THE INFLUENCE OF SITE CHARACTERISTICS ON CUSTOMER SATISFACTION AND E-WOM

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SUMMARY

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ABSTRACT

This study aims to analyze the relationship of site characteristics on customer satisfaction and positive E-WOM in internet shopping in Indonesia. The variables in this research model included shopping convenience, site design, informativeness, security, communication, customer satisfaction, e-trust, e-commitment, and positive E-WOM. Quantitative method is used to determine the relationships within variables. This research analyzed 340 respondents aged between 18-35 years old who have been experienced in buying product from e-retailer in Indonesia at least once in a month during the last one year. To collect the data, this research used non-probability sampling method. Furthermore, the type of non-probability sampling used in this study is convenience sampling. To conduct the survey, the researcher uses online survey by Google Form that was analyzed by using Structural Equation Model method. The results show that not all hypotheses are supported. The influence of shopping convenience on customer satisfaction and the influence of informativeness on customer satisfaction are positive but not significant. The variable that has the greatest influence on e-WOM is e-trust.

Keywords: Site characteristics, customer satisfaction, e-trust, e-commitment, positive e-WOM

INTRODUCTION

In this digital era, the society cannot be separated from the technology and the internet. Along with the development of the technology, the internet has a shift in the way it functioning. It is not only used for the media to send an email or social media, but it also has started to become a platform where people could seek information about products or services they would like to purchase. In Indonesia, the growth of the internet usage penetration increased to 143 million people or equal to 54.7 percent of the total population (APJII, 2017). The increasing number of user accessing the internet affects the communication availability, as well as the scope of electronic commerce. According to survey conducted by Indonesia Internet Service Provider Association/APJII (2017), there are 82.2 million users or 62 percent of internet usage access online shopping in Indonesia and it is projected to be the one of the largest e-commerce market in Asia, with the value of e-market at 130 billion USD by 2020.

The rapid development of the online retailing stimulates consumers to be more anticipative in purchasing products. In online shopping, people are able to speak anything. The ability to speak candidly can result some issues for online customers, such as difficulties to distinguish what is correct and incorrect information and catch criminals. Retailers find it as important considerations on e-commerce, in which, shopping through website is very tricky rather than shopping in an offline store that has been physically stepped in (Hennig-Thurau, *et al.,* 2004). In line with the significant growth of the online stores, the retailers face a challenge of fierce competition and survival. Competitiveness in the e-commerce is only a few mouse clicks away. It leads the customers to compare the competing products and services with only small effort. According to Chung and Shin (2010), the rapid growth of the online shopping influences the consumers' perceiving risk that is very crucial if the marketers want to obtain customers' satisfaction. Online store must offer a convenience in order to fulfill customer's shopping desire. The facilities that can be offered are an attractive web site display, ease of information and secured purchasing system in their web sites. By concerning these issues, company can attract more customers. Company that have an attractive web site and good purchasing system will make consumer satisfy and, eventually, it will make them promoting the online store to others. In order to make gain the benefits of a satisfied customer base and e-WOM promotion, e-retailers need to improve a thorough understanding of the antecedents of customer satisfaction.

This study aims to determine the relative importance of the site characteristics on positive e-WOM in online retailing in Indonesia. The relationship among customer satisfaction, e-trust and e-commitment in internet shopping as stated in the research model will be identified as well. It is expected that the important factors on site characteristics that influence relationship quality in online shopping could be obtained in order to present the practical implication in the modern marketing literature.

LITERATURE REVIEW

There are many elements of a website can attract its customers. DeLone and McLean as cited in Hidayat, Saifullah and Ishak (2016) described site characteristics as a whole impression of a user about the website attributes in terms of information, system, and service quality. Chung and Shin (2010) to analyze five attributes considered as the most important of site characteristics to consumers: shopping convenience, site design, informativeness, security, and communication. Generally, shopping convenience can be described as the intention of consumers to enjoy online shopping, to which consumers feel that the website is interesting and easy to navigate (Chung & Shin, 2010). Srinivansan, *et. al.* (2002) believed that the greater the convenience, the greater the satisfaction of its customers. A website that is convenient to use will reduce the customer fraud and will make their shopping experiences more satisfying. They believed that online customers expect a fast and efficient transaction process. If they feel that they give too much effort in execute transactions, they are less likely to come back. Another literature from Jiang, Yang, and Jun (2012), empirically find that convenience has a significant effect on customer's satisfaction. The finding indicates that a company that is providing a high-quality service in creating a shopping convenience will results in satisfied user, thus, affects a firm's growth. The more convenience that is perceived on the website, the greater the customer satisfaction will be obtained. Therefore, the hypotheses in this study could be concluded as:

H1. Shopping convenience positively influences customer satisfaction.

Design of the website is a representation of physical store environment which may affect the customer's perception of the store (Wang, Hernandez, & Minor, 2010). Website display is the first appearance that customer can see and access based in a product they are willing to purchase, therefore, site design is strongly related to the customer perception toward the company (Wang, *et al.,* 2010). They stated that when customer deals with purchasing process, aesthetic will be influential on customer satisfaction. A study from

Ponnavolu as cited in Chung and Shin (2010) stated that a well-designed website (interactive color, graphic or website theme), will lead to the great satisfaction of its customers. A design of website might result the positive outcome to online satisfaction. This statement is supported by Szymanski and Hise (2000), in which they stated that website design is considered as one of the greatest effects on online satisfaction. They found that consumer satisfaction with a retailing web site will rise if the site is more organized. Thus, the hypothesis can be proposed as:

H2. Site design positively influences customer satisfaction.

According to Sadeh, *et al.* as cited in Jiang, *et al.* (2012), the clear information regarding to the product specification is very important to be displayed when the customers visit the website. Shankar, Smith, and Rangaswamy (2003) noted that the ease of information has a positive impact on customer satisfaction in electronic service. They stated that the information disclosure influences more on the overall customer satisfaction when the service is done by online than offline. Another study from Liu, *et al.* (2008) stated that the information quality has a great effect on customer satisfaction as well. Additional information will enhance the quality of options that customer makes, which in turn, is resulted in an experience that creates higher satisfaction when choices are made. If the websites have more information (including visual information), it will result in greater satisfaction. Therefore, the higher the ease of obtaining information, the higher the customer satisfaction that is obtained. The hypothesis in this study could be concluded as:

H3. Informativeness positively influences customer satisfaction.

According to Chung and Shin (2010), security can be described as the protection of privacy that is considered to be the most important issue to increase the trustworthy. The users started to be more aware of the significance of the information security as they are engaged in the safety behavior in using online platform. This statement is supported by the study conducted by Fullerton (2011) mentioned that the satisfaction of the users are strongly related to the information security practices. Another research stated that one of the factors that is influencing customer satisfaction in online environment is security (Park & Kim, 2003). They mentioned that customers care about online payment security, reliability, and privacy policy of the online store. Based on study conducted by Szymanski and Hise (2000), a positive perception of financial security influences online customer satisfaction. As perception of security risk declines, they believe that the satisfaction of online stores will

increase. The more secure the website, the more customers feel satisfy toward the company. Therefore, the hypothesis in this study could be concluded as:

H4. Security positively influences customers satisfaction.

Virtual community becomes a platform for the online users to communicate to each other, seek for information, and exchange the opinion. Chung and Shin (2010) also stated that customer service is one of the key drivers of online customer trust. they believed that satisfaction of buyer-seller relationships are the consequent of multiple evaluations of people, event, and object that is related to the communication among them. A study proposed by Murphy and Sashi (2018) mentioned that there is the effect of communication on customer satisfaction. As the vendors, they have to provide a good communication system and give the space for their customers to be able to exchange opinions in the site. Fullerton (2011), they believed that communication influences positively on the whole satisfaction. The communication activity enable the customers and the e-retailer providers to share expectations over time. Satisfaction in these relations of buyers and sellers are the outcome of multiple evaluations of events, people, and objects related to the exchanges information between buyer-seller. The more the website can facilitate communication with the customers, the more they will satisfy to the website. Therefore, the hypotheses in this study could be concluded as:

H5. Communication positively influences customer satisfaction.

Customer satisfaction is strongly related to how customer perceived value from products or services. Choi, Choi, and Lee (2007) proposed that a high level of satisfaction in online transaction plays a role to raise the consumer trust. They agreed that web site trust develops through the customer satisfaction based on his/her experience. According to Sahadev and Purani (2008), trust is related to satisfaction, and even satisfaction is included in the component of trust. Another study also showed that e-satisfaction positively and significantly influence e-trust (Horppu, Kuivalainen, & Ellonen, 2008). They mentioned that e-commerce providers should put greater attention about enhancing service quality because the more customer satisfy with the products and services, the more they will trust to the company. The higher the level of online customer satisfaction, the higher the level of customer trust will be obtained. After discovering in previous literatures on relationship between customer satisfaction and e-trust, thus, the hypothesis in this study is:

H6. Customer satisfaction positively influences e-trust.

In the study written by Cater and Zabkar (2008), they found that there is a positive influence of satisfaction on commitment. Together, satisfaction and commitment positively affect the behavioral intention, such as WOM communication, purchase intention, and continued interaction (Mukherjee & Nath, 2007). Another study from Fullerton (2011) supports that there is a positive and significant relationship between satisfaction and affective commitment. The relationship with a high satisfaction firm is more motivated to continue the relationship. Customers feel satisfy when they have great overall experiences with certain providers, thus, they would like to feel that they should stay with that company because of the service that the company has done for them. Satisfied customers are likely to feel positive attitudes to the providers, then, they want to have a continued relationship with the company and become committed to that relationship (Cater & Zabkar, 2008). In the service context, the greater the customer satisfaction toward the service experience, the greater they are likely to commit to a relationship with the provider. Therefore, the hypothesis in this study could be concluded as:

H7. Customer satisfaction positively influences e-commitment.

Trust is resulted from a past activity and makes a customer to think about future and become committed to a certain company or brand. A customer will become committed to a provider that they can put trust on it. Another study conducted by Mukherjee and Nath (2007) mentioned that e-trust has a positive relationship to e-commitment. When customer trust is increasing, company would feel a sense of moral obligation to not disappointing their customers. It also means that the more customer trust to the companies, the more they feel to continue the relationships. According to Chung and Shin (2010), e-trust and customer satisfaction are the antecedents of commitment. They found that more satisfied customers stay on a certain provider because they trust the firms and enjoy the purchasing experiences. Therefore, the more customers put trust on the e-retailer, the more they would likely to commit to their relationship with the vendors. Thus, the hypothesis can be proposed as:

*H8. E-trust positively influences e-commitment.*

The customers are willing to read other people reviews because there is increasing trust among the users (Smith & Adviser-Menon, 2002). According to Hennig-Thurau, *et al.* (2004), they stated that e-WOM significantly influences several individual level, included the

level of trust. In online context, trust increases the buyers' willingness to repurchase the products and reduces the desire to spread negative review to other people (Barlow, *et al.,* 2004). Another literature mentioned that customer trust in the website is positively associated with the customer engagement in positive e-WOM (Mukherjee & Nath, 2007). It means that the more customers trust to the company, the more they will spread positive e-WOM. When a customer gives a recommendation to others about a product reputation in a virtual community, he/she may simultaneously have a higher level of trust to the seller. The more customer trust to the website, the more they would like to recommend to others. Thus, a hypothesis can be proposed as:

H9. E-trust positively influences positive e-WOM.

Tsao and Hsieh (2012) have stated that e-commitment has positive effect on WOM. They believed that customers with high search intention for information of the product in online store are more likely to have high intention to give recommendation to other people, compared to others who have lower search intention. A study from Chung and Shin (2010) said that to reduce perceived risks, consumers often depend on other people's reviews. If commitment to the company is high, positive WOM is more likely.Another research proposed by Wulf *et al.* (2006) stated that customers who commit to a certain service provider will typically show high purchase intentions and are more willing to give recommendation to others. They mentioned that committed customers typically show higher purchase intention, are more willing to pay the higher price, and are more willing to give recommendation to other customers. The higher the customer commitment, the more customers will engage to the online activities to share information, share opinions, and recommend that provider to other online customers. Thus, researcher proposes a hypothesis as follow:

H10. E-commitment positively influences positive e-WOM.
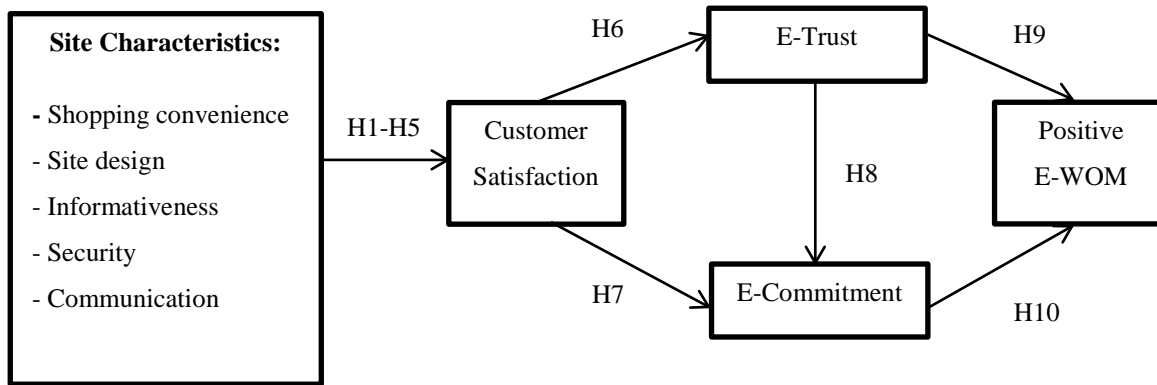
Research Model

RESEARCH METHODS

This research uses quantitative research strategy method to determine the influence of site characteristics on customer satisfaction and positive e-WOM in internet shopping. Quantitative method is chosen because it is considered to be able to present the accurate and precise number in answering the problems. Besides, the result is expected to be more reliable for analyzing the consumer behavior. To conduct the survey, the researcher uses the help of questionnaire of Google Form as one of the tools to get the results. Thus, the result can be easily compared with the previous result conducted by Chung and Shin (2010) in the form of statistics. This type of research is considered as descriptive study that purposes to get the overall picture how customer satisfaction on website characteristics, e-trust, and e-commitment affect the e-WOM in online retailing. It is important on this study to discover the relationships between antecedent factors, which included site characteristics, customer satisfaction, e-trust, and e-commitment towards positive e-WOM.

This study has 34 questions as the items in the questionnaires. Each question will represent certain variables that will be tested. Each item will be measured by using seven-point Likert Scale. This research use non-probability sampling method. Furthermore, the type of non-probability sampling used in this study is convenienve sampling. Convenience sampling is a sampling method where the target population meet the certain criteria, such as easy to approach, easy to access, availability at a given time or the willingness to be participated (Ghozali, 2011). This technique is chosen as it is the cheapest and fastest method due to the limited period of time. This study is conducted in Indonesia with the population of

this research is Indonesian, both male and female. However, researcher will examine a sample from this population as the representation of selected population (Cooper & Schindler, 2011). The range of age has been considered for gen Y with the age of 18 – 35 years old and frequently access to the internet. The respondents are the internet users who have experienced in buying product via online at least once in a month during the last one year.

The research object in this study is the Indonesian online retailer in general. This research does not specifically narrow the online store since there are many online stores in Indonesia are they are still growing. However, some of them are considered as big companies as it is the most visited e-retailer in Indonesia, such as Tokopedia.com, Bukalapak.com, Blibli.com, Shopee.co.id, and Lazada.co.id. (Alexa.com, 2019). Respondents are freely to choose the online retailer that familiar to them.

This study will analyze primary data and secondary data. Primary data will be covered by spreading the questionnaire. The data will be gathered by the helping of Google Docs in order to get more geographical coverage. The questionnaire is translated in *Bahasa Indonesia* in order to simplify the language. The data (n=340) are collected from Indonesian online shopping users who have experienced in purchasing product from Indonesian online shopping websites. The secondary data are collected from other literature reviews and relevant journals.

This research is required the instrument testing both the reliability testing and validity testing (Cooper & Schindler, 2011). This study has KMO Measure of Sampling Adequacy value of 0.867, which is greater than 0.5. The Chi-Square value on Barlett's Test is significant at the level of 0.000. It means that the model is valid and it can be brought to the next step. Based on rotated component matrix result, the values of each indicator that are more than 0.5 considered as good. Item SC1, SC4, and SD4 have a value of less than 0.5; therefore, those items are not included in the next analysis. From the result, the items are grouped based on each variable.

Reliability testing is a test to measure the degree to which a test is consistent in measuring what it is intended to measure, although it is applied in different situations and conditions. This test is carried out in order to find out to which extent the level of consistency if the measurement is done twice or more. This study uses reliability testing with Cronbach's Alpha technique. If the value of construct reliability from each construct is about/more than

0.7, it can be stated as reliable (Ghozali, Imam, & Fuad, 2008). This test is conducted using the help of SPSS software. Based on the reliability testing result, the value of Cronbach's Alpha in each variables are exceeded 0.7, which means all the variables in the model are reliable.

SEM analysis is chosen to analyze the primary data (quantitative research analysis) to test and estimate more complicated framework (Haryono & Wardoyo, 2012). According to Hair, *et al.,* (2010) SEM can be defined as a multivariate statistical analysis technique in which it is used to determine the structural relationships. They also stated that this technique is the combination of multiple regression analysis and factor analysis. The measurement model will be tested using AMOS (Analysis Moment of Structural) with the sample size (n=340). It will be used to test the research hypotheses and model fitness (Chung & Shin, 2010). AMOS is chosen because it is able to show the graphic in better way and it is able to picture the structural model easily. According to Ghozali, Imam, and Fuad, (2008), SEM can be used to reduce the number of observed variable into a smaller number of latent variables. This test is carried out in order to measure the relationship within the latent variables and encompasses two components, which are a measurement model (the CFA) and a structural model (Ghozali, Imam, & Fuad, 2008). As the fitness of the model is confirmed, hypothesis testing is conducted with the help of AMOS software. This tool is chosen to present, estimate, and assesses the specific model in an intuitive path diagram. In other words, SEM could estimate the path diagram of the relationship of each variable. The hypothesis testing in this research is done by comparing the critical ratio and Z value. The CR used is 1.96 at the significance level of 0.05 or 5 per cent. If the CR is greater than 1.96, the influence of two constructs is significant, which is the hypothesis is supported. On the other hand, if the CR is lower than 1.96 means that there is no effect and it is not significant for both constructs. It also means that the hypothesis is not supported.

RESULT AND DISCUSSION

At the first hypothesis test, the estimate value (β) is 0.136 and C.R. value is 1.534. The first hypothesis is not supported because the C.R. value is not greater than 1.96. It can be identified that the shopping convenience positively but not significantly affects customer satisfaction. This result of the first hypothesis is not in accordance with the previous study conducted by Chung and Shin (2010), in which, shopping convenience is found to be

positively and significantly effected customer satisfaction. This matter due to the research settings that is different. The previous research was conducted in South Korea in 2010, while this study was conducted in Indonesia in 2019 with different characteristics, both in terms of culture and different condition. According to Dharmesti and Nugroho (2012), the good delivery management, security/privacy management, and fast response of the online store give a significant effect on online customer satisfaction. A study from Sfenrianto, Wijaya, and Wang (2018) also mentioned that convenience in online shopping did not give significant effect to Indonesian customer satisfaction. This result also supported by Nielsen, as cited in Sfenrianto, *et al.* (2018), that shopping convenience have yet become the main driver of Indonesian customers to shopping online. They stated that consumers in Indonesia are more driven by the low cost, fast delivery, and product availability.

At the second hypothesis test, the estimate value (β) is 0.230 and C.R. value is 4.326. This second hypothesis is supported because the C.R. value is greater than 1.96. It can be concluded that the site design positively and significantly effects customer satisfaction. This result of the second hypothesis is in accordance with the result in the previous study conducted by Chung and Shin (2010), in which, site design is found to be positively and significantly effected customer satisfaction. A study from Park and Kim (2003) also mentioned that online users tend to be more satisfied to see the great appealing of a website. In accordance to this evidence, it is known that the better the design of a website, the more satisfied the customers will be. The features in a website will allow consumers to operate the website easily with the minimum effort. As the result of the test, it is known that consumers who are shopping online through e-retailing in Indonesia have great attention to the design of the websites. The better the quality of site design, included visual appealing, website appearance and fast response of the website, the consumer will feel more satisfy towards the website. Consumers are likely to purchase from e-commerce where they can recognize the quality of the website.

At the third hypothesis test, the estimate value (β) is 0.093 and C.R. value is 1.643. This third hypothesis is not supported because the C.R. value is not greater than 1.96. Therefore, it can be concluded that the informativeness positively but not significantly effects customer satisfaction. This result is not in accordance with the previous study conducted by Chung and Shin (2010), where the informativeness is positively and significantly affects customer satisfaction. This matter due to the research settings and research object that is different. This study was conducted in Indonesia in 2019 with different characteristics, both

in terms of culture and different condition, while the previous research was conducted in South Korea in 2010, while this. Chung and Shin (2010) mentioned that there are four items determining informativeness: rich information availability about features and quality of the products on the website, accurate information provided on the website, and peripheral information availability (payment, delivery, and return) on the website. This hypothesis is not supported indicates that the Indonesian online consumers did not get into the four indicators stated by Chung and Shin.

At the fourth hypothesis test, security has a positive effect on customer satisfaction. The estimate value (β) is 0.316 and C.R. value is 3.952. This hypothesis is supported because the C.R. value is greater than 1.96. Therefore, it can be concluded that the security positively and significantly effects customer satisfaction. This result is in accordance with the previous study conducted by Chung and Shin (2010), where the security is positively and significantly affects customer satisfaction. In other studies, it is also mentioned that the higher the security, the higher the satisfaction of its customers (Fullerton, 2011; Park & Kim, 2003). They mentioned that customers do care about online security, reliability, and privacy policy of the websites.

At the fifth hypothesis test, communication has a positive effect on customer satisfaction. As seen in Table 4.6, the estimate value (β) is 0.227 and C.R. value is 4.259. This fifth hypothesis is supported because the C.R. value is greater than 1.96. This result is in accordance with the previous study conducted by Chung and Shin (2010), in which, communication is positively and significantly affects customer satisfaction. In other literatures, it is mentioned that the greater the communication, the greater the satisfaction of its customers (Fullerton, 2011; Murphy & Sashi, 2018). They mentioned that communication from the seller has been recognized to have positively significant effect on customer satisfaction. If the communication of the seller is poor, the satisfaction of online stores will be low as well.

At the sixth hypothesis test, customer satisfaction has a positive effect on e-trust with the estimate value (β) 0.405 and C.R. value is 5.392. The sixth hypothesis is supported because the C.R. value is greater than 1.96. Therefore, it can be concluded that the customer satisfaction positively and significantly affects e-trust. This result is in accordance with the previous study conducted by Chung and Shin (2010), in which, customer satisfaction is positively and significantly affects e-trust. Choi, *et al.* (2007) mentioned that the higher the

level of satisfaction, the higher the consumers trust. Another study conducted by Horppu, *et al.* (2008) also believed that e-satisfaction positively and significantly influences e-trust. They empirically proved that there is a positive relationship between web site satisfaction and trust. Customer satisfaction is perceived as an essential concept as it seems to be a requirement for web site trust and loyalty. In order to increase Indonesian customer trust, e-retailers have to give them satisfaction first.

At the seventh hypothesis test, customer satisfaction has a positive effect on e-commitment. The estimate value (β) is 0.506 and C.R. value is 6.041. The seventh hypothesis is supported because the C.R. value is greater than 1.96. Therefore, it can be concluded that the customer satisfaction positively and significantly affects e-commitment. This result is in accordance with the previous study conducted by Chung and Shin (2010), in which, customer satisfaction is positively and significantly affects e-commitment. Other studies also mentioned that there is positive and significant relationship between customer satisfaction and commitment from the customer (Cater and Zabkar, 2008; Fullerton, 2011). They empirically proved that the relationship with a high satisfaction firm is more motivated to continue the relationship. Customers will feel satisfy when they have great overall experiences with certain providers, thus, they would like to feel that they should stay with that company because of the service that the company has done for them.

At the eighth hypothesis test, e-trust has a positive effect on e-commitment. As seen in Table 4.6, the estimate value (β) is 0.148 and C.R. value is 2.271. This hypothesis is supported because the C.R. value is greater than 1.96. Therefore, it can be concluded that the e-trust positively and significantly affects e-commitment. The greater the e-trust, the greater they are likely to commit to a relationship with the provider. Likewise, vice versa, when the e-trust is low, the commitment from customers will be also low. This result is in accordance with the previous study conducted by Chung and Shin (2010), in which, e-trust is positively and significantly affects e-commitment. Another literature also mentioned that there is positive and significant relationship between e-trust and commitment (Horppu, *et al.,* 2008). They believed that trust is resulted from a past activity and makes a customer to think about future and become committed to a certain company or brand.

At the ninth hypothesis test, e-trust has a positive effect on positive E-WOM. The estimate value (β) is 0.148 and C.R. value is 6.005. This hypothesis is supported because the C.R. value is greater than 1.96. Therefore, it can be concluded that the e-trust positively and

significantly affects positive E-WOM. This result is in accordance with the previous study conducted by Chung and Shin (2010), in which, e-trust is positively and significantly affects positive E-WOM. Another literature from Smith and Adviser-Menon (2002) mentioned that the customers are willing to read other people reviews because there is increasing trust among the users. They believed that the positive E-WOM is essential as the form of promotion where trust from customers plays a significant role in their choices. When there is a high trust in a relationship, the customers will more likely to spread the positive E-WOM to other customers. A website that has a good reputation will be easy to be recommended by its customers. Thus, it becomes important information for e-retailers to increase the positive EWOM by gaining trust from the customers.

At the tenth hypothesis test, e-commitment has a positive effect on positive E-WOM. The estimate value (β) is 0.275 and C.R. value is 5.337. This hypothesis is supported because the C.R. value is greater than 1.96. Therefore, it can be concluded that the e-commitment positively and significantly affects positive E-WOM. This result is in accordance with the previous study conducted by Chung and Shin (2010), where the e-commitment is positively and significantly affects positive E-WOM. They believed that consumers often depend on others' reviews. When commitment to the company is high, positive word-of-mouth is more likely high as well. In other studies, it is mentioned that e-commitment has positive effect on WOM (Tsao & Hsieh, 2012). They believed that customers with high search intention for information of the product in online store are more likely to have high intention to give recommendation to other people, compared to others who have lower search intention.

CONCLUSION AND SUGGESTION

This study aims to get the overall picture how customer satisfaction on website characteristics, e-trust, and e-commitment affect the positive e-WOM in online retailing in Indonesia. This research consists of nine variables: shopping convenience, site design, informativeness, security, communication, customer satisfaction, e-trust, e-commitment, and positive E-WOM. This research is a replication research of previous study by Chung and Shin (2010) in South Korea. It is conducted in order to confirm whether the results of previous study are the same as the current research applied to different countries and different consumer backgrounds. Shopping convenience and informativeness positively but not significantly influences customer satisfaction. This result is not in accordance with the previous study conducted. Shopping convenience and informativeness have yet become the

main driver of Indonesian customers to shopping online. This matter due to the research settings that is different. Consumer in Indonesia will feel more comfortable with a variety of features that make them enjoy shopping online, such as free shipping, price discount or attractive promos. Indonesian online consumers do not seem to try to spend the least amount of time shopping for daily necessities as well as South Korean customers. If during the process of shopping they feel pleasant, it will increase their satisfaction. Consumers in Indonesia are more driven by the low cost, fast delivery, and product availability.

Improving the shopping convenience is not the only way that can be used as a prediction tool to recognize what features that customers value the most. A company can satisfy consumer by providing a website that provides a good site design, security and privacy system, communication, attractive promos, and affordable prices. A good quality web design will make consumers interested in shopping. Company can provide a good web design by displaying a website that is easy to navigate and require less effort to be explored. The ease of information surely can help the customer to reduce risks and provide the relevant information when he or she needs it but it does not mean that it will increase customer satisfaction. Rather than investing in the high information technology, companies might allocate the cost in to other points. Creating the right user-friendly website allows customer to access in a way that is most enjoyable for him/her. Security has a great influence on the customer satisfaction. Providers need to focus on the customer privacy and payment system to reduce the risks, to create the mode of transactions as secure and trustworthy to overcome the fear of security. E-retailers should have control to secure the information regarding to their customers so they will feel more safe and confident having transaction in the website. Communication has an influence on the customer satisfaction. This result gives a picture for e-retailer to establish early warning system based on the customer feedback, so that the company can take appropriate remedial decision as an improvement. A company also can establish an appropriate customer relationship management system for handling complaints from customers and to encounter the problem as quick as possible. E-retailers must be able to compete by providing a website that can always be trusted so that the quality of the website is well maintained. Maintaining a good reputation is one of the important things that e-retailers must recognize. It will be easier for the company in the future to set the strategy when they have gained trust from the customers. E-retailers should be able to present a good impression to their customers so that consumers are willing commit to the company.

The limitations of this study are this study only conducts the analysis on 5 elements of site characteristics, which are shopping convenience, site design, informativeness, security, and communication. The respondents in this research are still less diverse based on their age, where most of the respondents who filled the questionnaires were at the age of 21 – 25 years old, with 72.1 percent or 245 respondents and those respondent mostly come from Java Island, which can cause the uneven distribution. The next research is expected to discover another element on site characteristics other than 5 elements in this study, such as interactivity, innovativeness, and flow. Future study is expected to be filled by the representative of each age categories evenly. The questionnaire should not be dominated by certain age category in order to represent Indonesian population as a whole. Future study is expected to spread the questionnaire evenly across all islands in Indonesia. The questionnaire should not only dominate by people who domicile in Java Island. This should be taken so that the sample can represent the population in Indonesia equally.

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