# The Influence Of Positive And Negative Electronic Word_JPPI

*by* Atik Rakhmawati

---

# The influence of positive and negative electronic word of mouth review on hotel customer e-repurchase

Endang Tjahjaningsih*⁾, Dian Suprapti, Euis Soliha, Tristiana Rijanti
Fakultas Ekonomika dan Bisnis, Universitas Stikubank Semarang, Indonesia

## Article Info

## ABSTRACT

Digital technology makes hotel bookings through online travel agents more attractive and more and more people want to make online travel booking agents create more attractive features for hotel bookings. The purpose of this study was to examine the effect of E-WoM on E-repurchase, especially in hotel bookings through Online Travel Booking Agent.com in Semarang City. The method used is an experimental research method using 56 participants using a different test-One Way Annova. The results of the study show that there are differences in the effect of E-WoM on e-repurchase in the form of positive and negative customer reviews from Online Travel Booking Agent XYZ customers. So with these positive reviews, consumers will make repeat purchases at the same e-commerce company. If the previous transaction was unsatisfactory, the customer who will make a repurchase will become less trusting, thereby reducing the intention to repurchase from the e-commerce company.

**Corresponding Author:**

Endang Tjahjaningsih
Stikubank University Semarang
Email: dwinarko@dsn.ubharajaya.ac.id

## Introduction

Digital technology that is currently developing rapidly is the use of the internet which is real time and provides convenience for its users, especially in carrying out various e-commerce based business activities. Online Travel Booking Agent is an e-commerce company that serves hotel bookings, airplane tickets and train tickets online through the website (Wicaksana, 2019). Community demands that are influenced by developments in digital technology make hotel bookings through online travel agents more attractive and more and more in demand, making Online Travel Booking Agents create more attractive features for hotel bookings on the Online Travel Booking Agent website. The high level of competition for online lodging booking websites makes Online Travel Booking Agents always improve management, especially in terms of service. The tendency to refer is one of the indications that customers are loyal to the level of lodging reservations on the Online Travel Booking Agent website. From this basis, it is necessary to identify in-depth customer reviews that review the hotel booking experience through Online Travel Booking Agents.

The advancement of information technology/digital technology is causing such rapid changes and developments in the world that it is capable of causing change or transformation of the global community, which is beginning to switch and utilize it in various personal and social activities (Danuri, 2019). The phenomenon of changes in people's lifestyles that have turned to pleasure (leisure) has created an opportunity for Online Travel Booking Agent XYZ to attract consumers, especially those who book three-star hotels so that they make repeat purchases online.Companies and consumers do not do face-to-face in the purchase transaction process so that

trust is an important supporting factor in online transactions due to uncertainty, inappropriate information received or fear of opportunism (Chiu et al., 2009).

The selected hotel booking can be adjusted to the budget owned by the consumer. The selection of various hotel grades ranging from 0 grade hotels to 5 star grade hotels is an interesting thing to offer to website users. Hotel reservations based on grade through Online Travel Booking Agents in Semarang City can be seen in the table 1.

**Table 1.** Total Grade share of hotels in Semarang City

| Hotel grade | Percentage |
|---|---|
| 0 | 16.19% |
| 1 | 9.84 % |
| 2 | 22.36 % |
| 3 | 35.34% |
| 4 | 13.24 % |
| 5 | 3.03 % |
| Total | 100 % |

Source: XYZ Online Travel Booking Agent internal data, 2020

Based on the table above, the highest total percentage of hotel bookings based on grade is for three-star hotel bookings. Three-star hotels are the main choice and are in great demand because prices are relatively cheaper and supported by adequate hotel facilities. The following are several three-star hotel partners in the city of Semarang that have been determined by the Online Travel Booking Agent, including:

**Table 2.** Online Travel Booking Agent hotel partners in Semarang City

| No | Partner Hotels |
|---|---|
| 1 | Aston Inn |
| 2 | Quests |
| 3 | Charm |
| 4 | Pandanaran Hotel |
| 5 | The Wujil |
| 6 | Ibis-Simpang Lima |
| 7 | All Stay |
| 8 | Holiday Inn Express |
| 9 | Landlord |
| 10 | Noormans |
| 11 | MG Setos |
| 12 | Balemong Hotels & Resorts |
| 13 | New Metro |
| 14 | Andeliers |
| 15 | Hotel Universe |
| 16 | Studio Inn & Suites |
| 17 | Room Inc |
| 18 | Alaska |

Source: Online Travel Booking Agent Application, 2020

*Website*has a long-term effect because it not only affects the initial purchase but is expected to attract new consumers and old consumers in repurchase intentions (Pee et al., 2018). The characteristics of the website must be useful for consumers such as convenience, the benefits that consumers feel from a site, display design and easy access to links to download websites. Website design is tailored to consumer needs, innovative and attractive in the hope that consumers make repeated hotel reservations. Furthermore, (Boone L.E., 2013) explained that companies have placed advertisements on the sites most potentially visited by their prospective customers.

*E-WOM*Disseminating information is more easily absorbed and has a greater impact compared to information sources from e-commerce company websites (López & Sicilia, 2014). Ease of communication results in receiving fast messages in the process of exchanging information. Information exchange is carried out by consumers before making hotel reservations by reading reviews about the website. Consumers who provide experiences through social media are more open in expressing their opinions about the experiences they experience when making purchases on online travel agent sites. This demonstrates that social media cannot be separated from people's lifestyles, and that it can have a positive influence on companies to get attention and

build a positive image of the company towards the public, both those who have not or have used the company's services, as stated by (Hennig-Thurau et al., 2004). Electronic word of mouth (E-WOM) is a positive or negative statement made by potential customers, current customers, or former customers about a product or company via the Internet. According to (López & Sicilia, 2014), (Matute et al., 2016), (Abdullah et al., 2016) explained that e-WOM has a positive effect on e-repurchase (Explanative). On the other hand, (Fu et al., 2011) explained that e-WOM timeliness is insignificant to repurchase intention. According to (Erkan & Evans, 2018) explained that e-WOM on social media has a greater influence on purchase intention than e-WOM through the Website.

Based on the phenomenon and gap research, a study was conducted to test how much influence e-WOM has on customers' repurchase intentions, if the identified e-WOM is divided into positive and negative perceptions of E-WOM, it is expected to predict e-Repuchase in the future. The purpose of this research is totest pInfluence of E-WoM on E-repurchase, especially in hotel bookings through Online Travel Booking Agent.com in Semarang City.

## Theory foundation and hypothesis development
### Electronic Word of Mouth(E-WOM)
e-WOMis a face-to-face electronic conversation between consumers who discuss products or service experiences (Sen & Lerman, 2007). The conversation is private with a certain subject and is carried out by two interested parties, namely the information provider and the information receiver. *electronic word of mouth*is a key aspect of social networking which includes the number and attitude of a conversation and various communications in various parties, both face to face and using social media (Kotler & Keller, 2003). WOM can be felt directly by customers personally because customers interact by discussing directly between customers with one another about various topics including experiences, uses, products and brands of a company.

The impact of technological advances changes the way consumer behavior in sharing information, one of which has an impact on e-commerce-*WOM.*This type of online communication is similar to traditional word of mouth and some researchers suggest that e-WOM is a continuation of WOM in the real world (Yeap et al, 2014). The way of interaction that allows virtual interacting customers to share information, opinions and knowledge about products, services and brands is by using social media such as blogs, online review sites and social networking sites and discussion forums. Social networks in the form of online virtual communities.

Searching for information through the product you are looking for is usually through reviews on websites, discussion forums, blogs, live chat on social media by seeing what has been posted or replied to by previous online users. Other people's reviews about previous experiences are electronic word of mouth (Wijaya, 2014). Positive and negative impressions submitted by previous users through reviews and responses are used as information material for prospective online users in determining whether they will accept or reject the e-commerce company. The indicators of the e-WOM variable are as follows ((Filieri & McLeay, 2014) and (Erkan & Evans, 2018)): (1) reviews from consumers, (2) easily able to communicate with e-commerce companies, (3) discussions in consumer forums, (4) information from users, (5) provide recommendations to relatives or other users.

### Electronic Repurchase (E-repurchase)
According (Tidd & Bessant, 2020) explain E-repurchase or also called repurchase intentions as a positive consequence of consumer satisfaction that leads to consumer loyalty that makes consumers willing to repurchase and even carry out word-of-mouth promotions for certain products or services voluntarily. Customers who make repeat purchases mean the customer is loyal so it means a lot to the company because the cost of getting new customers is more expensive than keeping old customers (Peter & Olson, 2013).

Repurchase intention according to (Wu et al., 2014) is a subjective consumer perspective that makes it possible to make purchases at online stores. According to (Kotler & Keller, 2003) explained that product purchases made by consumers are not the final task of a marketer. After purchasing a product, it is likely that consumers will experience problems because they see the actual features of the product or hear that there are other brands with better features than the product the consumer purchased. Indicators of the e-repurchase variable ((Wen et al., 2011) and (Lai, 2015)), (1) *satisfaction/* consumer satisfaction, (2) *enjoyment/* convenience in transacting, (3) *enjoyment /*pleasant, (4) good process.

### Hypothesis Development
### The influence of E-WOM onE-Repurchases
According to Hennig quoted by (López & Sicilia, 2014) E-WOM is a positive or negative statement regarding anything made by potential customers or consumers about a particular product or company that is available to the public and institutions via the internet. Positive e-WOM will affect the number of purchases of a product or service from the e-commerce company. The purchases that e-commerce companies expect are purchases that are sustainable and continuous.

Comparison between friend recommendations on social media and reviews on websites in influencing the context of online purchases. According to (Erkan & Evans, 2018) explains the impact of the two on the components of receiving information related to information quality, information credibility, information use and information reception. Consumers prefer reviews over friend recommendations. The results of the survey in this study found that there was a positive influence between e-WOM on e-repurchase. Information in the form of reviews from various social media such as Facebook, Twitter, Instagram and line provides views and evaluations for users to return to using the Online Travel Booking Agent website as a partner in ordering hotel services. The impact of references in the form of positive opinions will increase the reputation of the Online Travel Booking Agent so that it will increase repeat purchases on the website (Erkan & Evans, 2018).

According to (Babić Rosario et al., 2016) in their research explained that the average e-WOM is closely related to sales, especially repurchasing, but the level of effectiveness on all platforms and products varies. The effectiveness of e-WOM on the website is the main strength of e-WOM recipients in getting the same information obtained from e-WOM providers.From the explanation above, it can be concluded that the hypothesis:

### Hypothesis 1
e-WOM of customers in the form of positive reviews has an effect on e-Repurchase of Online Travel Booking Agent customers in booking hotels. *e-commerce*are all forms of various information exchange processes between stakeholders or organizations based on electronic media connected to the internet network (Chaffey in (Pratama, 2017)). The results of (Wen et al., 2011) at the post-purchase stage online utilitarian factors play an important role compared to hedonic factors in predicting repurchase of online consumers through websites.Meanwhile, references from negative opinions will actually reduce the reputation of the Online Travel Booking Agent so that it is indicated that it can reduce the intention to repurchase hotel bookings (Erkan & Evans, 2018).

### Hypothesis 2
e-WOM of customers in the form of negative reviews affecting e-Repurchase of Online Travel Booking Agent customers in booking hotels.

## Method

### Experiment Design
The method used in this research is experimental research method. The essence of experimental research is to examine the effect of treatment on behavior that arises as a result of treatment (Sugiyono, 2015). There are three things that characterize experimental research, namely manipulation, the researcher makes one of the independent variables to be in accordance with what the researcher wants, so that other variables are used as comparisons that can distinguish between those who receive treatment/manipulation and those who do not receive treatment or manipulation. Control, the researcher wants the variable being measured to experience the same thing, according to the wishes of the researcher by adding other factors to the variable or removing other factors that the researcher wants from the variable. Observation, the researcher conducted an observation activity to find out whether there was an effect of manipulation of the independent variable on the dependent variable in the experimental research conducted.

Primary data collection is done by using a list of questions (questionnaire) prepared. The questionnaire conducted in this study contains two main parts. The initial analysis description consists of the socio-demographics of the respondents, containing the respondent's data relating to the respondent's identity and social circumstances such as: name, gender, address, age, occupation, income per month and frequency of internet use. Meanwhile, the second part concerns the factors that influence e-WOM and e-repurchase intention in making hotel reservations through the Online Travel Booking Agent website.

### Research Locations and Subjects
The research location chosen by the researcher is the Faculty of Economics and Business, Stikubank University, Semarang. This study used 65 students as research participants. The selected participants were students of the Faculty of Economics and Business, University of Stikubank Semarang, majoring in management in the 7th semester with a millennial age range (18 to 25 years), participants were selected voluntarily. In the selection of experimental groups using randomization. Randomization is a control technique that equates experimental groups by ensuring that each subject has an equal chance of being assigned to any group (Christiansen 1988). A total of 56 participants were divided into 2 groups, each group consisting of 31 participants received different treatments in the form of framing positive E Wom and negative E Wom. After the treatment session, participants were asked to fill out the E Wom and E repurchase questionnaires to be tested to see which type of e Wom effectively influences the repurchase intention of lodging at an online travel booking agent.

### Experiment Scenario

A total of 56 participants were divided into 2 groups to get different treatments in the form of treatment with positive and negative WoM screenshots taken from the customer review column on several online travel bookings.

*Treatments:***Two groups of participants distributed positive and negative e-wom screenshots randomly, then filled in the questionnaire**

The researcher gave an introduction to the participants about eWOM and conducted a brief discussion about the participants' experiences in conducting online hotel transactions. Then the detailed procedure of this research is carried out, namely: (1) each group consisted of 28 participants divided into two treatments, namely by framing positive and negative messages, (2) the researcher will share some screenshots framed in positive Ewom to some research participants, (3) researchers will share several screenshots framed in negative Ewoms with some research participants, (4) the researcher will provide an introductory scenario to make it easier for participants to fill out the questionnaire by giving understanding to participants to only focus on the E wom screenshots received, and peruse the E wom flyers, (5) after they understood the e-wom framing, they were given a questionnaire column to be filled in by the participants, (6) each participant will be provided with stationery and a questionnaire that will be filled out after getting the message framing, (7) participants were asked to fill out a questionnaire about e-WoM and e-repurchase at an online travel booking agent.

### Validity and Reliability Test

Validity testing is carried out through Confirmatory Factor Analysis (CFA) through SPSS 23 Software. Validity testing on indicators*e-Repurchases*customershows the KMO MSA value of 0.828 > 0.50. While the value of the Barlett Test with Chi Square is 153.450 and is significant at 0.000. Testing the validity of the indicators*e-Repurchases*customershows the KMO MSA value of 0.828 > 0.50. While the value of the Barlett Test with Chi Square is 151.083 and is significant at 0.000. The results of factor analysis show that all items have a loading factor of more than 0.40 and are grouped on one factor. Reliability is one indicator of quality data. Calculations through the SPSS program using the run menu analyze-scale-reliability can be seen that the Cronbanch Alpha value on all variables is > 0.6 so it can be interpreted that the data used in this study is reliable, consistent in the use of the next several periods.

### Data analysis

The analytical method used in this research is the descriptive statistical analysis method, and using ANOVA (Analysis of Variance) is a statistical analysis or test to determine the extent to which two or more groups differ from one another. This analysis includes parametric statistics and multivariate analysis techniques.

## Results and Discussion

### Different Test

The analytical method used to test the hypothesis is to use One Way Anova. Anova test to perform analysis between independent categorical variables, namely by interacting between independent variables (Ghozali, 2014).

**Table 3.** Anova Test

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Corrected Model | 17.004a | 1 | 17,004 | 25,738 | .000 |
| Intercept | 657,289 | 1 | 657,289 | 994,916 | .000 |
| Category | 17,004 | 1 | 17,004 | 25,738 | .000 |
| Error | 35,675 | 54 | .661 | | |
| Total | 704.125 | 56 | | | |
| Corrected Total | 52,679 | 55 | | | |

a. R Squared = .323 (Adjusted R Squared = .310)

**Table 4.** Descriptive Statistics

| Category | Means | std. Deviation | N |
|---|---|---|---|
| Negative | 3.0000 | .95056 | 36 |
| Positive | 4.1500 | .46169 | 20 |
| Total | 3.4107 | .97867 | 56 |

The hypothesis testing procedure is carried out in the following way: (1) Ho: No p.sthe effect of e-WOM in the form of positive/negative customer reviews on e-Repurchase customers of Online Travel Booking Agent XYZ, (2) Ha:The influence of e-WOM in the form of positive/negative customer reviews on e-Repurchase of XYZ Online Travel Booking Agent customers, (3) Alpha significance level = 0.05. (4) Acceptance criteria: Ho is rejected if <0.05 and Ho is accepted if alpha> 0.05. (5) The alpha value obtained from the analysis of variance is 0.0000 meaning alpha <0.05. (6) These results indicate that Ho is rejected or Ha is accepted at a significance level of alpha = 0.05. The results of the hypothesis testing showed that there was a significant difference in the group that was given positive e-WOM testimonial articles and the group that was given negative E-WOM testimonial articles. These results support the hypothesis which states that there is an influence of e-WOM in the form of positive and negative customer reviews on e-Repurchase customers of Online Travel Booking Agent XYZ.

### The effect of e-WOM in the form of positive customer reviews on e-Repurchase customers

XYZ Online Travel Booking Agent e-commerce company has made a new breakthrough that gives consumers consideration in their purchases, for example, after making a purchase, buyers are asked to write a review of the goods or services they have purchased in the customer review or comments column. This will cause consumers to get perceptions from other consumers who have bought even though these consumers are not known. The more reviews from consumers, the more confidence they will have in deciding to buy the product or service offered by the e-commerce company. So, if the reviews from customers are positive, they will make repeat purchases, which, according to Zeng in (Widiyastuti, 2020), is one of the consequences of purchasing a product. Repurchase Intention is the intention to repurchase a product twice or more, both for the same or different products.

This is supported by the results of research conducted by (Erkan & Evans, 2018) who have tested various online groups stating that the influence of recommendations from friends who are known on social media and different reviews in online marketplaces and expectations from e-WOM will have a greater influence. It is clear that there is an online trust that is believed by consumers when the reviewer is the closest person who is recognized and has purchased goods or services before. Rational trust and acceptance of positive e-WOM are factors that shape trust. This study also found two rational trust variables, namely perceptions of acceptance and integrity of online sellers.

Furthermore, after the customer believes, the customer then has positive expectations in the future when they will make a repeat purchase. According to (Hakim & Saragih, 2019) revealed that when consumers believe, the consumer will have the perception that the provider of goods or services will be able to meet their needs, care about their welfare and believe that the provider of the product or service will not fulfill their promises. The results of research conducted by (Sullivan & Kim, 2018) explain that trust in the existence of positive customer perceptions is a very important mediator in online buying situations.

### The influence of e-WOM in the form of negative customer reviews on e-Repurchase customers of Online Travel Booking Agent XYZ

E-WOM in the form of negative reviews affects the number of purchases of a product or service of an e-commerce company. The purchases that e-commerce companies expect are purchases that are continuous and ongoing. Research by (Erkan & Evans, 2018) found reasons why consumers prefer reviews over friend recommendations. The survey results in this study found that there was a significant effect of e-WOM on e-repurchase. According to (Cahyono et al., 2016), there are five factors that make up electronic word-of-mouth (eWOM), namely platform assistance, expressing positive feelings, economic incentives, helping the company, and concern for others, and these five factors influence purchase intention.

The findings of this study are supported by research conducted by (Babić Rosario et al., 2016) which explains that on average e-WOM is closely related to sales, especially repeat purchases but the level of effectiveness on all platforms and products is different. The effectiveness of e-WOM in social media is the main strength for e-WOM recipients to get the same information obtained from e-WOM providers. If the reviews that appear are negative reviews, the recipient of the message will feel less confident in the credibility of XYZ hotel booking services in serving orders. There are no direct meetings between sellers and buyers in the e-commerce business, making trust in the form of the perception of receiving reviews the dominant factor that influences someone to make a transaction. This is the same as research conducted by (Chiu et al., 2009) which explains trust from various aspects such as website trust, vendor trust, payment process security trust, trust in the confidentiality of consumer data and trust in previous transactions making consumers repurchase at e-commerce companies. the same commerce. If the previous transaction is unsatisfactory, the customer who will make a repurchase is less trusting, thereby reducing the intention to re-purchase on the XYZ online hotel booking site. belief in the confidentiality of consumer data and trust in previous transactions makes consumers make repeat purchases at the same e-commerce company. If the previous transaction is unsatisfactory, the customer who will make a

repurchase is less trusting, thereby reducing the intention to re-purchase on the XYZ online hotel booking site. trust in the confidentiality of consumer data and trust in previous transactions make consumers repeat purchases at the same e-commerce company. If the previous transaction is unsatisfactory, the customer who will make a repeat purchase is less confident, thereby reducing the intention to re-purchase on the XYZ online hotel booking site.

## Conclusion

Based on the data obtained from the analysis results, several conclusions can be drawn that there is an influence of e-WOM in the form of positive customer reviews on XYZ e-Repurchase Online Travel Booking Agent customers. There is an influence of e-WOM in the form of negative customer reviews on e-Repurchase customers of XYZ's Online Travel Booking Agent.

## References

Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). A conceptual model of interactive hotel website: The role of perceived website interactivity and customer perceived value toward website revisit intention. Procedia Economics and Finance, 37, 170–175.

Babić Rosario, A., Sotgiu, F., De Valck, K., & Bijmolt, T. H. A. (2016). The effect of electronic word of mouth on sales: A meta-analytic review of platform, product, and metric factors. Journal of Marketing Research, 53(3), 297–318.

Boone L.E., D. L. K. (2013). Pengantar Bisnis Kontemporer. Jakarta: Salemba Empat.

Cahyono, F. D., Kusumawati, A., & Kumadji, S. (2016). Analisis Faktor-Faktor Pembentuk Electronic Word-Of-Mouth (Ewom) Dan Pengaruhnya Terhadap Minat Beli (Survei Pada Followers Akun Instagram@ Saboten_Shokudo). Administrasi Bisnis, 37(1).

Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. Online Information Review, 33(4), 761–784.

Danuri, M. (2019). Perkembangan dan transformasi teknologi digital. Jurnal Ilmiah Infokam, 15(2).

Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. Journal of Marketing Communications, 24(6), 617–632.

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. Journal of Travel Research, 53(1), 44–57.

Fu, X., Bin, Z., Xie, Q., Liuli, X., & Yu, C. (2011). Impact of quantity and timeliness of EWOM information on consumer's online purchase intention under C2C environment. Asian Journal of Business Research, 1(2).

Ghozali, I. (2014). Ekonometrika: Teori, konsep dan aplikasi dengan IBM SPSS 22. Semarang: Badan Penerbit Undip.

Hakim, L., & Saragih, R. (2019). Pengaruh citra merek, persepsi harga dan kualitas produk terhadap keputusan pembelian konsumen npk mutiara di ud. barelang tani jaya batam. Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen), 6(2), 37–53.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? Journal of Interactive Marketing, 18(1), 38–52.

Kotler, P., & Keller, K. L. (2003). Marketing Management New Jersey: Prentica Hall. International Eleventh Edition Lassar, Walfried.

Lai, Y. H. (2015). Enhance online purchase intentions: the role of perceived value, trust and commitment. Journal of Tourism and Hospitality Management, 3(2), 89–99.

López, M., & Sicilia, M. (2014). Determinants of E-WOM influence: The role of consumers' internet experience. Journal of Theoretical and Applied Electronic Commerce Research, 9(1), 28–43.

Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. Online Information Review, 40(7), 1090–1110.

Pee, L. G., Jiang, J., & Klein, G. (2018). Signaling effect of website usability on repurchase intention. International Journal of Information Management, 39, 228–241.

Peter, J. P., & Olson, J. C. (2013). Perilaku konsumen dan strategi pemasaran. Buku.

Pratama, M. I. (2017). Pengaruh Digital Marketing dan Brand Awareness Terhadap Roses Keputusan Pembelian di Tokopedia. Universitas Widyatama.

Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web. Journal of Interactive Marketing, 21(4), 76–94.

Sugiyono. (2015). Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta.

Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. International Journal of Information Management, 39, 199–219.

Tidd, J., & Bessant, J. R. (2020). Managing innovation: integrating technological, market and organizational change. John Wiley & Sons.

Wen, C., Prybutok, V. R., & Xu, C. (2011). An integrated model for customer online repurchase intention. Journal of Computer Information Systems, 52(1), 14–23.

Wicaksana, F. (2019). Analisis Pemenuhan Kebutuhan Informasi Konsumen Melalui Aplikasi Traveloka Dalam Pemesanan Hotel Grand Hawaii Pekanbaru. Universitas Islam Riau.

Widiyastuti, E. (2020). Dampak Integrasi E-Service Quality, E-Satisfaction dan E-Payment Terhadap E-Repurchase Intention Konsumen dalam Menggunakan Fitur Gofood (Studi Kasus Pada Karyawan Multi Buana Group). Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta.

Wijaya, T. (2014). Pengaruh electronic word of mouth (ewom) terhadap keputusan pembelian kamera Dslr. Program Studi Manajemen FEB-UKSW.

Wu, Z., Wang, S., Zhao, J., Chen, L., & Meng, H. (2014). Synergistic effect on thermal behavior during co-pyrolysis of lignocellulosic biomass model components blend with bituminous coal. Bioresource Technology, 169, 220–228.

# The Influence Of Positive And Negative Electronic Word_JPPI