and sustained customer commitment. In digital environments, eWOM is conceptualized as a social validation mechanism that helps consumers reduce uncertainty and perceived risk when making repeat purchase decisions (Edrees, 2025). At the same time, digital customer service functions as a post-purchase relational reinforcement by fostering feelings of security and emotional attachment through responsiveness, empathy, and effective problem resolution (Rangaswamy et al., 2021). The integration of these two elements is critical, as positive service experiences can strengthen the impact of eWOM on the development of customer loyalty and retention (Amin, 2025). Within this framework, Google visibility is positioned as a contextual factor that influences the extent to which eWOM information can be accessed, verified, and internalized by consumers.

Based on this background, the present study aims to analyze the effects of *electronic word of mouth* (eWOM) and digital customer service on SME purchase retention, as well as to examine the moderating role of Google visibility in strengthening or weakening the influence of eWOM on purchase retention. The research questions are formulated to address how eWOM functions as social validation in encouraging repeat purchases among SME consumers, how digital customer service creates post-purchase security and emotional attachment, and whether the level of SME visibility on Google affects the strength of the

relationship between eWOM and purchase retention. These questions are closely aligned with prior empirical findings that highlight the importance of integrating social and service-related factors in digital SME marketing (Harwida & Soetjipto, 2025).

The primary scientific contribution of this article lies in its effort to integrate eWOM, digital customer service, and Google visibility within a single conceptual model to explain SME purchase retention—an approach that has rarely been examined simultaneously in digital marketing literature. Unlike prior studies that predominantly focus on purchase intention or initial purchase decisions, this study emphasizes repeat purchasing behavior as a key indicator of sustainable customer relationships (Adibah & Sufiati, 2024). Furthermore, by positioning Google visibility as a moderating variable, this research offers a novel perspective on the digital marketing paradox faced by SMEs, whereby high online exposure does not necessarily translate into stronger customer retention (Mardiyos et al., 2014). Consequently, this article is expected to enrich the digital marketing literature while providing empirical foundations for more effective SME customer retention strategies in the era of digital transformation

LITERATURE REVIEW

The theoretical foundation of this study is rooted in the concept of *relationship marketing*, which emphasizes the development and maintenance of long-term relationships between firms and customers through trust, commitment, and sustained positive experiences. In digital contexts, *relationship marketing* has expanded in scope, as interactions between consumers and brands are no longer limited to direct encounters but are increasingly mediated by technology, online platforms, and collectively generated information. *Electronic word of mouth* (eWOM) is conceptualized as an informal form of consumer-to-consumer communication that conveys experiences, evaluations, and recommendations of products or services through digital media, thereby functioning as a social signal that shapes consumer trust and risk perceptions (Hasani et al., 2023). Meanwhile, digital customer service represents the post-purchase implementation of *relationship marketing* through digital channels, emphasizing responsiveness, empathy, and effective problem resolution as the basis for emotional attachment and relational continuity (Rangaswamy et al.,

2021). These two constructs are increasingly salient when linked to purchase retention as an indicator of sustainable customer relationships in highly competitive digital markets.

Empirical studies over the past five years consistently demonstrate that eWOM plays a significant role in shaping consumer attitudes, trust, and purchasing decisions, particularly within SME and platform-based digital marketing contexts. Cross-contextual research indicates that credible and informative eWOM enhances purchase intention and strengthens perceived brand value (Edrees, 2025). Similarly, digital customer service has been shown to contribute to customer satisfaction and loyalty by delivering positive and consistent interaction experiences (Harwida & Soetjipto, 2025). Several studies further suggest that the integration of digital marketing practices and eWOM can strengthen consumer engagement with SME brands, although their impact tends to be more pronounced at the stage of purchase intention rather than repeat purchasing (Reza et al., 2025). These findings indicate that while eWOM and digital services are influential, their long-term effects on purchase retention remain insufficiently explored.

Despite the growing body of literature on digital marketing and consumer behavior, a significant research gap persists in understanding the mechanisms underlying SME purchase retention. Most prior studies emphasize *purchase intention* or initial purchase decisions, whereas repeat purchasing as an indicator of sustained customer relationships has received comparatively less scholarly attention (Adibah & Sufiati, 2024). Furthermore, digital visibility through search engines is frequently treated as an independent predictor of consumer behavior, with limited consideration of its contextual role in shaping the effectiveness of social information such as eWOM (Mussalam et al., 2025). This conceptual limitation suggests the need for a more integrative framework that explains why high digital exposure does not necessarily lead to higher levels of customer retention among SMEs.

This article is positioned to address this gap by integrating eWOM and digital customer service as direct determinants of purchase retention, while conceptualizing Google visibility as a moderating variable that shapes the strength of the relationship between eWOM and repeat purchasing. This approach extends prior literature by bridging social validation mechanisms and post-

purchase service experiences within a single empirical model. By focusing on purchase retention rather than initial purchase outcomes, the study contributes conceptually to the advancement of digital *relationship marketing* scholarship, particularly in the SME context (Amin, 2025). In addition, positioning Google visibility as a moderator offers a novel perspective on the role of search engines not merely as traffic generators, but as contextual enablers or constraints of social information processing.

From a methodological standpoint, prior research in this domain is dominated by quantitative approaches employing survey designs and Structural Equation Modeling, particularly SEM-PLS, to test complex relationships among digital marketing variables. This methodological trend reflects the suitability of SEM-PLS for predictive modeling and latent construct analysis in SME research with varying sample sizes (Nurjaya et al., 2025). Theoretically, recent studies increasingly combine *relationship marketing* and digital consumer behavior perspectives to explain the roles of eWOM, trust, and service experience (Mardiyos et al., 2014). However, the explicit incorporation of search engine visibility as a moderating construct remains relatively

underexplored, highlighting the relevance of the present study.

Based on this conceptual synthesis, the present research frames SME purchase retention as the outcome of an interaction between social validation through eWOM, the quality of digital customer service as a post-purchase experience, and Google visibility as an informational context influencing consumer evaluation processes. This framework is aligned with a quantitative explanatory approach that emphasizes causal testing and moderation analysis among latent variables (Ernantyo & Sutrisno, 2024). Accordingly, this literature review provides a coherent conceptual and empirical foundation for the development of the research model and methodological choices presented in the subsequent section

RESEARCH METHODS

This study adopts a quantitative approach with an explanatory research strategy, designed to examine causal relationships among variables in the context of SME digital marketing. The explanatory approach is employed because the study aims not only to describe phenomena but also to empirically test the effects of *electronic word of mouth* (eWOM) and digital customer service on purchase retention, as well as to assess the moderating

role of Google visibility in this relationship. Quantitative explanatory designs are widely applied in digital marketing research due to their ability to objectively test theory-driven hypotheses using inferential statistical techniques (Nurjaya et al., 2025). This strategy is therefore considered appropriate for explaining the mechanisms underlying SME customer retention involving both direct and moderating effects among latent variables.

The data source used in this study consists exclusively of primary data, collected directly from respondents through a structured questionnaire. Primary data were obtained from SME consumers residing in the Special Region of Yogyakarta, Indonesia, who had prior experience purchasing SME products or services and interacting with digital platforms. The use of primary data enables the study to capture consumers' actual perceptions of eWOM, digital customer service, Google visibility, and purchase retention based on real digital interaction experiences (Harwida & Soetjipto, 2025). All data analyzed in this study were derived from the validated questionnaire dataset collected in accordance with the established research design.

Data collection was conducted using a survey method with a structured questionnaire administered online. The questionnaire was developed based on measurement indicators adapted from established digital marketing and *relationship marketing* literature and subsequently contextualized for SMEs. All items were measured using a five-point Likert scale to quantitatively capture respondents' levels of agreement. Online survey distribution was selected due to its efficiency in reaching digitally active consumers and its alignment with the characteristics of respondents who routinely use the internet to search for information, read online reviews, and engage with SME digital customer service channels (Reza et al., 2025). The same questionnaire instrument was consistently applied to all respondents without any experimental manipulation.

Clear inclusion and exclusion criteria were established to ensure the relevance and validity of the data. Respondents included in the analysis were consumers who had previously purchased products or services from SMEs, had experience searching for SME-related information via Google, had read online reviews, and had interacted with digital customer service channels. Responses

from individuals who did not meet these criteria or who provided incomplete questionnaires were excluded from the analysis. The application of these criteria was intended to maintain internal validity and ensure that the analyzed data accurately represented the digital consumer behavior constructs under investigation (Ernantyo & Sutrisno, 2024).

The unit of analysis in this study is the individual SME consumer in the Special Region of Yogyakarta, rather than the SME as an organization. The analysis focuses on consumers' perceptions and experiences within digital interactions, particularly regarding how eWOM and digital customer service influence purchase retention and how Google visibility shapes the informational context of consumer evaluation (Edrees, 2025).

Data analysis was performed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The analysis involved evaluating the measurement model (outer model) to assess construct validity and reliability, followed by evaluation of the structural model (inner model) to test causal relationships and moderating effects among variables. Statistical significance was assessed using a bootstrapping procedure. SEM-PLS was selected because it is well suited for predictive models, complex structural relationships, and survey data that do not require multivariate normality assumptions (Hasani et al., 2023). The data analysis process was conducted using PLS-based statistical software, which is widely applied in SME digital marketing research due to its flexibility in modeling latent variables and moderation effects (Adejuwon & Lawal, 2022)

RESULTS AND DISCUSSION
Results

This section presents the findings of the quantitative analysis based on primary questionnaire data collected from 335 SME consumers. All results are reported objectively, without interpretation or evaluative commentary, in accordance with standard reporting practices in quantitative survey-based research and structural equation modeling (Hair et al., 2022).

The respondent profile indicates that the majority of participants fall within the productive age range and actively engage in searching for SME-related information via Google, reading online reviews, and interacting with digital customer service channels. The mean scores across all measurement items fall within the moderate-to-high range, reflecting generally positive consumer perceptions of Google visibility,

eWOM quality, digital customer service, and purchase retention. Response distributions demonstrate sufficient variability across constructs, thereby satisfying the basic requirements for multivariate analysis using latent variables (Ahmed et al., 2024).

Evaluation of the measurement model was conducted to assess the reliability and validity of the constructs. All indicators associated with *electronic word of mouth* (eWOM), digital customer service, Google visibility, and purchase retention demonstrated adequate internal consistency, as evidenced by composite reliability and Cronbach's alpha values exceeding recommended threshold levels. Convergent validity was also established, with the average variance extracted (AVE) for each construct surpassing the minimum acceptable criteria commonly applied in SEM-PLS analysis (Hair et al., 2022)

Structural model analysis was performed to test the hypothesized causal relationships among the study variables. The results indicate that the path coefficient from *electronic word of mouth* (eWOM) to purchase retention is positive and statistically significant, with an estimated coefficient of $\beta = 0.411$ and a significance level below the 5 percent threshold. Similarly, the path coefficient representing the effect of digital customer service on purchase retention is positive and statistically significant, with a coefficient of $\beta = 0.550$, indicating a strong association between the quality of digital service interactions and consumers' tendency to engage in repeat purchasing behavior (Ringle et al., 2018; Sharma et al., 2022).

The moderating effect was examined by constructing an interaction term between *electronic word of mouth* (eWOM) and Google visibility. The analysis reveals that the interaction path coefficient is $\beta = -0.004$ and is not statistically significant at the 95 percent confidence level. This result indicates that Google visibility does not exert a significant moderating influence on the relationship between eWOM and purchase retention within the tested model. The moderation analysis followed established procedures for assessing interaction effects in partial least squares path modeling (Henseler, 2021).

Overall, the structural model demonstrates a very high level of explanatory power for the endogenous variable purchase retention, with a coefficient of determination (R^2) of 0.923. This value indicates that a substantial proportion of the variance in purchase retention is explained by *electronic word of*

mouth, digital customer service, and the eWOM–Google visibility interaction. According to commonly accepted criteria in consumer behavior and digital marketing research, this R² value falls within the strong explanatory category (Lin & Huynh, 2024). All statistical estimations were obtained using procedures consistent with contemporary reporting standards for quantitative research employing SEM-PLS (Guenther et al., 2023).

Discussion

The findings of this study clearly confirm that the primary research objectives have been achieved, namely to identify the roles of *electronic word of mouth* (eWOM) and digital customer service in shaping SME purchase retention and to examine the position of Google visibility as a moderating variable. The empirical results demonstrate that both eWOM and digital customer service exert positive and significant effects on purchase retention, whereas Google visibility does not significantly moderate the relationship between eWOM and purchase retention. These findings directly address the research problem concerning SMEs' inability to convert high digital visibility into sustainable customer relationships, indicating that customer retention is driven more by social and service-related

experiences than by search engine exposure alone. This outcome reinforces the view that purchase retention reflects consumers' cumulative evaluations of prior interactions rather than the mere outcome of initial digital exposure (Lin & Huynh, 2024).

Within the framework of digital *relationship marketing*, the significant effect of eWOM on purchase retention can be interpreted as evidence of social validation mechanisms that strengthen trust and reduce perceived risk in repeat purchasing decisions. Consumers increasingly rely on collective user experiences as a basis for ongoing brand evaluation, particularly in digital environments characterized by abundant alternatives. When eWOM is perceived as credible and relevant, consumers are more inclined to maintain long-term relationships with specific SMEs. This finding reinforces the positioning of eWOM as a long-term relational asset in digital marketing rather than merely a trigger of initial purchase intention (Edrees, 2025). Accordingly, eWOM functions as a bridge connecting past consumption experiences with future repeat purchase decisions.

The positive influence of digital customer service on purchase retention further indicates that the quality of post-purchase interactions plays a central role in

fostering consumers' emotional attachment. Responsiveness, empathy, and clarity in problem resolution delivered through digital channels enhance consumers' sense of security and perceptions of SME reliability. This finding affirms the view that digital customer service represents a concrete manifestation of *relationship marketing* in the context of digital transformation, where service experience becomes a critical determinant of long-term customer relationships (Rangaswamy et al., 2021). In this sense, while consumers may initially engage with SMEs through digital discovery channels, their decision to remain loyal is largely shaped by the quality of service encountered after the transaction.

The absence of a significant moderating effect of Google visibility offers a critical perspective on prevailing assumptions in SME digital marketing practices. Many SMEs assume that increased search engine visibility automatically amplifies the effectiveness of eWOM in driving customer retention. However, the findings of this study suggest that once consumers have accessed reviews and experienced service interactions, additional visibility does not further strengthen the eWOM–purchase retention relationship. This result is consistent with prior research

indicating that digital exposure is more influential at the awareness and initial search stages than at the repeat purchase stage (Mussalam et al., 2025). Consequently, Google visibility should be viewed as an enabling condition rather than a decisive driver of long-term customer retention.

When compared with previous studies, the present findings extend existing knowledge that has largely focused on purchase intention as the primary outcome of digital marketing efforts. While numerous studies report strong effects of eWOM and digital marketing on initial purchase intention, their results are often inconsistent when extended to repeat purchasing behavior (Reza et al., 2025). This study demonstrates that purchase retention is a more complex construct that depends heavily on sustained service quality and relational experiences, thereby explaining why high digital visibility and positive eWOM do not automatically translate into long-term customer loyalty (Adibah & Sufiati, 2024).

The primary scholarly contribution of this article lies in the integration of eWOM, digital customer service, and Google visibility within a single empirical model focused on SME purchase retention. This integrative approach enriches the digital

relationship marketing literature by emphasizing that customer retention is driven more by relational quality and experiential factors than by the intensity of digital exposure. From a practical standpoint, the findings provide empirical support for SMEs to shift strategic priorities from search engine optimization alone toward the systematic management of online reviews and the enhancement of digital customer service capabilities (Adejuwon & Lawal, 2022).

Several limitations of this study should be acknowledged. First, the cross-sectional nature of the data limits the ability to capture changes in consumer perceptions and retention behavior over time. Second, Google visibility was measured based on consumer perceptions rather than objective indicators such as search rankings or SEO metrics. Third, the study examined SME consumers in general without differentiating between specific industry sectors, which may exhibit distinct retention dynamics (Ahmed et al., 2024).

Future research is encouraged to adopt longitudinal designs to observe the evolution of SME customer relationships over time and to integrate objective digital visibility indicators to reassess the moderating role of Google visibility more comprehensively. For practitioners, the findings underscore the importance of investing in robust digital customer service systems and strategic eWOM management as the foundation of customer retention. For policymakers, the results suggest that SME digitalization initiatives should not focus solely on increasing online visibility, but also on strengthening service capabilities and digital reputation management to support SME sustainability in the digital transformation era (Guenther et al., 2023).

CONCLUSION AND SUGGESTIONS

This study concludes that *electronic word of mouth* (eWOM) and digital customer service are critical determinants of SME purchase retention in the digital era. The empirical findings demonstrate that consumers are more likely to engage in repeat purchasing when they receive credible social validation through online reviews and recommendations, and when they experience responsive, empathetic, and consistent digital customer service after the transaction. In contrast, Google visibility does not significantly moderate the relationship between eWOM and purchase retention, indicating that being easily discoverable online does not automatically strengthen repeat purchase decisions in the absence of meaningful relational and service-based

experiences. These results confirm that the study's objective of explaining SME customer retention mechanisms through the integration of eWOM, digital customer service, and Google visibility has been empirically achieved.

From a theoretical perspective, this article contributes to the advancement of digital *relationship marketing* by reinforcing the argument that customer retention is primarily shaped by relationship quality and cumulative experience rather than by digital exposure alone. Conceptually, the study extends the dominant focus of SME digital marketing literature beyond initial purchase intention by positioning purchase retention as a central outcome that reflects the sustainability of customer relationships. From a practical standpoint, the findings highlight the importance for SMEs of prioritizing the management of online reviews and the strengthening of digital customer service capabilities, rather than relying solely on search engine visibility as a retention strategy.

In terms of future directions, further research is encouraged to employ longitudinal designs in order to capture changes in consumer retention behavior over time and to integrate objective indicators of digital visibility alongside perceptual measures. Additionally, examining specific SME sectors or consumer segments may provide deeper insights into variations in retention mechanisms. For practitioners and policymakers, the findings underscore the need for a more holistic approach to SME digitalization—one that balances online visibility with the development of strong digital service systems and credible reputation management as the foundation for long-term customer retention.

BIBLIOGRAPHY

Adejuwon, J. A., & Lawal, L. O. (2022). International Journal of Management and Economics Social Media Marketing and Customer Retention of Selected Small and Medium Enterprises (SMEs) In South-West Nigeria. *International Journal of Management and Economics Invention*, *08*(06), 2458–2467. https://doi.org/10.47191/ijmei/v8i6.01

Adibah, R., & Sufiati, M. (2024). International Journal of Current Science Research and Review Analysis of Purchasing Intention in the Fashion Industry : Enhancing Product Sales through Live Commerce Streaming. *International Journal of Current Science Research and Review*, *07*(03), 1948–1965.

https://doi.org/10.47191/ijcsrr/V7-i3-57

Ahmed, R. R., Streimikiene, D., & Streimikis, J. (2024). A comparative analysis of multivariate approaches for data analysis in management sciences. *E+M Ekonomie a Management*, *27*(1), 192–210. https://doi.org/10.15240/tul/001/2024-5-001

Amin, A.-. (2025). Examining the Impact of the Influential Factors of Customer Purchase Intentions : The Mediating Role of Electronic Word-of-Mouth. *Journal of Posthumanism*, *3576*(January), 54–75.

Edrees, M. E. A. (2025). The Impact of Electronic Word of Mouth on Consumer Purchase Intention in Saudi Arabia E-Commerce Fashion Market : Exploring Trends , Credibility , and Social Media Influence. *International Review of Management and Marketing*, *15*(5), 323–333.

Ernantyo, Y. E., & Sutrisno, T. F. C. W. (2024). ANALYSIS OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER REPURCHASE INTENTION IN CAFÉ KISAH KITA NGOPI THROUGH ELECTRONIC WORD OF MOUTH. *International Journal of Review of Management Business and Entrepreneurship (RMBE)*, *4*(2), 1–10.

Guenther, P., Guenther, M., Ringle, C. M., & Zaefarian, G. (2023). Improving PLS-SEM use for business marketing research. *Industrial Marketing Management*, *111*(April), 127–142. https://doi.org/10.1016/j.indmarman.2023.03.010

Hair, J. F., Hult, T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*.

Harwida, G., & Soetjipto, B. E. (2025). The Effect of Social Media Use , Consumer Experience , and Brand Attitude on Purchasing Decisions with Trust as a Mediator Variable and Electronic Word of Mouth as a Moderator Variable in MSMEs of Traditional Herbal Drink Products in Kediri Regency Corres. *Internasional Journal of Integrative Sciences (IJIS)*, *4*(5), 817–832.

Hasani, V. V., Zeqiri, J., Todorovik, T., Jaziri, D., & Toska, A. (2023). Digital Content Marketing and EWOM : A Mediational Serial Approach. *Business Systems Research*, *14*(2), 24–43.

Henseler, J. (2021). *Composite-based structural equation modeling : analyzing latent and emergent variables*. The Guiford Prress. https://lccn.loc.gov/2020033492

Lăzăroiu, G., Popescu, G. H., & Nica, E. (2020). The role of electronic word-of-mouth in influencing consumer repurchase intention in social commerce. *Globalization and Its Socio-Economic Consequences 2019*, *03003*, 1–7.

Lin, M., & Huynh, L. (2024). Research in Business & Social Science Bridging causal explanation and predictive modeling : the role of PLS-. *Research in Business & Social Science*, *13*(10), 197–206.

Mardiyos, R. M., Lubis, A. N., & Gultom, P. (2014). The Influence of Electronic Word of Mouth and Social Media Marketing On The Purchasing Decision of Small and Medium Enterprises (Case Study On Diyos Shoes Cleaning In Medan City). *Study Of Management Economic and Business*.

Mussalam, T. A. A., Shkeer, A. S., Alomari, K. F., Kaseasbeh, H. M. Al, & Omar Mohammad Ali Alqudah. (2025). The Impact of Brand Awareness , Digital Influencers , and Word of Mouth on Purchase Intentions : Evidence from Jordanian SMEs El impacto del conocimiento de marca , los influencers digitales y el boca a boca en las intenciones de compra : datos de las pym. *Data and Metadata*, *4*, 926. https://doi.org/10.56294/dm2025926

Nurjaya, N., Merdiani, W., Nova, A., Aditya, D., & Sunarsi, D. (2025). International Journal of Data and Network Science. *International Journal of Data and Network Science*, *9*, 925–936. https://doi.org/10.5267/j.ijdns.2024.12.002

Rangaswamy, S., Sivasubramaniam, L., Sundaram, V., & Pitchaimuthu, M. (2021). Evaluation Of Digital Marketing Performance In Electronic Goods Industry : An Empirical Study. *Journal of Liberty and International Affairs*, *7*(3), 65–80.

Reza, M., Pahlawan, R., Cahyono, S. E., & Diponegoro, U. (2025). Economic and Business Horizon. *Economic and Business Horizon*, *4*(2), 353–364.

Ringle, C. M., Sarstedt, M., Mitchell, R., & Gudergan, S. P. (2018). Partial least squares structural equation modeling in HRM. *The International Journal of Human Resource Management*, 1–27.

https://doi.org/10.1080/09585192.201
7.1416655

Sharma, P. N., Liengaard, B. D., Hair, J. F., Sarstedt, M., & Ringle, C. M. (2022). Predictive model assessment and selection in composite-based modeling using PLS-SEM: extensions and guidelines for using CVPAT. *European Journal of Marketing*, *57*(6), 1662–1677. https://doi.org/10.1108/EJM-08-2020-0636.